

Asia Automotive: Innovative Transformation

Establishing world-class cutting edge strategies in today's high octane environment towards globalisation in the automotive industry

JW Marriott,
Kuala Lumpur, Malaysia

5th & 6th November 2008

"The mind has exactly the same power as the hands;
not merely to grasp the world, but to change it"

Colin Wilson

In today's competitive automotive industry, one need to be able to deliver what the world market demands and staying one step ahead is the key challenge for automotive players. Achieving success in this industry requires strategically positioning oneself with crucial market information and best practices to gain competitive advantage and increase liberalisation



Your distinguished chairperson:

Dr Daniel Aklil-D'Halluin Managing Director
Pure Energy™ Centre

*Chairman of the Institute of Engineering and Technology North Network
Director of the Scottish Hydrogen and Fuel Cell Association
Executive Member of the Nordic network for sustainable energy system
Board Member of Fuel Cell Europe*

*Scottish Green Energy Award for success in renewable energy
Runner up in Vibes Awards
Best presentation, "International Grove H2 and Fuel Cell (FC) Conference"
Business leader of Tomorrow Award
Energy Institutes Award*

Key benefits of attending:

- **Recognising** the cause and effects of increased oil prices to the automotive industry
- **Penetrating** the global hybrid car market and overcoming the challenges of global expansion
- **Identifying** the needs of consumers in order to compete in the global automotive playground
- **Integrating** western automotive technology into the Asia automotive market
- **Captivating** the market through effective automotive branding and marketing
- **Striving** for continuous technological development in building corporate value
- **Understanding** the crucial necessity of forming partnerships between carmakers and suppliers
- **Probing** the impact of biodiesel fuel consumption and its influence on the automotive industry
- **Exploring** the future of clean diesel cars as a solution to reduce the effects on environmental pollution

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Your distinguished panel of speakers:

Michio Shinohara General Manager, Chief Engineer Environment & Safety Planning Office
Honda Motor Co., Ltd, Japan
*ACEEE's "Greenest Vehicles of 2008"
Honda on fuel efficiency: Consumer No 1 trusted brand in Asia, Reader's Digest*

Lito S. German Corporate Communications & Marketing
BMW
Winner of "World Green Car of the Year" award, "Auto 1 von Europa" and "Autorevue Award"

Dr AK Jindal Head of Technology (Light & Small Commercial Vehicle Production Group)
Tata Motors, India
'Top Exporter Gold Trophy' by the Engineering Export Promotion Council (EEPC)

Gunadi Sindhuwinata Group CEO
Suzuki Motor Corp Indonesia
President & Director, PT Indomobil Sukses International Tbk (ISI) and Chairman of Indonesia Motor Cycle Manufacturing Association

Jason Shang Technical Affair Director
Ford Motor Company, Philippines
*Strategic Vision's "Most Delightful Vehicles of 2007"
Energy Star 2007 Partner of the Year Award in Energy Management, U.S. Environmental Protection Agency (EPA) and the U.S. Department of Energy*

Paulraj Edwin Chief Engineer, Chassis and Vehicle Dynamics, Product Development
Volvo India Private Limited

Kuniyuki Terabe General Manager
Petrobras / BJE
Executive Vice President
Brazil Japan Ethanol Co. Ltd, in Tokyo Japan
*One of the world's largest producers of alternative fuel and the No. 1 exporter of ethanol
Best Investor Relations Program for Retail Investors and the Best Annual Report awards*

Roberto Velozzi CEO
Velozzi
*Head of the Velozzi Hydrogen Generation Program
Fuel cell components – NASA
2006 Michelin Challenge Automotive Design Winner*

Nishdev Singh Head of Volkswagen
Euromobil, Malaysia

Donald Cheah Chief Editor
Top Gear

Dr Momoji Kubo Professor
Fracture and Reliability Research Institute, Graduate School of Engineering, Tohoku University - Japan

