



INTERNATIONAL AUTOMOTIVE CONFERENCE BULGARIA

New market opportunities in Europe



Sofia
8-10 October 2013

www.automotive.bg

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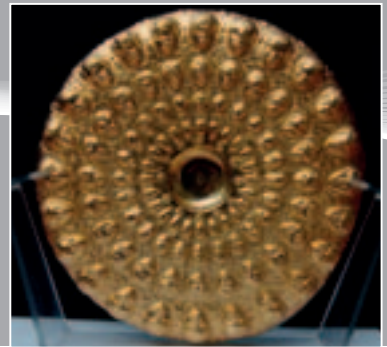
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Figures do not relate to the specific emissions or fuel consumption of any individual vehicle, do not form part of any offer and are intended solely to aid comparison between different types of vehicle.



WELCOME TO BULGARIA

New Market Opportunities for European and Asian Automotives

The automotive business has become a global, multi-location industry and opening of new markets has contributed to drive the pace of growth. Much of this global growth in the industry is a result of growth in the emerging Eastern and Southeastern European markets. With the excellent advantages of low-cost but skilled labor, favorable taxes and strategic location these markets have increasingly been attracting foreign investment flows.

The International Automotive Conference Bulgaria (IACB) will be the first large-scale automotive event, designed to enable a wide and open discussion on new market opportunities in South East Europe with a special focus on Bulgaria. The IACB aims to draw the attention to the country as a high potential, yet insufficiently explored target location.

The conference will gather leaders of the industry from Western and Eastern Europe and the Far East who will highlight their successful experiences and discuss key issues in developing new markets. In the first two days, the conference sessions and panel discussions will offer a complete and comprehensive presentation of Bulgaria's potential and will thus give evidence for the country's lucrative opportunities in the automotive sector. On the third day the delegates will be able to visit the production lines of international automotive companies and build a better understanding of the sites' performance potential.

KEY TOPICS OF THE IACB INCLUDE:

1. OEMs Strategies Across Europe. Requirements to suppliers
2. Operation of Production & Sales Facilities in SEE
3. Automotives – One of the World Leading Engines of Innovation
4. The Future of the Automotive Industry in Bulgaria (Panel Discussions):
 - Auto Park Bulgaria – Presentation of the project with reference to the prototype project Auto Park Kaluga in Russia. Auto Park Bulgaria is a project included in the EU Strategy for development of the Danube Region and is sponsored and supported by private investors and the government of Bulgaria.
 - E-mobility in Bulgaria meets global challenges:
Presentation of current projects, including the first Bulgarian electro mobile, a product based on international engineering cooperation
 - Why Automotives invest in Bulgaria. Unlocking the full potential of a new target market: Which key factors impact investment and collaboration for automotive industry development in Bulgaria?

IACB ORGANIZER

Automotive Cluster Bulgaria

The Automotive Cluster Bulgaria (ACB), founded in July 2012, is a non-profit organization which represents the interests of automotive manufacturers, suppliers and organizations providing services for the automotive industry. It fosters synergies between the cluster members and supports their business growth and competitiveness through participation in international joint projects, case studies and professional automotive qualification programs. The ACB currently boasts 25 nationally and internationally renowned member companies which employ over 7,000 people in Bulgaria and over 350,000 worldwide.



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Automotive reviews from industry experts

Bulgaria – a competitive investment destination

|| Bulgaria plays an important role for ABB's strategy "Europe 4 Europe". 2009 we have made a significant investment in a new production site in Rakovski. While gaining great experiences and results, we have decided to expand with two further major investments, which have been started 2012. The combination of new technologies, motivated and skilled employees, competitive labor cost and high quality standards is highly appreciated by our customers. ||

Ekkehard Neureither, Country Manager ABB Bulgaria

|| Bulgaria is for the future development of KE very important. We find high motivated people which are interested to overtake responsibility in their country and are willing to go the way with us. Bulgaria offers us interesting investment and working conditions to strengthen our position and therefore also advantages for our clients. The country Bulgaria will be a good place for living and working with our new European friends and live our company slogan – Always A Good Connection. ||

Stefan Reiber, CEO, KEMMLER Electronic Group (KE)

|| Bulgaria as a member country of the European Union offers a combination of comparative advantages as good location for logistics center on the Balkans, combined with appropriate labor cost of skilled workers. ||

