Inside China: Understanding Current and Future Trends in the Chinese Auto Industry

Wednesday, November 7, 2012
9am to 4:00pm

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

Our 5th annual Inside China Automotive Conference will feature insights by manufacturers, suppliers, consultants, and UM experts on the current and future prospects for the automotive industry in China. Our speakers will tackle joint venture manufacturer strategies from the foreign and domestic perspective, business practices, market updates, government direction, and a UM-China R&D Consortium on Clean Energy Vehicles. These speakers will provide insights into the current and future direction of the industry based on their academic research, consulting experience, and work within the industry.

Confirmed speakers include:

Bruce Belzowski, Assistant Research Scientist, University of Michigan Transportation Research Institute, will introduce the key issues and moderate the conference.

Keith Bradsher, New York Times Hong Kong Bureau Chief, will discuss with us the upcoming political transition and its potential effects on the Chinese auto industry. He will speak to us from Beijing on the night before the opening of the Party Congress.

Yi Lu, President, SAIC USA, will provide our keynote address and offer an overview of his company’s plans for the US, China, and the rest of the world. As China’s largest automotive company, SAIC plays an important role in China through its joint ventures with VW and GM. This will be Mr. Lu’s first presentation in the US since SAIC USA opened its new facility this year in Michigan.

Shawn Gayden, R&D Manager, General Motors China, will describe the challenges and opportunities of building GM’s global R&D centers, and her work developing GM China’s R&D center.

Yong Yang, Senior Economist, Asia-Pacific, Ford Motor Company, will provide his analysis of the challenges and opportunities in the Chinese auto industry. Mr. Yang provided a thorough analysis of the Indian auto industry for our Inside India conference, and we look forward to his remarks about the Chinese industry and Ford’s position in China.
Claire Wang, General Manager, SG Automotive Group, will discuss how her Chinese company made the move from China to the US, and some of the challenges and opportunities it faces as a global supplier.

We are also inviting other experts from manufacturers and suppliers as well as experts on labor issues, the Chinese market, and business challenges to provide their insights about the Chinese auto industry.

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Companies or groups interested in sponsoring this conference, please contact Bruce Belzowski at bbl@umich.edu or 734-936-2704. Sponsorship Amount (Minimum $2,500)

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Focus on the Future Conferences
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Automotive Analysis
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Upcoming Events

• **February 13, 2013 (Wednesday): Future Directions in Product Portfolio Management: How CAFE Has Changed Product Portfolios.** As a followup to our Marketing Future Powertrains conference last year, we will discuss how manufacturers are managing their product portfolios in the face of regulations that require dramatic increases in fuel economy.

• **New Conference April 17, 2013 (Wednesday): Inside Japan: Understanding the Current and Future Japanese Domestic and Global Automotive Industry.** A new conference that will examine the challenges Japanese automakers and suppliers face in their home and global markets.

• **July 24, 2012 (Wednesday): Powertrain Strategies for the 21st Century.** Our 5th annual conference that provides insight into how manufacturers and suppliers are managing their resources to meet the needs of consumer needs and government requirements.