

“Indian-German Automotive Congress” in Wolfsburg

Focusing on successful market strategies

Wolfsburg, 30th September 2008. “Entrepreneurs wanting to conquer new markets have to carry out production and purchasing activities on site, at least in the medium term”, says Prof. Dr Bernd Wilhelm, Spokesman of the Board of Wolfsburg AG. At the “Indian-German Automotive Congress” held in Wolfsburg on 28th October 2008, the focus is on India as one of Asia’s largest and most interesting growth markets for the automotive industry. Key questions at the congress are the current developments of the Indian automotive industry, possibilities for German companies in the Indian automotive market as well as opportunities for bilateral partnerships. Leading speakers from German and Indian companies and associations will share expert knowledge on these topics at the Forum AutoVision organised by the Wolfsburg AG. If you are interested in receiving more information on the congress, please call +49 (0) 5361 – 897 13 50 or check the Internet at www.izb-online.com/kongresse

According to forecasts, a growing number of people in India will earn higher incomes in the future, thus being able to afford personal mobility. The “Automotive Mission Plan (AMP) 2006-2016” which was adopted by the Indian government in 2007 provides concrete measures for the Indian automotive industry, expected to draw additional investments of about 40 billion US dollars. “Fundamental developments will keep on attracting established manufacturers to India. In my opinion, the potential for local developers lies in the concept and adaptation of applications in line with the market where use is made, for example, of local competencies in order to quickly integrate a lot of local content”, says Prof. Wilhelm about the chances of success for German companies in India.

Strategic positioning of the automotive location

The multi-faceted congress programme begins with a greeting by the patron of the congress, Prof. Dr Jochem Heizmann, Member of the Board of the Volkswagen AG. Thereafter, Klaus Bräunig, Managing Director of the German Association of the Automotive Industry (VDA), will deliver a speech on the “Development and Prospects of the Indian Automotive Industry – An Analysis from a German point of view”, reporting on the positioning of the Indian automotive industry. Following the greeting and the first presentation, the participants will then deal with the strategic challenges of corporate activities in India later in the morning.

Among others, Jörg Müller, President & Managing Director of Volkswagen India Private Limited, will speak about the strategies of Volkswagen in India and Joachim Rothenpieler, Head of Group Quality Assurance at Volkswagen AG, will offer information on quality standards and product requirements in India and in the European Union.

Practical examples providing an insight into reality

In the afternoon, focus is placed on success factors for OEMs and suppliers in India as well as the opportunities and prospects of India as an economic power. Representatives from the German companies Bosch, Mercedes Benz and Continental, and from the Indian Tata Consultancy Services, will share their experience on the possibilities of mutual partnerships. Among the speakers are Dr Karl-Thomas Neumann, Chairman of the Executive Board of Continental AG, who will present the market strategies of his company in India, and V.K. Viswanathan, Managing Director of Bosch Limited, who will present India from the Bosch perspective. In 2007, 17% of the total turnover of the Bosch Group came from the Asia-Pacific region.

In the last session of the congress, Bernhard Steinrücke, Director General of the Indo-German Chamber of Commerce, will speak about the “Future Indian Market”. Prof. Dr Bernd Wilhelm as Spokesman of the Board of

Wolfsburg AG will close the congress, and from 4.30 pm onwards, participants are invited by the network forum to join an informal exchange of ideas and experiences.

The "Indian-German Automotive Congress" is organised in co-operation with the Indo-German Chamber of Commerce, Tata Consultancy Services, TÜV Nord and Vogel Auto Medien.