Automotive World Briefing

The Growth of India and China: Harnessing the Fastest Expanding Automotive Markets in the World

16th October 2008
One Birdcage Walk, Westminster, London

10:15 Chair’s Welcome and Introduction

10:30 Panel Session One: China and India’s Importance in the Global Automotive Market

- Understanding the Market and Production Shift
  - Creation of a New Customer Base and Consumer Needs
  - Cultural, Labour and Workforce Characteristics
  - Current Economies, Growth and Potential Projections
  - Industry Growth: Exponential versus Steady
  - Where Does The Sustainable Competitive Advantage Lie?
- Synchronizing Core Business Strategy for Successful Operations Internationally
  - Differences in Consumer Demand and Characteristics Between India and China
  - Key Growth Strategies – Unlocking the Potential of Expansion
  - Strength of India’s Manufacturing Economy and China’s R&D Expertise
  - Closing the Experience Gap in Quality Innovations and Technology
  - How Can Government Initiatives and Privatization Drive Change Forward?

11:15 Morning Refreshments

11:35 Open Floor Discussion & Debate with Panel One

12:30 Networking Lunch

13:30 Panel Session Two: Harnessing the Potential Energy from Expansive Growth

- Immediate and Long Term Challenges for Global Development
  - Physical Roadway Infrastructure, Air Quality and Logistics
  - Conflicts in Partnerships, Intellectual Property Ownership and Consolidation
  - Meeting India and China’s Need for Global Energy
  - The Crucial Role of Government – Implications on Business and Development
  - A Chance to Start from Scratch – Fuel, Networks, and Driver Influence
- Benefits and Risks to the American and European Automotive Industries
  - Raw Materials, Labour and Manufacturing Shifts
  - Importing and Exporting Rates
  - Weakness and Recovery of American and European Economies
  - Capitalising on The Simplicity of Economies of Scale
  - Mergers and Capital Investment

14:15 Afternoon Refreshments

14:35 Open Floor Discussion & Debate with Panel Two

15:30 Chair’s Summary and Closing Comments

15:35 Networking Drinks Reception

** Please note that the programme and speakers are subject to change without notice **