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08:30 - 09:30 Registration

09:30 – 10:00 Tour of the exposition

Opening of the Forum, Hall Kama

10:00-12:15 Plenary session: the Russian automotive industry in the new environment

Moderator: Frank Schauff, CEO, the Association of European Businesses

Key topics

- Government support of the automotive industry in Russia. Forecast and plans
- AVTOVAZ. New approach in a tough market
- The main directions of strategic development of OJSC KAMAZ
- Raw materials production center in Tatarstan for Russian automotive industry supply
- New perspectives of automotive manufacturing in Russia
- Turkish Automotive Industry and the Activities in Russia

Opening address: Michael Johannes, Vice President Messe Frankfurt GmbH, Brand Manager Automechanika

Participants:

Alexandr Morozov, Director of the Transportation and Automotive Department, Ministry of Industry and Trade of the RF, TBC

Ravil Zaripov, First deputy of the Minister of Industry and Trade of the Republic of Tatarstan

Petr Linhart, Vice-President of corporate development project, Avtovaz

Igor Savelyev, Head of strategic planning, KAMAZ

Adil Shirinov, First Vice-President and Executive Director, Ford Sollers

Mikhail Kuchinskiy, General Director, United Automotive Technologies

Ibadulla Satybalov, Vice-President of the Czech group Jihostroi a.s.

ŞÜKRÜ TETİK, OİB Board Member

12:15-13:00 Lunch

13:00-14.30 Suppliers market development in Russia

Moderator: Andrey Tomyshev, Automotive Sector Leader, EY (CIS) B.V.

Key topics

- Localization of autocomponents production. Production site selection.
- Ways to improve competitiveness of Russian suppliers
- PJSC «Nizhnekamskneftekhim» products for Automotive Industry
- The Risks Associated with a Failure to Observe Localization Requirements under Industrial Assembly Agreements: Problems and Technical and Legal Tools to Manage These Risks
- Tax aspects of localization of production. Russian regions tax aspects.

Participants

Renat Khalimov, Deputy General Director for cooperation with residents, SEZ Alabuga

Mikhail Moguchev, Partner, Performance Improvement Group EY, **Maksim Kondakov**, Senior Manager, Performance Improvement Group EY

Marat Fatykhov, Deputy commercial Director for the promotion of polymers, head of advertising and exhibitions

Wilhelmina Shavshina, Legal Director, Head of Foreign Trade Regulation at DLA Piper, Deputy Chair of the Transport and Customs Committee of the Association of European Businesses

Ekaterina Bourliand, Director, Tax department ZAO KPMG

14:30-14:45 Coffee-break

14:45-15:45 The Russian aftersales market

Moderator: Tatiana Kofanova, Director, Automotive Team Leader, Tax & Legal department, Deloitte

Key topics

- Car service overview: structure, volumes, trends
- Strategies of Russian and foreign companies
- Aftersales: areas for legal and tax risks. How to deal effectively

Participants

Victor Pushkarev, Projects Director, Autostat

Tagir Ibragimov, Director, Transtekhservice TBC

Roman Tarasov, Director, Automotive, Legal Group, Tax & Legal department, Deloitte

Organizers

Association of European Businesses (AEB)

Messe Frankfurt Rus

Kazanskaya Yarmarka



Co-organizers

Ministry of Industry and Trade
 of the Republic of Tatarstan



16:00-18:00 B2B meetings

A special session of **direct negotiations between car manufacturers and car components producers** will be held in the scope of the Forum Programme.

Event format:

B2B meetings of car-makers and wholesale buyers with car components manufacturers. The timetable of meetings is agreed with the Exhibition Organizing Committee in advance. Before the event all negotiating parties will get an individual timetable of their meetings. Duration of each meeting: 15 minutes.

How that works:

We get Executive Officers and Managers of Procurement Departments together.

You arrange to see required Buyers in particular time in advance. A timetable of meetings is drawn-up.

At the appointed time you come to an individual table and make a commercial proposal to a first Buyer, then you make your next commercial proposal to a second Buyer and so on.

For car components manufacturers it is an opportunity to conduct negotiations on supplies for 1 day at single hall without wasting the time.

Confirmed participants:

PCMA RUS

Mr. Sadoi Toshiyuki – Deputy Purchase Director,
Mr. Yusupov Radik – Project Purchasing Manager,
Mr. Shvyrev Roman – Purchasing Leader

Ford Sollers

Mr. Nikolay Khodosevich - Production Purchasing Director

Kamaz

Mr. Viktor Burasov – Director of purchasing centre
Mr. Ravil Ibragimov – Director of marketing and purchasing

Elaz

Mr. Rafis Fayzrakhmanov – Purchasing director

Avtotor

Mr. Vladimir Dlougakansky – localization director

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Additional session of direct negotiations will be organized for the interested participants

05:45-06:00 Transfer from hotels to exhibition Centre. Meeting point – central entrance

06:05 Leaving Kazan for SEZ Alabuga and Kama Industrial Park.

10:00-11:30 Visiting production facilities: new Ford Sollers plant

The production of Ford cars on the third plant of Ford Sollers was launched in 2014 in Naberezhnye Chelny, The first came off the Assembly line subcompact SUV Ford EcoSport. This is the third production plant of Ford Sollers in Russia. The plant was completely modernized and equipped with high-tech equipment, investment in this project amounted to about \$400 million. Production capacity is 115,000 vehicles per year, the number of employees is approximately 1200 people. In preparation for full cycle production of the Ford EcoSport which includes welding, painting, Assembly and quality control, the company had made full upgrade: a new high-tech welding complex was installed, the capacity of the paint shop was increased, and infrastructure was renewed. The upgraded site in Naberezhnye Chelny will specialize in the production of mass models of the B-segment in 2015 it also starts the production of the 5-door version of the new Ford Fiesta. Ford EcoSport is the enterprise technology of full cycle and has a high proportion of localization.

11:30-13:00 Lunch

13:00-13:20 Transfer to Kama Industrial Park 'Master'

13:20-15:00 Visiting Kama Industrial Park 'Master'

Kama Industrial Park 'Master' leases out production and office premises. The area is intended, first of all, for companies engaged in machine-building industry. Low cost of rent is combined with high quality of area preparation and developed infrastructural support. It's a mutually beneficial cooperation of small and medium business with big business and the government. Private entrepreneurial initiative in conditions of fluctuating market conditions supposes numerous risks. That is why assistance from the part of governmental bodies and KAMAZ group of companies gives confidence to the industrial park residents in their opportunities and stability in production process and commercial activities accomplishment.

15:00-19:00 Leaving for Kazan.

**Upon the request, meetings with other businesses in Tatarstan can be organized.
For more information please contact the organizers.**

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