Bob Feinschreiber COO
TransferPricingConsortium.com
Former Federal Tax Audit of Chrysler Corporation and currently the Director of Taxation and Financial Analysis of National Association for Manufacturers, Consultant of United Nations and Professor of Department of Economics of Russian Economics Institute

Margaret Kent COO
ProductionIncentive.com

Wednesday 5th November 2008

0830 Registration and morning coffee

0900 Introduction and welcoming remarks from your distinguished Chairperson

Dr. Daniel Aklil-D'Halluin Managing Director
Pure Energy™ Centre

East meets West: Fuel efficiency and technology innovation in developing the Asia 2020 vision

0915 Session One – Case Study
Understanding the impact of bio-fuels and bio-diesel of motorvehicle technologies in harnessing the Asian automotive industry: Brazilian learning in production and use of biofuels

- Weighing the potential and competitiveness of biofuels and benchmarking it within the Asian region
- Appraising the production and usage of biofuels in Brazil
- Evaluating Brazil's successful model of production and market for flexible fuel vehicles
- Recognising the key drivers and challenges for building a stable supply of bio-energy within the automotive industry
- Acknowledging Brazil and Petrobras initiatives in sustaining partnerships around the world

Kuniyuki Terabe General Manager
Petrobras / BJE

Executive Vice President

Brazil Japan Ethanol Co. Ltd, in Tokyo Japan

1000 Session Two – Case Study
Entering the global hybrid cooperation: Expanding into the future of Asia

- Examining the move to more fuel efficient vehicles as a high-priority issue in an expanding Asian market for air pollution prevention, solution of climate change issues, and the saving of the resource
- Advancing the expansion of hybrid vehicles in Asia in becoming the key drives for CO2 reduction from the mobility in the global market
- Identifying the strategies for driving cost reduction in terms of production for successful expansion of hybrid vehicles in the Asia market

Michio Shinohara General Manager, Chief Engineer Environment & Safety Planning Office

Honda Motor Co.,Ltd, Japan

1045 Morning refreshment and networking break

1115 Session Three
Cultivating technology innovation in automotive development: Lessons for the emerging Asian automotive market in meeting customers changing needs

Rapid globalisation in the automotive industry means that it is facing near-universal competition in the market; raging global oil prices in Asia especially, the need for ongoing technological revolution is transforming this industry to become increasingly more knowledge-based in moving key automotive trends and future technologies into marketplace significance. This session looks into the impact of combinatorial, multi-physics and multi scale simulation on research and development in automotive industry

- Advancing and successfully realised an industrial innovation in Japanese automotive industries through theoretical high - throughput screening of catalysts and materials for accelerating the speed of the research and development
- Evaluating case studies of successful design in new materials and processes in Japanese automotive companies by looking at the achieved sales amount that is increasing every year and reaching to 800,000 US dollars/year

Dr. Momoji Kubo Professor

Fracture and Reliability Research Institute, Graduate School of Engineering Tohoku University - Japan

Professor Kubo has published over 250 papers, 30 books, and 90 Japanese reviews. He was invited by over 20 international conferences and 50 domestic conferences and received over 10 scientific awards

1200 Session Four
Driving into the future of the alternative fuel car: The comeback of electric cars in the future market

- Acknowledging continuous improvements in electric cars. What are the developments and how far the electric carmakers have come in heightening these initiatives?
- Reacting to the increased focus on electric vehicle technology in promoting zero fuel usage and zero air pollution; what's in the future for them?
- Examining the situation for the automotive economy with the growth in advanced technologies in electric cars. Will this be a threat to the current carmakers, OEMs (Original Equipment Manufacturer) and oil companies?

