

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***