“Focus on the Future”
Automotive Research Conferences

Inside Brazil:
Understanding Brazil’s Current and Future Automotive Industry

Wednesday, April 18, 2012
9am to 4pm

University of Michigan, The Michigan League Ballroom (2nd Floor)
911 North University Avenue, Ann Arbor, MI 48109-1265

Conference Agenda

8:30 a.m.  Registration and Continental Breakfast

9:00  Welcome

Bruce M. Belzowski, Assistant Research Scientist, Automotive Analysis Division, University of Michigan Transportation Research Institute

Augusto Amorim, Lead Analyst: South America Forecasting, Polk, will discuss the current and future Brazilian industry, based on his extensive experience in Brazil.

Paulo Matos, Business Development/Innovation, Fiat Chrysler Latin America, will discuss his company’s views on the current and future Brazilian auto market.

Break

Marcos Amatucci, Associate Dean of Research at the College of Marketing and Communication in Sao Paulo, Brazil, will talk about Brazil’s new Automotive Policy

AM Session: Q&A

Noon – 1:30 p.m.  Lunch Break

1:30pm  Mauro Frangipani, Sabo USA, will share his views on being one of Brazil’s major domestic automotive suppliers and their focus on unique technology that supports their automotive globalization.

Andre Ferrarese, Product Technology, Mahle SA, will talk about how his company manages innovation in Brazil.
PM Session: Q&A (1)

Break

Marcos Amatucci, Associate Dean of Research at the College of Marketing and Communication in Sao Paulo, Brazil, will talk about Brazil’s biofuels and flex vehicles.

Adcley Souza, University of Sao Paulo, will provide insight into some specific sustainability issues related to Brazil’s automotive industry.

PM Session: Q&A (2)

4:20 p.m. Conference Adjourns

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