Tomas Jindra, General Director, WITTE Automotive Bulgaria



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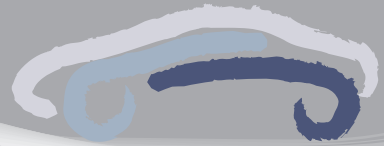
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Automotive reviews from industry experts

“ Culturally based differences, which can be often faced in China, are rare in Bulgaria. The employees are extremely loyal, well qualified and willing to take responsibility for their assigned area. Compared to other production sites, our plant in Bulgaria has for years been a leader in terms of quality level and total cost. ”

Thorsten Jordan, Director iBE Group, Würth Elektronik

“ In Bulgaria we are producing safety relevant parts at international standards for all leading car manufactures. ”

Dr. Harald Nippel, CFO ixetic/Magna Powertrain

“ Originally we intended to open only a representative office in Bulgaria. However, after thorough market research we found experienced professionals and set up a subsidiary. Moreover, we saw there were reliable transport companies in Bulgaria that could successfully support us in our business. ”

Gilles Cudia, CEO GEFCO Mexico

“ IMACOS set up an office in Bulgaria because of the large number of internationally educated high potentials. They possess the excellent expertise to support international clients with shared services in Bulgaria and to boost the company competitiveness in Germany. ”

Dr. Till W. Truckenmüller, CEO, IMACOS Truckenmüller & Company GmbH

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the whole truth***



11 YEARS N°1 IN BULGARIA



IACB 2013

Sofia Event Center

INTERNATIONAL AUTOMOTIVE CONFERENCE BULGARIA 2013

Day 1 Tuesday, 8 October 2013

-
- 8:30 AM** Registration and welcome reception
-
- 9:00 AM** Opening by the *President of the ACB*, **Dr. Till W. Truckenmüller**
-
- 9:05 AM** Key note by the *President of the Republic of Bulgaria*,
H.E. **Mr. Rosen Plevneliev**
-
- 9:20 AM** 270 degree automobile show
-
- 9:30 AM** **Dr. Roland Wenger**, *Strategic Supplier&Commodity Management*
- Mercedes-Benz Cars, Daimler AG
Requirements to suppliers in East Europe
-
- 9:55 AM** **Jean-Marie Bussièrè**, *General Manager Strategic Planning*,
Hyundai Motor Europe
Strategies for leadership
-
- 10:20 AM** Coffee break, exhibits open
-
- 10:50 AM** **Frederic Flory**, *Vice President PMS Seat Covers and Metals*,
Grammer AG; BoD, Automotive Cluster Bulgaria
Hiring in Bulgaria - the most important success factor
-
- 11:15 AM** **Hanno Miorini**, *Vice President OE Sales Austria and South East*
Europe, Robert Bosch AG
Automotives - one of the world's leading engines of innovation
-
- 11:40 AM** **Ph.D. Eng. Tadeusz Ziarko**, *Regional Board CEE Head of*
Automotive Operations, Festo AG;
M. Sc. Eng. Stefan Ivanov, *General Manager*, Festo EOOD
Festo: a global partner in automation and training for the
automotive industry
-
- 12:05 PM** Lunch
-
- 1:05 PM** **Dr. Jutta Schiffers**, *Executive Director Global Engineering*
Software Automotive Experience & Interiors, Johnson Controls;
Vice President, ACB
Global Engineering Footprint – made in Bulgaria



