

# U.S.-CHINA AUTOMOTIVE CONFERENCE

## Changing Time – Strategy to Prosper in the 21<sup>st</sup> Century

### Significance of the Conference

- Critical Timing: global dilemma for U.S. auto parts suppliers: customers want “US quality; timely delivery, but Chinese price,” “if you are our supplier in the US, we want you to be our supplier globally,” ...
- Rapid expansion in the China car market, and US car companies are aggressively moving in: “Ford, GM Fight over Brightest Auto Market – ... the two giants are planning new investments and other moves as competition intensifies in a hot market manufacturers believe will become the world’s biggest for automotive sales ...Wall Street Journal”
- Speakers are primarily US corporate executives, not service providers, who face the same challenges as most US auto parts suppliers do
- Special opportunity to learn from a number of practitioners and entrepreneurs plus hundreds of participants not just to survive but to excel in this global auto market, which has become fiercely competitive
- Unique design: highly focused, pragmatic, unbiased, Case Studies to help US auto parts companies to evaluate strategic alternatives based on the first hand experience of their counterparts
- USCCC, a non-profit, non-political, member support organization has an unblemished record of organizing highly successful Conferences and training programs as evidenced in excellent post conference reviews and high percentage of returning participants to its events
- “After attending his first USCCC conference in 2001, Frank realized the impact of China to future growth and responded accordingly. Atlantic Tool and Die now has six strategic partners in China and has over 120 new production stamping dies manufactured in Asia up to 170 inches in length requiring 880 tons, for his US stamping plants ... Today, his company has grown into five plants in the US ... is a Global Player in the automotive supply chain... one of the six best suppliers to Honda of America” *Frank Mehwald, attendee of US-China Trade Conference 2001, 2002, and 2003 and Speaker for Trade Conference 2004 and US-China Automotive Conference Series (June 2005).*

### Registration and Contact Information

Date: June 16, 2005

By Mail: Please complete the attached registration form and return it along with a check payable to U.S.-China Chamber of Commerce with the appropriate fee or credit card information to:

U.S.-China Chamber of Commerce  
Attention: U.S.-China Automotive Conference  
55 West Monroe Street, Suite 630  
Chicago, IL 60603 USA

By Fax: Complete the registration form with your credit card information and fax it to: (312) 368-9922.

By Phone: (312) 368-9911.

E-Mail: E-mail to [info@usccc.org](mailto:info@usccc.org) with information on the registration form.

Online: Access our web site at [www.usccc.org](http://www.usccc.org). Click “Event” “U.S.-China Automotive Conference” and complete the registration form.

### Fees (\$ in US)

\$395	Non-Members
\$295	Members of U.S.-China Chamber of Commerce
\$345	Customers of Media Sponsors and Members of Co-Organizer

### Registration Deadline

Enrollment is limited to 185. Early enrollment is encouraged. Please register on or before June 10, 2005.

### Location

Marriott Detroit Southfield | 20733 Northwestern Hwy | Southfield, MI 48034 USA | Phone 248-356-7400 | Fax 248-356-5501

### Accommodations

Marriott Detroit Southfield has reserved a block of rooms available for conference participants at a special rate of \$149 per night. For room information and reservations, please contact the hotel directly at 248-356-7400 or call Marriott’s national hotline at 1-800-228-9290 as soon as possible. When reserving a room, be sure to mention that you are attending the U.S.-China Automotive Conference.

### Refunds

A full refund, less a \$50 per person administrative charge, will be made for cancellations by June 13, 2005. You are welcome to send a substitute at any time, and if so, please inform our office as soon as possible.

