

## Offensive Automotive Mexico 4.0

AKJ Automotive Mexico 2017 – 7<sup>th</sup> and 8<sup>th</sup> of November 2017 – Revision from 04.11.17

Speeches in Spanish and English – simultaneous translation

<b>7<sup>th</sup> of November 2017, - see also <a href="http://www.akjnet.com/akj2017mexico">www.akjnet.com/akj2017mexico</a> - Conference Center at Hotel Grand Fiesta Americana in Puebla</b>	
08:00	Opening conference office Get registration documentation, networking and visit the exhibition
09:00	<b>Inauguration of the 11<sup>th</sup> AKJ Automotive and Cluster Conference</b> with Prof. Dr. K.-J. Schmidt (AKJ/IPL), Ulrich Thoma (Canacintra/Cluster Automotive Puebla), Harald Roeck (Brose)
<b>09:30</b>	<b>Session 1 - Drive Automotive Mexico</b> <b>Moderation:</b> Ulrich Thoma (Industrias Norm) and Harald Roeck (Brose)
09:30	<b>INA</b> - Ramón Alvarez, Director Adjunto, Mexico City Industria Nacional de Autopartes A.C. <b>Automotive Mexico</b> – Mexican Automotive Industry and Nafta Status.
10:10	<b>Volkswagen de México</b> - Carlos Ruben Luna Ramirez, Vicepresidente de Relaciones Corporativas de VW de México, Puebla (MX) <b>Mexican Automotive Industry</b> – Perspectives and challenges
10:50	Break, networking and visit exhibition
11:20	<b>PwC</b> – Eliel Amaya, Director Customs and International Trade at PricewaterhouseCoopers, Mexico City (MX) <b>Automotive industry Mexico in a new world of Automotive</b> - Status quo and the way of rising challenges
<b>11:50</b>	<b>DISCUSSION PANEL 1 – Mexico in a new world of opportunities and barriers - moderated by Dr. Armando Bravo (CeDIAM)</b>
11:50	With Eliel Amaya (INA), Raúl Chavez (Ford), Peter Koltai (AUDI), Carlos Ruben Luna Ramirez (VW de México), Harald Roeck (Brose) and Volker Vossler (Schnellecke) <b>A new world of Automotive</b> – Challenges and the way of the partners in the supply chain
13:10	Quick-Lunch, Exhibition and Networking
<b>14:10</b>	<b>Session 2 - Drive Supply Chain Excellence</b> <b>Moderation:</b> Dr. Armando Bravo (Former Director CeDIAM) and Rolf Rettberg (AKJ Mexico)
14:10	<b>Volkswagen de México</b> - Jose Luis Rodriguez Bermudez, Gerente Disposicion de Materiales Serie Logística Tráfico y Transporte, Puebla (MX) <b>Supply Chain Mexico</b> – Global Facts and Challenges, Suppliers in México and expectations
14:50	<b>INFORM</b> - Michael Schwemmler, Director INFORM, Aachen (DE) <b>Design and control of an agile supply chain</b> – New Solutions to manage volatile processes with examples of OEMs
15:30	Break and visit exhibition
<b>16:00</b>	<b>Session 3 – Drive Innovation and future for automotive</b> <b>Moderation:</b> Octavio Fernandez (Admexus) and NN
16:00	<b>AUDI</b> – Sarah Süß, Logistics Control, San José Chiapa (MX) <b>The AUDI Material Supply Chain</b> – Strategy, solutions and management to control material for production material
16:40	<b>Ford</b> – Raúl Chaves, Product Development México, México City (MX) <b>Intelligent Mobility Connectivity and Autonomous Vehicles</b> - A quick overview on what is going on on this arena and drivers for success.
17:20	<b>The AKJ working group in Mexico and The Automotive Cluster Puebla</b> Introduction of visions, activities and results 2017, Strategy and activities 2018 with R. Rettberg, H. Roeck (Brose) and J. E. G. Villarreal (Cluster Automotriz Zona Centro) and other members of the working groups
18:00	End of speeches of the first day of AKJ Conference
<b>18:00</b>	<b>Networking and Gala Dinner</b>
18:00	Networking in the Lobby
20:00	Gala Dinner and Networking
22:30	<b>End first day of the AKJ Conference</b>
<b>8<sup>th</sup> of November 2017, - see also <a href="http://www.akjnet.com/akj2017mexico">www.akjnet.com/akj2017mexico</a> - Conference Center at Hotel Grand Fiesta Americana</b>	
<b>09:00</b>	<b>Session 4 – Innovation in product and process</b> <b>Moderation:</b> Harald Roeck (Brose) and Klaus J. Schmidt (AKJ)
09:00	<b>Volkswagen de México</b> – Daniel Soto Trespalacio, Gerente capacidades, costos, y aplicaciones, Puebla (MX) <b>Challenges for suppliers from Volkswagen in the future</b> – Tools to improve suppliers excellence
09:40	Coffee break, exhibition and/or networking
10:10	<b>Daimler Protics</b> - Stefan Rosenwald, CEO, Stuttgart (DE) <b>Digital Transformation Automotive</b> – Chances and challenges in a digital world
10:50	<b>Bosch</b> - Markus Stengel, Head of Logistics, Toluca (MX) <b>Drive processes with industry 4.0</b> – The way of Bosch Toluca
<b>11:30</b>	<b>DISCUSSION PANEL 2 - moderated by Dr. Octavio Fernandez (Admexus)</b>
11:30	<b>Industry 4.0 – Status quo, challenges and consequences for the automotive industry in México?</b> with Rainer Hofmann (EDAG), Thomas Karig (TKonsult), Stefan Rosenwald (Daimler Protics), Markus Stengel (Bosch), NN
12:30	Quick lunch, networking, exhibition and preparing plant tours
<b>8<sup>th</sup> of November 2017 – plant tours – see also <a href="http://www.akjnet.com/akj2017mexico">www.akjnet.com/akj2017mexico</a> - limited participation</b>	
13:15	<b>Tour AUDI</b> - Departure from the Hotel Grand Fiesta Americana – Back at the hotel at 17:00+ <b>Tour Volkswagen</b> - Departure from the Hotel Grand Fiesta Americana – Back at the hotel at 16:30 <b>Tour Brose Including Info-Workshop</b> - New challenges in the foreign trade compliance – status quo and needs for the future – back 16:30

This is the last change from the 3<sup>rd</sup> November 2017