

Our Metals invites you to attend "Automotive Today & Tomorrow" conference on Friday, 26th November 2010 in 5* Radisson Blu Conference & Airport Hotel, Istanbul



Why attend?

1. Get to hear valuable presentations from some of the leading organisations assessing the real current issue which is the changing technology and environment.
2. The conference date coincides with the budgeting period of automotive suppliers' and OEM's – which also makes it the right time to discuss the cost, success strategies and gain insight into current challenges & opportunities for 2011.
3. On 25-28th November you will have an opportunity to visit 16th International Automotive Supply Industry, Components, Accessories and Service Equipment exhibition which takes place right next door to our conference.
4. The conference presents a great way to further develop your business network - form key alliances and partnerships. Senior executives from the expo will also attend our conference – a good opportunity to meet them face to face which may be quite difficult to do at the expo.
5. Increase your competitive advantage by establishing your presence within the automotive market and by promoting your products and services to the right target audience through attendance, advertising, sponsorship, speaking and exhibiting.

Official website: www.AutoConference.net

Registration fee: 495 EUR per delegate before 12 November and 595 EUR thereafter.

Radisson Blue Hotel: 155 EUR per night only with breakfast (only through Our Metals).

If you would like to **speak, sponsor, advertise and/or get a table top** at the “Automotive Today & Tomorrow” conference – please contact us ASAP as these opportunities are limited.

Agenda

During the economic downturn, there is no doubt that carmakers are under severe pressure. However, there are new priorities to address and speed in addressing them is of the essence. The survivors will be those that manage the cash and sweat the existing assets, and their new priorities should achieve a 'total delivered cost'. This has to be achieved in the greenest way possible. Production, expenditure and the movement of parts and cars needs to be adjusted to the market and the planet, and if it's done properly it can bring savings for everyone involved.

The automotive industry is now looking at the radical change in its market as an opportunity to implement new efficiencies. Although at the moment it may be hard to see the light at the end of the tunnel, it is how you manage the downward part of the cycle that will determine how effectively, and indeed whether, you come out at the other end.

The conference will bring together senior manufacturing, production, engineering, logistics and transport executives to analyse the developments of the automotive industry, discuss the global and environmental issues affecting the industry and the different approaches car manufacturers are taking from full and partial hybrids to electric vehicles, the use of bio-fuels and the cost of developing fuel cell technology.

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Who's attending?

- OEMs
- T1 & T2 suppliers
- Automotive manufacturers
- Exporters & importers
- Technicians and engineers
- Investors & financial institutions
- Freight & transport companies
- Quality inspection & standards providers
- Service centres & warehouses
- Distributors and representatives
- Industry analysts
- Researchers and consultants

Why hold automotive conference in Turkey?

The automotive industry in Turkey is booming. The orders are very strong and the production levels are at pre crisis levels. Everyone in the industry is very hopeful for the future. Therefore, they don't have concerns for contracting market, diminishing demands, etc. Of course cost is an ever important issue, but not the primary concern at the moment.

The real issue here is the changing technology and environment. Green cars (electric cars) are being talked about more than ever. All major car producers are introducing electric cars to the market. Fuel cell technology is developing very fast. Renault is going to introduce, Turkey's first electric car Fluence at the end of 2010.

Even though the whole industry will not turn to electric cars over night, the new technology will inevitably put its pressure over the industry. The change has already started. It is only a matter of time before the new technology will predominantly change the profile of the industry. When the engine hood of an electric car is lifted, the suppliers must see what is in there and what is not.

Most of the present part suppliers will no longer be producing for the new technology vehicles. Therefore, they will be facing a downturn. In order to prevent a contracting market they must prepare themselves to the new era and think about making additional investments from today.

Furthermore, for the current internal combustion engine technology vehicles, fuel efficiency is still a major concern. Manufacturers are competing to provide less fuel consuming, lighter but yet stronger vehicles to the market. Therefore, in addition to the new generation steel products, more and more parts are being produced out of plastics instead of steel. Turkish and most European suppliers do not know which parts are to be converted to plastics.



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