

AUTOMOTIVE AND COMMERCIAL VEHICLE MARKET

CHINA BUSINESS
lets automotive industry
continue to shine

CHINA

Discuss with experts about

- ☐ Cultural barriers when setting up research and development centres
- ☐ Chinese customers – what do they expect in the future?
- ☐ The 5-year-plan for commercial vehicles
- ☐ Efficient HR management – recruiting and retaining qualified staff
- ☐ The commercial vehicle market in China – segmentation and structure
- ☐ How to combat product piracy and patent infringements successfully
- ☐ Positioning of small and medium sized companies in China – is China a 'must' for SMEs?

Chairmen

Heinz E. Schmitz, CSO, Richard Fritz GmbH & Co.KG

Sebastian Feldmann, Principal, PwC's PRM Management Consulting

Your experts

Norbert Dressler, Roland Berger Strategy Consultants

Dr. Rolf Gall, ZF (China) Investment Co. Ltd.

Rolf Kaste, Volkswagen AG (a.D.)

Beate Lalk-Menzel, Daimler AG

Henner Lehne, IHS Automotive

Dr. Kuang-Hua Lin, Asia Pacific Mangement Consulting GmbH

Roman Mathyssek, IHS Automotive

Mathias Mayr, Knorr-Bremse Systeme für Nutzfahrzeuge GmbH

Christian Schell, Dr. Ing. h.c. F. Porsche AG

Francois Schoentgen, Continental (Automotive Asia Pacific Co. Ltd. Shanghai)

Chris Senior, CEVA Logistics

Dr. Norbert Wittemann, PwC's PRM Management Consulting

Gang Xu, PwC's PRM Management Consulting

Featuring numerous
practical reports

Conference days can
be booked seperately



Tuesday, 25th October 2011

8.45 – 9.15

Reception with tea and coffee,
distribution of conference documentation

9.15 – 9.30

Welcome and opening of the conference by EUROFORUM and the Chairman

Heinz E. Schmitz, CSO, Richard Fritz GmbH & Co.KG

CHINA'S AUTOMOTIVE MARKET – EXPECTATIONS AND STATUTORY

9.30 – 10.00

Automotive industry in China – growth or risk management?

- ☐ Overall market development in China until 2020 – three scenarios
 - ☐ Segmental developments – what kind of vehicles will Chinese customers want to drive in the future?
 - ☐ Winners and losers – OEM growth in China
 - ☐ Local production versus import
- Christoph Stürmer, Senior Automotive Analyst, IHS Automotive

10.00 – 10.30

The influence of the Chinese automotive market on the world market – how much longer will this go on?

- ☐ The world and the Chinese automotive markets: overall trends and developments
 - ☐ Risk factors as regards China's future economic growth and how they affect OEMs
 - ☐ Chinese companies on their way to globalisation and what this means for existing structures
 - ☐ Outlook
- Norbert Dressler, Partner, Roland Berger Strategy Consultants

SETTING UP RESEARCH AND DEVELOPMENT CENTRES IN CHINA

10.30 – 11.15

„Running the Red Light“ and “cha bu duo” – cultural barriers when setting up research and development centres in China

- ☐ The Chinese automotive market
- ☐ Why local developments?
- ☐ Recruiting and retaining employees
- ☐ Cultural differences and their impacts
- ☐ Outlook

Dr Rolf Gall, Head Engineering Center,
ZF (China) Investment Co., Ltd.



11.15 – 11.30

Discussion

11.30 – 12.00

Break for tea and coffee

SKILLED EMPLOYEES – WHERE ARE THEY?

12.00 – 12.30

Successful in China with the help of qualified staff – how to find the best in class and how to tie them to your company in the long run

- ☐ „The war for talent“: current developments in China
 - ☐ How to find qualified staff in China
 - ☐ How to tie the most valuable staff to your company in China
 - ☐ Most common problems and pitfalls, tips and tricks as well as some helpful recommendations for your every day work
 - ☐ Examples: HR audit and employee retention programmes
- Dr Kuang-Hua Lin, Geschäftsführer,
Asia Pacific Management Consulting GmbH

CHINA – A ‘MUST’ FOR SMES?

12.30 – 13.00

Strategies for small and medium sized suppliers (SMEs) to position themselves successfully in China

- ☐ Market entry in China: a “must” for German/European SMEs!
 - ☐ Joint venture with a local partner or 100 % subsidiary – some considerations and recommendations
 - ☐ Which challenges will SME managements and organisations have to face up to when going to China?
 - ☐ The human factor – in China and in Germany
- Heinz E. Schmitz

13.00 – 13.15

Discussion

13.15 – 14.15

Lunch for delegates and speakers

QUALITY MANAGEMENT AND PRODUCT PIRACY

14.15 – 15.00

Automotive logistics in a challenging market

- ☐ Logistics in the new 5-year-plan
- ☐ Spare parts logistics
- ☐ What are the challenges?
- ☐ And what are the solutions?
- ☐ How can the supply chain streamline the process?
- ☐ What does green logistics mean in China?

Chris Senior, Global Key Account Director Automotive/
Global Subject Matter Expert Spare Parts, CEVA Logistics

This paper will be presented in English

