

## Automotive World Briefing

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

---

16<sup>th</sup> 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***