Roberto Velozzi
Velozzi USA

1245 Networking luncheon

Strategic planning for the modern automotive world

1400 Session Five
Global economy and oil price contributions to the automotive industry: Cause & Effect

- Identifying key issues in the rising popularity of oil consumption in the automotive industry confronting with the strategic insights and perspectives from multinational corporations with strategies to address them while highlighting the opportunities available
- Looking at how raging global oil prices have caused a stir in both increased prices of raw materials and low return on capital: marketing and cost reduction strategies for OEMs (Original Equipment Manufacturers) and their suppliers
- Meeting consumers needs - shift in the size of vehicles being purchased across the globe for smaller more fuel-efficient hybrid models, fuel efficiency initiatives and electric car technology
- Restructuring strategies to meet consumers altering tastes because of the marginal consumption in vehicles

Gunadi Sindhuwinata Group CEO

Suzuki Motor Corp Indonesia

President & Director

PT Indomobil Sukses Internasional Tbk (ISI)
Chairman

Indonesia Motor Cycle Manufacturing Association

1445 Session Six – Joint Presentation
Innovating the transformation of the Asian automotive industry through tax incentives

- Incentives to increase innovative automotive manufacturing facilities
- Incentives to increase automotive manufacturing and production
- Sales-oriented incentives to change customer behavior
- Direct taxes that can change customer behavior - petrol taxes, vehicle weight, vehicle costs, and capital cost allowance
- Transfer pricing issues for the multinational taxpayer

Bob Feinschreiber COO

TransferPricingConsortium.com

Former Federal Tax Audit of Chrysler Corporation and currently the Director of Taxation and Financial Analysis of National Association for Manufacturers, Consultant of United Nations and Professor of Department of Economics of Russian Economics Institute

Margaret Kent COO

ProductionIncentive.com

1545 Afternoon refreshments and networking break

1615 Session Seven
Innovative sustainable transport - The European & UK perspective and how this can be applied in Asia

- Addressing the main issues with current transport technologies
- Understanding how to use current innovative technologies to reduce dependence on hydrocarbons
- Addressing CO2 emission through hydrogen fuel cell & electric technologies
- Looking into a proven European & UK financial strategy for introducing innovative solutions to the market place
- Breaking through the industry future challenges

Dr Daniel Aklil-D'Halluin Managing Director
Pure Energy™ Centre

1700 Session Eight
Overcoming challenges and current issues in automotive after sales services

- Moving forward with the Asia economy and grasping opportunities in the changing environment of after sales services
- Discovering how global economy issues are affecting the aftermarket business environment in Asia
- Striving to stay on the leading edge with telematics and other technologies advances in the automotive industry
- Establishing a strong position with quality assurance in after sales service for service - branding as a long term planning strategy

Nishdev Singh Head of Volkswagen
Euromobil

1745 Closing remarks by the Chairperson & end of Day One

Why you cannot miss this event

In 2008, with rising oil prices, the automotive industry is experiencing the effects of the price rise. Despite suggestions that the broader inflationary effects will take months to flow through to prices, consumers have already begun to respond. Marginal consumption has declined and consumers are altering habits. Auto manufacturers face an increasingly challenging business environment that includes global over-capacity, smaller profit margins, a persistent lack of useful knowledge about the consumers, and embedded risks.

Subsequent to that, there has been a shift in the average size of vehicles being purchased across the globe, with smaller more fuel-efficient hybrid models, fuel efficiency initiatives and electric cars technology this issue is becoming increasingly important to the automotive industry.

The Asia Automotive 2008 is a MUST-COME event for you to achieve competitive advantages and increase your firm's revenue! This conference will provide an in-depth look at the trends & developments in the automotive industry (business & technical), growth opportunities as well as major issues such as strategies to strengthen internal processes, market-leading technology and innovative, new services & applications. In order to maintain market leadership, industry players need to create sustainable business propositions in the marketplace that is faced with liberalisation, new environmental and regulatory legislation, while facing immense pressure to reduce costs and streamline processes to overcome the effects of oil prices.

marcus evans would like to thank everyone who has helped with the research and organisation of this event, particularly the speakers and their staff for their support and commitment.

