

# Make contacts

## One-on-One Concept

The One-on-One Forum offers you the possibility to realize up to 18 meetings each of 30 minutes duration within two days. Via an online database the cooperation profiles of all participants can be accessed, companies with mutual cooperation interests can be easily identified and specific meetings can be requested in advance. About 200 international automotive suppliers covering the whole value chain from approx. 25 countries – ranging from system suppliers and development service providers to parts makers – are expected to take part.

## Internet

The website is the central information and interaction platform with regard to

- online registration
- complete information about the forum
- list of currently registered companies and institutes
- requests

[www.bayern-innovativ.de/One-on-One2011en](http://www.bayern-innovativ.de/One-on-One2011en)

# How to take part

- Register online via:  
[www.bayern-innovativ.de/One-on-One2011en](http://www.bayern-innovativ.de/One-on-One2011en)
- Complete a short company profile in English
- Make requests for meetings with potential cooperation partners that can be found via convenient search functions.
- The possibility to accept or decline requests assures you commitment and a high success rate.
- In order to be prepared at the best, you will receive your individual schedule one week before the event.

# Deadlines

Online registration  
[www.bayern-innovativ.de/one-on-One2011en](http://www.bayern-innovativ.de/one-on-One2011en) **15 August 2011**

Selection of pre-arranged business meetings **31 August 2011**

Schedule available online **14 September 2011**

# Industrial partner



# General information

[www.bayern-innovativ.de/One-on-One2011en](http://www.bayern-innovativ.de/One-on-One2011en)

- **Venue**  
Schloss Montfort  
Untere Seestrasse 3  
88085 Langenargen  
Germany
- **Conference Time**  
**Monday, 26 September 2011**  
**12:00 – 17:30**  
**Tuesday, 27 September 2011**  
**09:00 – 17:15**
- **Evening Event**  
Zeppelin Museum  
Seestrasse 22  
88045 Friedrichshafen, Germany
- **Conference Language** English
- **Registration**  
Via the online database:

[www.bayern-innovativ.de/One-on-One2011en](http://www.bayern-innovativ.de/One-on-One2011en)

- **Closing Date for Registration** 15 August 2011
- **Registration Fee**  
Fees include conference documents, lunch, refreshments and evening event.  
1<sup>st</sup> participant **€ 410,-**  
2<sup>nd</sup> participant of the same company **€ 310,-**  
Charges do not include 19 % VAT
- **Accommodation**  
Tourist-Information Langenargen  
Obere Seestrasse 2/1  
88085 Langenargen [touristinfo@langenargen.de](mailto:touristinfo@langenargen.de)  
Phone: +49 7543-9330-92 [www.langenargen.de](http://www.langenargen.de)
- **Registration Conditions**  
On receipt of your registration, a confirmation will be sent to the e-mail address given. An invoice will be sent via post to the given address unless otherwise stated. Cancellations received before 15 August 2011 are exempt from charges. For later cancellations and for not-attendance, the full amount will be incurred. Substitution of participants is possible according to prior agreement. Bayern Innovativ reserves the right to conduct inevitable programme changes. The general terms and conditions as well as the terms of data privacy protection of Bayern Innovativ GmbH apply:  
[www.bayern-innovativ.de/agben](http://www.bayern-innovativ.de/agben);  
[www.bayern-innovativ.de/datenschutz](http://www.bayern-innovativ.de/datenschutz)

- **Overall Coordination**  
Bayern Innovativ GmbH  
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**Bayern**  **Innovativ**

**ADVANTAGE**  
AUSTRIA 



13<sup>th</sup> International  
One-on-One Forum

# Automotive Suppliers



Photos: Bayern Innovativ GmbH/Thomas Geiger, Volkswagen AG, Touristinfo Langenargen

Schloss Montfort, Langenargen, Germany  
26 – 27 September 2011



werbersbuero.de - 11102

**VDA** | Verband der  
Automobilindustrie



# Welcome



Prof. Dr. Josef Nassauer  
Chief Executive  
Bayern Innovativ GmbH  
Nuremberg



Dr. Michael Scherz  
Consul for  
Commercial Affairs  
Austrian Consulate General –  
Commercial Section, Munich

The automotive industry has well recovered from the crisis and is continuously growing since the year 2010. This is true for car manufacturers in Europe, the U.S. and also in Asia. In total more than 61.7 million cars were sold worldwide last year. That is an increase of twelve percent compared to the year 2009.

The German automotive industry is back to a superior performance – in particular driven by the premium segment. Suppliers generate about 70 percent of the added value of a car. Therefore, they also have been able to substantially boost their sales.

