

EQUIP AUTO 2009
SCHEDULE OF PRESENTATIONS & SPECIAL EVENTS

TUESDAY, OCTOBER 13th, 2009

- 14:30 – 17:00 **« The communicating car »**
hall 6
 - . How to compete with Internet sites and specialized stores for nomadic GPS tools
 - . Developing customer loyalty with updates
 - . Value-added services
 - . Arrival of the emergency call: Its impact on networks?

Facilitator: Laurent Meillaud, Automotive Consultant
With the participation of Arnaud Pézeron, Marketing Manager, Tom Tom France

WEDNESDAY, OCTOBER 14th, 2009

- 10:00 – 11:30 **« To get electronics under control »**
hall 6
 - . Have electronic devices and systems become more reliable? Update on failures and repair costs
 - . The impact of Autosar
 - . Access to technical information: One consequence of the coming into effect of Euro 5
 - . Electronic diagnostic in quick auto repair centres
 - . Tomorrow's maintenance: Tools and procedures

Facilitator: Laurent Meillaud, Automotive Consultant
- 10:30 – 12:00: **« Impact and efficiency of the supply chain in the auto spare parts industry »**
hall 6
 - . The new stakes of the Supply Chain as a result of the rapid growth of automotive service networks
 - . Ways of improving product (spare parts) availability in sales outlets
 - . Financial stakes involved in optimized Supply Chain Management

Facilitator: CITYWELL in partnership with SUPPLY CHAIN Magazine
- 14:30 – 16:30 **ELECTRO-MOBILITY FORUM**
Hall 6
 - The electric and hybrid transition to tomorrow's car and mobility
- 14:00 – 16:00 **Focus on the automotive industry in TURKEY**
hall 6
 - This session is part of the « Season of Turkish Culture in France » programme
 - Organizer : ULUDAG exporters association*
 - Speakers:*
Mr Cenzig Kabatepe, UTAYSIB-OETK, Member of the Board of ULUDAG Exporters Association
Mr Cüneyt Kalkan, TAYSAD, Deputy Secretary-general of the Turkish association of automotive parts & components manufacturers
Mr Tarik Tunalioglu, Managing Director Oyak-Renault Turquie factory, and Member of OSD (Automotive Manufacturers Association)
Mr Serkan Eryener, Sales Director TEMSA EUROPE N.V.

- 15:00 – 16:30
hall 6 **«Garages in the city of the future »**
Organized by SIA (French Automotive Engineers Society)

THURSDAY, OCTOBER 15th, 2009

- 10:45 – 13:00
Mezzanine hall 6
Room 6C14 **KOREA AUTO DAY 2009**
« Opportunities in the Korean automotive industry & Hyundai-Kia Motor »
Impact of the Korea-European Union Free Trade Agreement on trade and cross-investments of European car part manufacturers in Korea. Purchasing strategy for the Hyundai-Kia Motorset hybrid vehicle. Testimonial of success in Korea by a French company»
Organizer: KOTRA (Korea Trade Investment Promotion Agency), with the support of FIEV
Speakers: Mr RHEE Oun-Chang, Purchasing Manager Hyundai Europe
Mr KIM Ho-Gi, Manager Hybrid Vehicles Hyundai Kia Motors
Dr. KANG Yoo-Duk, Researcher, KIEP

Free participation with mandatory registration on internet

- 15:30 – 17:00 :
Mezzanine hall 6
Room 6C14 **KOREA AUTO DAY 2009**
B2B Meetings
Business meetings with KOTRA experts for your development projects in Korea (establishment of a subsidiary, of a production site, or any other investment, partner search).
Organizer: KOTRA (Korea Trade Investment Promotion Agency), with the support of FIEV
- Free participation subject to registration on internet

FRIDAY, OCTOBER 16th, 2009

- 10:00 – 11:30
hall 6 **« Equation of the heavy vehicle after-sales recovery: -30% in six months, +60% in three months? »**
. Status report on vehicles currently on the road in France, market potential, industry players
. Part identification and sourcing problems
. Diagnostic and repair problems in the various networks (carmakers, dealers, auto repair shops and agents).
. Regulations as a key growth factor.
Panel session organized in partnership with TECH TRUCK
With the participation of the companies MAN, TEXA and GIPA
- 10:00 – 11:30
Hall 6 **« The impact of clean cars on networks »**
. Impact on sales of the "bonus-malus" scheme (financial incentive to buy greener cars)
. The coming into force of the Euro 5 standard
. Clean Diesel
. Is there a future for the LPG industry?
. How to prepare the arrival of electric and hybrid cars?
Organizer and facilitator: Laurent Meillaud, Automotive Consultant
With the participation of Christophe Huchet, Technical and After-sales Expert ESG France
- 15:00 – 16:30 **«Low-cost after-sales services and environment »**

SATURDAY, OCTOBER 17th, 2009

- 14:30 – 16:00 « **To adapt to the crisis** ».
Hall 6
 - . What has changed in consumer behaviour
 - . When car service becomes cheaper
 - . Low-cost car body repair shops
 - . Part sale on the Internet: Unfair competition or new selling channel?
 - . Special offers, and also service

*Organizer and facilitator: Laurent Meillaud, Automotive Consultant
With the participation of Michel Grighangne, Révisersavoiture.com
and Christophe Tesseraud, President of Tyredating-popgom.fr*

CONTINUOUS PROGRAMMES**Demo on TWO WHEELER safety and TWO WHEELER inspection**

During the EQUIP AUTO show, GIEG (garage equipment industry association) organizes an initiative to heighten awareness on motobike inspection. A complete two-wheeler inspection line will be installed on the stand 3D90, Hall 3, and a great number of demonstrations will be performed by GIEG members. France is one of the last European countries that do not carry out mandatory inspections on two-wheelers, while two-wheeler accident is the leading cause of death and injury on the road for young people aged 14 to 17.

The objective of this programme is to raise awareness among industry professionals (i.e. motorbike manufacturers, component manufacturers, dealers and repair shops) as well as the (mainstream, popular) print and broadcast media invited to the exhibition, and to demonstrate the technical feasibility of two-wheeler inspection.

Electric Vehicle Demo

Organized by GNESA.