DR. TILL W.
TRUCKENMÜLLER



ROSEN PLEVNELIEV



DR. ROLAND WENGER



JEAN-MARIE BUSSIÈRÈ



FREDERIC FLORY



HANNO MIORINI



PH.D. ENG.
TADEUSZ ZIARKO



M.SC. ENG. STEFAN IVANOV



DR. JUTTA SCHIFFERS



INOVATIVE BULGARIAN E-MOBILE PLATFORM CONCEPT

A PROJECT OF THE TECHNICAL UNIVERSITY SOFIA



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of Sofia

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- 1:30 PM** **Dr. Till W. Truckenmüller**, CEO, IMACOS Truckenmüller & Company, President of ACB, Honorary Consul of Bulgaria for Baden-Württemberg
Improvement of competitiveness employing internationally educated and experienced Bulgarian professionals
-
- 1:55 PM** **Ivo Todorov**, Executive Director, Prista Oil
A turnaround success story in Bulgaria
-
- 2:20 PM** Coffee break, exhibits open
-
- 2:50 PM** **Pavel Vesely**, Director of Group Purchasing Eastern Europe, Volkswagen AG
VW Group Purchasing Activities in Eastern Europe
-
- 3:15 PM** **Dr. Herbert Fisch**, Vice President, BASF Hungaria Kft & Southeast Europe
Innovative Materials in Automotive
-
- 3:40 PM** **Ralf Barten**, Director of Sales for Aluminium semi-finished products central Europe, ETEM S.A.
Aluminium-based technology to reduce vehicle weight
-
- 4:05 PM** Coffee break, exhibits open
-
- 4:35 PM** Panel Discussion: The future of the automotive industry in Bulgaria: Project Auto Park Bulgaria - lessons learned from auto parks in Europe
Key note: Jerome Chevrolet, Managing Director, GEFCO Bulgaria; Area Manager of Balkan region
Panel: Karlheinz Bechtle, Consultant, Ministry of Finance and Economics Baden-Württemberg; **Prof. Dr. Daniela Bobeva**, Deputy Prime Minister for Economic Development, Council of Ministers of the Republic of Bulgaria; **Ing. Dr. Günter Hörcher**, Head of Research Strategy, Fraunhofer Institute; **Peter Statev**, President of ICT and Chairman of Bulgarian Association of Business Clusters; **arch. Lubomir Stanislavov**, General Manager, S Media Team; Vice President ACB; **Desislava Terzieva** (requested), Minister of Regional Development of the Republic of Bulgaria
-
- 5:35 PM** Closing of Day 1, transfer to hotels
-
- 7:30 PM** Grand Evening Event
Opening by **Dragomir Stoynev**, Minister of Economy and Energy of the Republic of Bulgaria



DR. TILL W.
TRUCKENMÜLLER



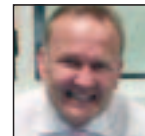
IVO TODOROV



PAVEL VESELY



DR. HERBERT FISCH



RALF BARTEN



JEROME CHEVROLET

An evening to remember

Venue: National Museum of History • Date: Tuesday, 8 October 2013 • Time: 7.30 p.m.

The IACB Grand Evening Event will take place at the National Museum of History, one of the largest history museums on the Balkans. It hosts world famous artifacts such as the Panagyurishte gold treasure, the Gradeshnitsa tablets, the Vila Armira mosaics, the St. Theodor ceramic Icon and many others. Witnesses of all European history periods – from Paleolithic, through Neolithic, Copper Age, Bronze Age, Thracian, Hellenistic, Roman and Byzantine history, with focus on the 1300 years history of the Bulgarian state, the museum is one of the most interesting places to visit while in Sofia.

The elegant evening event will provide the IACB delegates with the unique opportunity to experience a spot of local culture, history and art. In a cordial atmosphere, surrounded by greenery at the foothills of Vitoshka mountain, they will enjoy pleasant music, exciting performances, fine Bulgarian delicacies and many further surprises.



IACB 2013

Sofia Event Center

Day 2 Wednesday, 9 October 2013

9:30 AM **Anton Dontchev**, *International Director, Litex Motors/Great Wall*
The first automotive assembly line in Bulgaria - the door to West Europe

9:55 AM **Thorsten Jordan**, *Managing Director, Würth Elektronik IBE Group;*
Zlatan Kitanov, *General Manager, Würth Elektronik IBE BG*
A story of success in a changing business environment

10:20 AM Panel Discussion: Why invest in Bulgaria?
Key Note: Svetoslav Mladenov, *Executive Director, InvestBulgaria Agency*
Panel: Stefan Reiber, *CEO, KEMMLER Electronic Group; Marcel Schwab*, *Country Tax Leader Bulgaria, EY; Dr. Mitko Vassilev*, *Executive Director, German-Bulgarian Chamber of Industry and Commerce; Alexander Usunow*, *Key Project Lead, BHTC*

11:00 AM Coffee break, exhibits open

11:30 AM **Savina Konstantinova**, *CEO, Industrial Commerce Group*
The Hyundai story in Bulgaria - Benchmark for Europe

11:55 AM **Plamen Mitev**, *General Representative for Bulgaria, Willi Betz Group; General Manager, Management Services Corporation AD, Vienna Real Estate AD*
Single-source services provider for international automotive investors