Besides efforts ensuring stable employment and optimal cost efficiency, it is primarily innovation dynamics that makes the car manufacturers and suppliers so successful on a global scale.

Development and implementation of innovative ideas require networking and cooperation across technologies and branches. Examples are new materials and joining technologies for lightweight construction, novel systems for comfort and safety, technical concepts for energy storage or further optimisation of powertrain systems – comprising combustion engines, hybrids up and electric vehicles.

Strategies for open cooperation are essential in order to extend supply chains and to integrate new technology partners. Competences are even needed that were so far not required in the automotive industry. OEMs and suppliers are therefore interested to identify new partners at regional and international level, in sectors like purchasing, research and development, production and sales.

With this in mind, Bayern Innovativ GmbH is organising the 13th BAIKA One-on-One cooperation forum for the automotive industry. This platform enjoys great international response and is regarded as one of the worldwide leading match-making events.

The forum is being conducted in collaboration with the German Association of the Automotive Industry (VDA), Advantage Austria, the official Austrian Foreign Trade Promotion Organisation, and supported by the Bavarian State Ministry of Economic Affairs, Infrastructure, Transport and Technology. In addition, more than 30 partner organisations from Europe and Asia are involved.

On 26/27 September 2011, representatives of more than 200 companies and institutes from 25 countries are expected at the Lake of Constance. Approximately 1000 one-on-one business meetings will be organised. The participants have the chance to select in advance the meeting partners according to their individual interests. From past experience, this approach has a high success rate of 50 percent.

BMW Group, a premium car maker, will give insight into its supplier network. Bosch, worldwide leading automotive supplier, will participate as a distinguished industrial partner at the forum, involving several purchasing departments.

The forum will provide unique opportunities to establish new cooperations for tomorrow's innovations.

We are looking forward to welcoming you at the Lake of Constance.

  
Prof. Dr. Josef Nassauer

  
Dr. Michael Scherz



13<sup>th</sup> International One-on-One Forum

## Automotive Suppliers

Monday, 26 September 2011

11:00 – 12:00 **Registration and Light Refreshments**

12:00 – 12:15 **Opening Remarks**  
**Prof. Dr. Josef Nassauer**  
Chief Executive,  
Bayern Innovativ GmbH, Nuremberg

12:15 – 12:25 **Welcome Address**  
**Dr. Michael Scherz**  
Consul for Commercial Affairs,  
Austrian Consulate General – Commercial Section,  
Munich

12:25 – 12:40 **Organisational Remarks**  
**Dr. Kord Pannkoke**  
Project Manager,  
Bayern Innovativ GmbH, Nuremberg

12:40 – 13:00 **Coffee Break**

13:00 – 15:00 **Cooperation Meetings**  
1/2 hour One-on-One Meetings

15:00 – 15:30 **Coffee Break**

15:30 – 17:30 **Cooperation Meetings**  
1/2 hour One-on-One Meetings

Evening Event 26 September 2011

18:00 – 22:00 **Evening Reception in the Zeppelin Museum,  
Friedrichshafen**

Tuesday, 27 September 2011

09:00 – 09:20 **Trends in the Automotive Industry –  
Insight of a Network Organisation**  
**Prof. Dr. Josef Nassauer**  
Chief Executive,  
Bayern Innovativ GmbH, Nuremberg

09:20 – 09:50 **Requirements and Opportunities in the  
Supplier Network of the BMW Group**  
**Gregor Kovacic**  
Purchasing & Supplier Network,  
Sourcing Processes, BMW Group, Munich

09:50 – 10:20 **The Changing Face of Added Value in the  
Automotive Supplier Industry?**  
**Dr. Norbert Neumann**  
Vice President Corporate Sector Purchasing  
and Logistic Automotive Business 5,  
Robert Bosch GmbH, Stuttgart

10:20 – 10:50 **ENEVATE**  
**Accelerated Introduction of Electric Vehicles  
in North West Europe**  
**Godfried Puts**  
Senior Consultant Electromobility  
Automotive Technology Centre, Helmond, NL

10:50 – 11:00 **Coffee Break**

11:00 – 12:30 **Cooperation Meetings**  
1/2 hour One-on-One Meetings

12:30 – 13:30 **Lunch Break**

13:30 – 15:30 **Cooperation Meetings**  
1/2 hour One-on-One Meetings

15:30 – 15:45 **Coffee Break**

15:45 – 17:15 **Cooperation Meetings**  
1/2 hour One-on-One Meetings