

DIFFERENTIATION AS A STRATEGY FOR THE AUTOMOTIVE INDUSTRY

5th November 2013 - Autoworld, Brussels

AIC FORUM 2013

Differentiation as a strategy for the automotive industry

Competition in the automotive industry is increasing fast. The arrival of new vehicle makers from Korea, China and India, installed overcapacity, new safety and environmental regulations and the deepening economic crisis are all factors that are impacting the European automotive industry intensely. To stay leaders, vehicle manufacturers and component makers need new differentiation strategies to take positions on a scale of value and competitive advantage.

Differentiation strategies involve revaluing product, introducing advanced technologies, looking for new finance solutions, and approaching suppliers/segments in a creative way, either individually or in combination. Recent cases provide keys to assessing the current situation and the road to take in the future.

AIC Forum will be analyzing a number of differentiation strategies observed in our industry, from the point of view of car manufacturers, automotive suppliers, research and development centers, consultants and public administrations. _

About AIC FORUM

A major player in national and regional economies, the automotive business is undeniably a strategic sector on a worldwide scale. And it is not just a question of social impact and implications: management, quality, research, environment, safety and logistics levels in the industry are also a key factor.

New technologies, business models, mobility requirements and opportunities are currently emerging within the automotive sector, and open cooperation is required to respond quickly and efficiently to the changes happening in the industry. These changes need to be looked at from a global perspective; stakeholders must implement joint initiatives and not just focus on the vehicle itself but also on the legal framework, infrastructures and end consumers.

The future of the sector lies in reinforcing the industry and its ability to provide a solid economic platform on which innovation has to be constructed.

In this regard, the institutions are essential in providing stakeholders with a secure regulatory framework, plus support for the industry, backup for research initiatives, environmental improvements, training future professionals, etc.

“Automotive” countries need to strengthen their ties to become more competitive and discover synergies in all fields of knowledge, staff training, technological development and industrialization.

AIC Forum is a European meeting point for the automotive industry to debate the strategic issues affecting the industry worldwide. It seeks to facilitate the exchange of information, perspectives and experiences between stakeholders, which include the public authorities, vehicle manufacturers and suppliers, universities and technology providers from different continents.

AIC Forum is the place to find common ground in the ongoing evolution of the automotive sector. _



PROGRAM

9:15 - 9:30 **Attendee arrival**

9:30 - 9:40 **Welcome**

Ines Anitua, CEO, AIC - Automotive Intelligence Center

GLOBAL FUTURE OF THE AUTOMOTIVE SECTOR AND EUROPEAN GUIDELINES TO SUPPORT DIFFERENTIATION STRATEGIES

9:40 - 10:00 **Daniel Calleja**, General Manager - CE DG Enterprise

10:00 - 10:20 **Dominique Ristori**, General Manager - European Commission - Joint Research Center

10:20 - 10:30 **Q & A**

DIFFERENTIATION AS STRATEGY IN FUNDING / FINANCING AND ORGANIZATION

10:30 - 10:50 **Thomas Barrett**, Director Advisory Services - European Investment Bank

10:50 - 11:10 **Oskar Goitia**, Vice-President - Mondragón Automoción & Board Member CLEPA

11:10 - 11:20 **Q & A**

11:20 - 11:40 Coffee Break

DIFFERENTIATION AS STRATEGY IN PRODUCT / MARKET / TECHNOLOGY

11:40 - 12:00 **Mikel Lorente**, Technical Manager, AIC - Automotive Intelligence Center

12:00 - 12:20 **Jean Luc di Paola Galloni**, Group Corporate Vice-President Sustainable Development and External Affairs - VALEO

12:20 - 12:40 **Mark Adams**, Vice-President, Strategic Relationship Management, Corporate and Business Planning - Toyota Motor Europe

12:40 - 12:50 **Q & A**

12:50 - 13:10 Forum debate & conclusions

Conferences moderated by **Ivan Hodac**, Former ACEA's Secretary General and member of the Board of Directors, Aspen Institute Prague

13:10 - 14:00 Networking lunch



About AIC-Automotive Intelligence Center

AIC is a European open innovation center based in Bilbao, designed to provide high added value for the automotive industry at a global level, integrating knowledge, technology and industrial development. Following its profound market orientation, AIC identifies and promotes innovative cooperation projects that help the entire value chain reduce time to market while minimizing efforts and risks.

AIC supports such initiatives by bringing together industrial, financial and technological stakeholders working in key strategic focus areas for the automotive industry in the coming years._



Registration to AIC Forum 2013 www.aicenter.eu
Limited seating capacity



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