Thursday 6th November 2008

0830 Registration and morning coffee

0900 Welcoming remarks from your distinguished Chairperson

Future directions for carmakers, manufacturers, OEMs (Original Equipment Manufacturers) and suppliers

0915 Session One

Analysing top global automotive manufacturing platforms in dealing with consumer changes, technology and pricing issues

- Defining the challenges in raw materials and cost pressures being faced in manufacturing home markets
- Encouraging technology contributions and sharing of parts and design to cultivate good local parts and components suppliers
- Identifying the threats of oil price increases and keeping up with competitors technology in the industry that the manufacturing platforms are facing; What can the carmakers industry do to help
- Adjusting 'full-set' production strategies to take account of the likely rise in intra-regional and international competition

Dr AK Jindal Head of Technology (Light & Small Commercial Vehicle Production Group)
Tata Motors, India

1000 Session Two

Auto Logistics: Improving the automotive supply chain and distribution efficiency in Asia

- Handling issues relating to rationalisation of the supply base and logistics from the effects of increased oil, raw materials and labour price
- Reacting to how logistics will affect globalisation initiatives and what's the impact on the automotive industry.
- Examining the alternatives of imports and distribution within the region and manufacturers in neighbouring countries
- Understanding how logistics issues will limit trans global automotive sourcing because of the market shift and how local suppliers can support this

Jason Shang Technical Affairs Director
Ford Motors

1045 Morning refreshments and networking break

Delivering business development excellence : Auto retailing, marketing & remarketing innovations

1115 Session Three

Creating awareness for the development of Fuel Cell Vehicle in the Asian market

- Reinforcing the strategies involved for fuel cell vehicle commercialisation and assessing how receptive the market is towards this technology in replacing the gasoline car
- Valuing roles of stakeholders and government collaboration in creating FCV (Fuel Cell Vehicle) awareness
- Promoting the roles and reasons for the technology in fuels cells and hydrogen in terms of the environment, cost and availability
- Discussing the pathway and perceiving key non-technical challenges to FCV (Fuel Cell Vehicle) commercialisation

Donald Cheah Chief Editor
Top Gear

1200 Session Four

Creating a new product brand and identity: New perspectives in changing the shapes of marketing

- Incorporating the perception gap and brand challenge in market opportunities and harnessing brand loyalty
- Transforming to new age branding with effective technologies and approaches to increase consumer's purchase motives
- Employing trends such as over-capacity in developed market, globalisation, technology advancements, environmental consideration, market fragmentation and product proliferation in the "brand" factor. How to achieve the ultimate branding in automotive industry?
- Cutting edge business strategies and industry techniques in new automotive accordance with engine and vehicle needs in future direction of strategic marketing innovation

Lito S. German Corporate Communications & Marketing
BMW

About the Official Media Partner

Auto Focus Asia, a magazine primarily focussing on the latest happenings in the Asian automotive industry and emerging technologies across the global automotive industry, is developed to serve the information needs of key automotive industry executives. The magazine serves as the knowledge resource to the decision makers who shape the future of their company in the global automotive industry. Insightful articles, features and opinions from industry experts, top executives, specialists, and strategists form the content. The vital information from the magazine can be used to streamline strategies of decision makers to meet the constantly evolving challenges facing the automotive industry.

Published quarterly with a minimum circulation of 10,000 copies (with an estimated readership of 53,000; Publisher's Survey), Auto Focus Asia is distributed across Asia Pacific, the Middle East, Europe and North America. In addition, we have more than 5,000 readers who receive e-book copies. This translates into an estimated readership base of 70,000 (Source: Publisher's Survey).

