University of Michigan
Transportation Research Institute

“Focus on the Future”
Automotive Research Conferences

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

Wednesday, November 13, 2013
9am to 4:00pm

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

Conference Agenda

9:00am  Bruce Belzowski, Assistant Research Scientist, University of Michigan Transportation Research Institute, will introduce the key issues and moderate the conference.

Frank Zhao, Director of the Research Institute for Automotive Industry and Technology Strategy, Tsinghua University, Beijing, will be our keynote presenter and will discuss his experience as the Chief Technology Officer at Geely Automobiles in China, as well as his views on Chinese domestic manufacturers and their joint venture competitors.

Frank Zhao Q&A

Wayne Xing, Director, China Automotive Review, will describe the current Chinese market and discuss his group’s recent research on China’s vehicle registration data from 2005-2011.

Break

Susan Zielinski, Director of the Sustainable Mobility and Accessibility Research and Transformation (SMART) Project at the UM Transportation Research Institute, will discuss her group’s research efforts with Shanghai Jiao Tong University and the implementation of multi-modal transportation models in China.

A.M. Q&A

Noon to 1:30pm  Lunch
1:30  **Yingzi Su**, Senior Economist, General Motors Corporation, will discuss GM’s growth in China, as well as the country demographics that will be a large part of the next wave of Chinese buyers.

**Tiger Lu**, President, Sanhua Auto, will provide insight into his role as a supplier of HVAC parts to North American manufacturers, including his company’s business in China and the challenges of entering the US market.

Break

**Jinyun Liu**, Assistant Research Scientist and co-director, Center for China Employment and Labor Relations at the UM Institute of Labor and Industrial Relations, will talk about the current labor issues in China, and his ongoing work in China that focuses on the introduction of labor-management committees for workers’ “voice”.

P.M. Q&A

4:00pm  **Conference Adjourns**

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