

INVITATION

EUROFER Automotive Seminar

4th February 2011, 9h00-13h45

Centre Diamant, meeting room Einstein

Bd. A. Reyers 80 – 1030 Brussels – Tel.: +32 2 7068800

Speakers from:

J.D.Power Automotive Forecasting, ACEA,
WorldSteel Auto and TATA Steel

The automotive industry is a key client sector of the EU steel industry. Highly demanding in its material and service requirements, it challenges steel companies to continuously improve on all aspects of customer value creation.

At the same time, the sector is heavily exposed to economic cycles. The recent global economic downturn had a direct and harsh impact on automotive OEMs and their supplier networks in Europe, resulting in a sharply falling output along the automotive value chain.

Government fleet renewal schemes and generous producer incentives revived the car market during 2009, while the commercial vehicle market remained in the doldrums. Since early 2010 also this market segment is reported to be in recovery, whereas the passenger car market has cooled down due to incentives programs coming to an end.

Uncertainties and concerns surround the outlook for the automotive industry in the EU: will output climb back to the levels seen in recent years or has the economic recession changed the automotive landscape more structurally and will Europe gradually lose its automotive manufacturing base, what is the impact of a low carbon future on the global automotive industry in general and EU manufacturers in particular and how can steel's unique mechanical and chemical properties be used to convert threats into opportunities.

These issues will be addressed by speakers from J.D.Power Automotive Forecasting, ACEA, WorldSteel Automotive and TATA Steel. This seminar will offer a highly interesting exchange of views on the challenges that are ahead.

You are kindly invited to attend this seminar. Since there are a limited number of seats, you are advised to confirm your participation as soon as possible since registration will be on a first-come, first-served basis.

For your confirmation please contact Ms. Angélique Katsiboubas (Tel.: 0032-27387937 or A.Katsiboubas@eurofer.be).

Programme

- 9h00-9h20 **Registration and welcome coffee**
- 9h20-9h30 **Welcome and introduction**
Gordon Moffat, general director EUROFER
- 9h30-9h50 **Economic prospects for the EU**
Jeroen Vermeij, director Market Analysis & Economic Studies EUROFER
- 9h50-10h30 **EU automotive outlook**
Arthur Maher, J.D. Power Automotive Forecasting
- 10h30-11h10 **Automotive industry in Europe: threats & opportunities**
Ivan Hodac, secretary-general ACEA
- 11h10-11h30 **Coffee break**
- 11h30-12h10 **Low carbon future for global automotive industry?**
Cees Ten Broek, Director Communications WorldSteel Auto
- 12h10-12h50 **Drivers & Trends in Automotive Steels**
Maurice van Giezen, Manager Strategy & Business Development Automotive, TATA Steel
- 12h50-13h45 **Lunch**