**U.S.-CHINA AUTOMOTIVE CONFERENCE SERIES:  
Changing Time – Strategy to Prosper in the 21<sup>st</sup> Century**

**June 16, 2005 Thursday**

- 7:00 am – 8:00 am**      **Registration and Breakfast**
- 8:00 am – 8:15 am**      **Introduction and Overview**  
Mark S. Zolno, Esq., Partner, KMZ Rosenman, Conference Chair
- 8:15 am – 9:00 am**      **Challenges Facing US OEM Suppliers to the Auto Industry**  
Dave J. Andrea, Vice President, Original Equipment Suppliers Association
- 9:00 am – 9:45 am**      **A Comprehensive Study of Foreign and Domestic Car Makers in China**  
Dr. Kelly Sims Gallagher, Director, Energy Technology Innovation Project,  
Belfer Center for Science & International Affairs, Harvard University
- 9:45 am – 10:00 am**      **Coffee Break**
- 10:00 am – 10:45 am**      **Global Trend: A US Car Maker's Strategy – A Case Study**  
Ken Qin, Supervisor, Emerging Market Sourcing, ATEO, Powertrain  
Operation, Ford Motor Company
- 10:45 am – 11:30 pm**      **Changing Course: How Can a US Tool & Die Shop for the Auto Industry  
Prosper in Going to China – A Case Study**  
Frank E. Mehwald, President, Atlantic Tool & Die
- 11:30 pm – 1:00 pm**      **Luncheon and Keynote Speech**  
**Opportunities for US Auto Industries in China**  
[To be Announced]
- 1:00 pm – 1:45 pm**      **US-China Automotive Industry Dynamics: Past, Present, and Future**  
Alexander Shen, Division Manager and Chief Operations Leader, Wire  
Harness Systems, Sumitomo Electric Wiring Systems, A Sumitomo Electric  
Group Company
- 1:45 pm – 2:30 pm**      **Changing Landscape: The Impact of the Expansion of the Japanese Big  
Three in China**  
[To be Announced] – Shenzhen Government
- 2:30 pm – 2:45 pm**      **Coffee Break**
- 2:45 pm – 3:30 pm**      **Will Chinese Cars Become the Next Toyota in the US?**  
Brad Pogachefsky, President, Admiral Automotive Group
- 3:30 pm – 4:15pm**      **Dealing and Negotiating with the Chinese Manufacturers and Ideas to  
Cope with the Globalization of the Auto Industry – A Case Study**  
Brian Taylor, International Business Development Manager, Danly IEM
- 4:15pm – 5:00 pm**      **Putting it All Together: Getting and Analyzing Information;  
Understanding the Culture Game; and Avoiding Common Mistakes**  
Siva Yam, CPA, CFA, President, U.S.-China Chamber of Commerce
- 5:00 pm**      **Adjourns**  
Mark S. Zolno, Esq. Partner, KMZ Rosenman, Conference Chair

**U.S.-CHINA AUTOMOTIVE CONFERENCE AND WORKSHOP SERIES:  
Changing Times – Strategy to Prosper in the 21<sup>st</sup> Century**

**General Information**

June 16, Thursday • Southfield, Michigan  
Registration Fee: \$295 - Members; \$395 - Non-Members  
Please register on or before June 10, Friday

**Registration Form**

Name (First, Middle, Last) \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_

Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Telephone \_\_\_\_\_ Facsimile \_\_\_\_\_

E-mail Address \_\_\_\_\_

SIC Code \_\_\_\_\_

Additional Participant(s)

Name (First, Middle, Last) \_\_\_\_\_

Title \_\_\_\_\_ E-mail Address \_\_\_\_\_

Name (First, Middle, Last) \_\_\_\_\_

Title \_\_\_\_\_ E-mail Address \_\_\_\_\_

(Please photocopy form for additional registrants)

**Registration Fee Worksheet**

- (1) Non-Member \$395 x \_\_\_\_\_
- (2) U.S.-China Chamber of Commerce Member \$295 x \_\_\_\_\_
- (3) PMA Member; Customers of Shangri-La & Manufacturers' News;  
Guests of NAROS \$345 x \_\_\_\_\_

Total Fees \$ \_\_\_\_\_

Check enclosed for \_\_\_\_\_

Credit Card:  Visa  Mastercard  American Express  Discover

Name as It Appears on Credit Card \_\_\_\_\_

Credit Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_

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