12:20 PM **Thibaut de Vaureix**, *Director Sales Europe, Integrated Micro-Electronics Inc.*
How to serve the automotive electronic business from Bulgaria: example of IMI BG

12:45 PM Lunch



ANTON DONTCHEV



ZLATAN KITANOV



THORSTEN JORDAN



SVETOSLAV MLADENOV



SAVINA KONSTANTINOVA



PLAMEN MITEV



THIBAUT DE VAUREIX



INTERNATIONAL AUTOMOTIVE CONFERENCE BULGARIA 2013

- 1:45 PM** **Dr. Andrea Castronovo**, *President BMW Group Central and Southeastern Europe, BMW Group*
BMW i - the beginning of a new world of visionary mobility
-
- 2:10 PM** **Dr.-Ing. Vladimir Popov**, *Team Leader Engineering Energy Management Panamera, Porsche AG, Weissach*
E-mobility in sporty luxury class – the new Porsche Panamera S E-Hybrid
-
- 2:35 PM** **Panel Discussion: E-Mobility in Bulgaria**
Key Note: Ilia Levkov, *President, E-Mobility Cluster (EVIC)*
Panel: Danail Papazov (requested), *Minister of Transport, Information Technology and Communications of the Republic of Bulgaria; Kostadin Kostadinov*, *Scientific Director of Discrete Mechanics Department, Bulgarian Academy of Sciences; Dr. Andrea Castronovo*, BMW Group; **Dr. Vladimir Popov**, Porsche AG, Weissach
-
- 3:05 PM** **Prof. Harald Leschke**, Leschke.Design;
Prof. Sasho Draganov, Technical University Sofia
Innovative Bulgarian E-Mobile Platform Concept
-
- 3:30 PM** Conclusions, **Dr. Till Truckenmüller**, *President of ACB and/or Member of the Government of the Republic of Bulgaria*
-
- 3:35 PM** Coffee break, exhibits open
-
- 4:05 PM** Sofia tour - the best of Bulgaria's capital
-
- 8:00 PM** Dinner for participants in Day 3



ANDREA CASTRONOVO



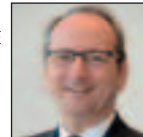
VLADIMIR POPOV



ILIA LEVKOV



PROF. HARALD LESCHKE



DR. TILL W.
TRUCKENMÜLLER

IACB 2013

Sofia Event Center

Day 3 Thursday, 10 October 2013 - Plant Visits

Tour 1: Visit of Litex Motors/Great Wall and Grammer

Tour 2: Visit of IMI and Litex Motors/Great Wall

This agenda may be subject to change

more than you expect



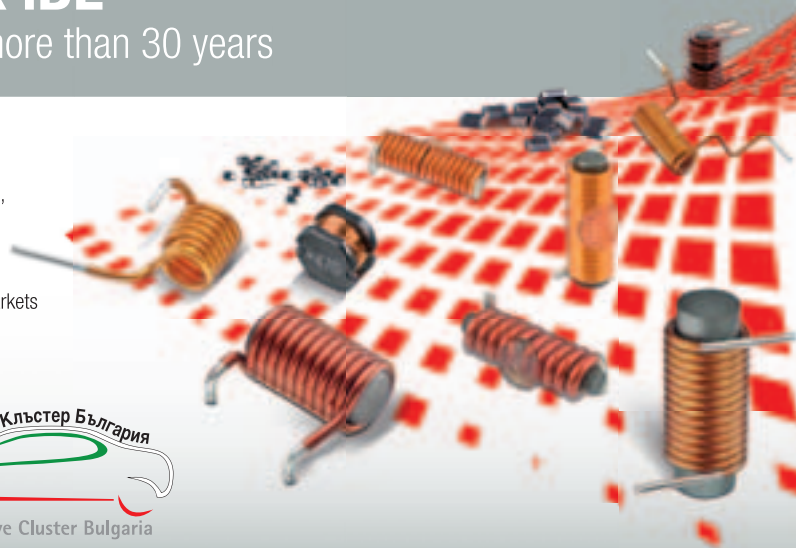
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Litex Motors - an assembly plant for Great Wall vehicles



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**INTERNATIONAL
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IACB Registration

If you would like to attend the conference,
please visit the IACB website

<http://iacb2013.automotive.bg>

and register online.