1245 Networking luncheon

1400 Session Five

Auto retailing for the alternative market in today's shift of oil price, technology and consumer taste: Luxury, ultra luxury and prestigious sports car market in Asia

In spite of the impact of global rise in oil prices, the automotive market is also very well aware that luxury comes inline with branding and in Asia the demand for this alternative market is growing with car enthusiasts who goes for style, recognition and power in the Asian society. The demand for this market is rising and has been a lucrative segment since the post World War II automotive market.

- Measuring the services prompted in auto retailing for the luxury market with an influx in boutique high-end automobile services
 - Administering the evolution of marketplace that spurred the need to cater exclusively for clientele on a national basis
 - Mastering successful practices, expertise, knowledge and an eye for customer services that is hard to match by going an extra mile to sustain in the highly competitive luxury automotive services market
- Speaker to be advised

Corporate governance and corporate social responsibility in the 21st century automotive industry

1445 Session Six

Addressing the importance of quality, safety and environment for heavy commercial vehicles in the emerging markets

- Majority of emerging market is producing trucks far below the expected standard
- Safety: Active and passive safety, very high possibility of saving life of driver and other road users in an accident
- Environment: How, clean engine reduces green house effect and health problems to humans. With increasing oil prices how fuel efficiency helps the transport business model and stretch availability of fossil fuel
- Quality: Bringing in reliability, durability and productivity along with it. Looking into the transport industry two major costs:
 - Initial product cost (one time investment)
 - Operating cost (recurring).

Paulraj Edwin Chief Engineer, Chasis and Vehicle Dynamics
Product Development Volvo India Private Limited

1530 Afternoon refreshments and networking break

1600 Session Seven

Addressing key issues in practicing corporate social responsibility

- Thinking differently in the new energy future economy driven by the rise of fuel price and technology innovations by strengthening competitiveness in shaping the regulatory framework
 - Harmonising fuel quality, environmental and energy challenges to promote greater social responsibility awareness
 - Acquiring environmental issues including global warming and the rapid expansion of emerging markets are challenges for the industry and how to steer the management to achieve sustainable growth with the emergence of new markets
 - Dedicating to government initiatives in providing conducive environment for energy, emissions, ecology and green environment sustainability
- Speaker to be advised

1645 Closing remarks by the Chairperson & end of conference

Who should attend

Top level decision makers such as CEOs, COOs, CFOs, Heads, President, VP, SVPs, Directors, GMs and senior personnel of:

- Sales / Marketing / Branding / Distribution
- Business Development / New Ventures
- Project Planning & Development
- Auto Components / Parts
- Profitability Line / Costing
- Policy Formulation & Government Affairs
- Production / Manufacturing / Operations
- Purchasing / Procurement / Sourcing
- Design & technology & Engineering
- Corporate Planning
- Quality Control & Materials Management
- Strategic Planning
- Research & Development
- Supply Chain / Logistics / Materials Control

From these organisations:

- Automotive / Vehicle Manufacturers
- Aftermarket specialists
- Logistics and Transportation companies
- Aftermarket specialist
- Government Agencies for the Automotive sector planning and development
- Ratings Agencies / Asset Management companies / Investment Banks
- Manufacturers & suppliers of main components (Tier 1)
- Manufacturers & suppliers of parts (Tier 2 or 3)
- OEMs of cars, trucks, motorcycles
- Auto dealers and distributors
- Automotive Agencies / Institutions

About the Media Partner

Autoworld.com.my (Autoworld) is managed and operated by Autoworld.com.my Sdn Bhd, a subsidiary of Jobstreet Corporation Berhad. The website was officially launched on the 9th of November 1999, by the Minister of Energy, Communication & Multimedia, YB Datuk Amar Leo Moggie. (<http://www.autoworld.com.my>)

Since its inception in late 1998, Autoworld's vision is to be the No. 1 automobile Internet web portal in Malaysia, whereby users will be able to find all auto-related research & information and products & services without leaving the website.

Autoworld has an average of 4.0 to 5.0 million page view a month or approximately 7 million hits monthly. Our membership database stands at 70,000 registered members.