TIGHTENING THE
GLOBAL SUPPLY CHAIN

20 – 21
November 2007
Hilton, Prague

Featuring Keynote Speaker
Holger Kintscher, Member of the
Board of Management Skoda Auto
a.s. – Commercial Affairs

The only conference organised
by the automotive industry
for the automotive industry
European OEMs and major suppliers have been rushing to build production plants in the countries of Central and Eastern Europe (CEE) and there are many more plans in the pipeline. These developments, together with a desire to source an ever increasing number of automotive components from emerging markets in Asia, have led to a vast extension of the traditional supply chain with both components and finished vehicles being shipped over much longer distances often using multi-modal transport. After many years of refining JIT delivery methods over relatively short distances in Western Europe, automotive companies now have to manage a truly global supply chain with a tremendous potential for tightening.

And where better to explore this ‘tightening’ theme than in Prague, capital of the Czech Republic which is considered by many to be the real centre for automotive production in the CEE countries with around 850,000 vehicles produced in 2006 and a capacity of over 1 million forecast for 2009.

With much of its production destined for export to Western Europe, the Czech Republic provides an ideal test bed for new concepts in logistics and information flows.

Odette 2007 will bring together more than 500 participants from around the world who want to learn more about the major challenges confronting the Industry and to take advantage of the all-important networking opportunities.

The event takes place over 2 days and includes plenary strategic sessions where automotive leaders will share their visions of the opportunities and threats facing the industry and the benefits to be gained by greater collaboration.

These sessions are complemented by three interactive operational streams running in parallel, where around 40 speakers from OEMs and Suppliers will share their experiences of improving supply chain performance through collaboration in their different business areas.

It is a unique chance, not only for an update on the development and uptake of supply chain standards in the Industry, but also for a broader overview of trends in the global automotive sector.

The Exhibition, which runs in parallel, brings together more than 25 key software and services providers offering a range of the latest products designed to improve your business performance.

And if this is not enough, there is also an ‘all inclusive’ programme of site visits plus an entertaining evening dinner and networking event for all conference participants.

‘TIGHTENING THE GLOBAL SUPPLY CHAIN’ IS THE THEME CHOSEN FOR ODETTE 2007

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www.oracle.com/industries/automotive/
# TUESDAY 20 NOVEMBER

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<tr>
<th>Time</th>
<th>Event</th>
<th>Speakers/Topics</th>
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<tr>
<td>08:00</td>
<td>Registration</td>
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<tr>
<td>09:00</td>
<td>Welcome: John Sobeck, Chairman – Odette Int., Vice President Global eBusiness – ZF &amp; John Canvin, Managing Director – Odette Int.</td>
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<tr>
<td>09:15</td>
<td>Keynote Speech: Holger Kintscher, Member of the Board of Management Skoda Auto a.s. – Commercial Affairs</td>
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<td></td>
<td>Strategic Issues: Michael Gorriz, Vice-President, CIO Mercedes Car Group, Vans and Business Systems, DaimlerChrysler, Andrew Zoldan, Group Vice President, Industry Business Unit, Oracle Corporation</td>
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<td>10:45</td>
<td>Coffee break/Visit to the Exhibition</td>
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<td>11:30</td>
<td>BMW: Leveraging Federation Services Standards for the Automotive Industry BMW: Managing a global supply base with the help of the Odette PID recommendation BMW: Compuware-Covisint: Securing Global Business Networks through Federation BMW: Toyota: Speaker to be announced</td>
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<td>Volvo Logistics: The Volvo approach to leveraging new AutoID technologies – including a live showcase demo</td>
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<td>13:00</td>
<td>Lunch/Visit to the Exhibition</td>
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<td>14:30</td>
<td>Strategic Issues: Åke Niklasson, President &amp; CEO, Volvo Logistics Corporation, Jiri Cerny, Production Vice-President, Toyota Peugeot Citroën Czech</td>
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<td>16:00</td>
<td>Ford: Optimisation of container tracking using RFID: the OEM point of view Ford: IBM: RFID Developments and Enhancements for Container Management in the auto industry Ford: Macaplast: Using RFID to manage the flow of durable containers; the supplier point of view Ford: Renault: RFID experiences in engine identification in the recycling process: the Renault pilot lessons</td>
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<tr>
<td>18:00</td>
<td>Evening programme sponsored by ORACLE</td>
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# WEDNESDAY 21 NOVEMBER

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<td>Axel Wiklund, Logistics Strategy Division, PSA Peugeot Citroën</td>
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<td>10:00</td>
<td>Odette 2007 Awards</td>
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<td>Renault: Logistics evaluation: customers expectations and best practice implementation Renault: Logistics evaluation: customers expectations and best practice implementation</td>
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<td>Renaul/Peugeot Koyo: MMOG/LE: raising supplier performance in the Czech Republic Renaul/Peugeot Koyo: MMOG/LE: raising supplier performance in the Czech Republic</td>
<td>Minerva/Fuji Koyo: MMOG/LE: raising supplier performance in the Czech Republic Minerva/Fuji Koyo: MMOG/LE: raising supplier performance in the Czech Republic</td>
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<td>Galia: How to promote and implement Global MMOG/LE Galia: How to promote and implement Global MMOG/LE</td>
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### DAY 1 – MORNING

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### WHITE STREAM

**Leveraging Federation Services Standards for the Automotive Industry**

**Wolfgang Jodl**, Product Manager, Active Directory Services, BMW

Most industries are facing enormous challenges today when it comes to supporting new business models (e.g. support for virtual companies, joint development programs, co-operations) with appropriate IT solutions which are easy to deploy. We see enterprise boundaries ("my infrastructure", "my accounts", "my development team") disappearing and being replaced by an "on demand" enterprise model.

BMW are meeting this challenge through the use of Federation Services.

**Managing a global supply base with the help of the Odette PID recommendation**

**Bernd Hase**, Director Strategic Purchasing, Webasto

When Webasto decided to set up its supplier portal, it was important to find an affordable concept with high acceptance from suppliers and the flexibility to integrate additional applications as well as easy maintenance. This session will provide an insight to the way Webasto has integrated the Odette PID recommendation to their supplier portal, together with easy user administration, e-sourcing modules and contractual framework.

**Securing Global Business Networks through Federation**

**David Miller**, Chief Security Officer, Compuware-Covisint

Growth and innovation have become top priorities for business and IT leaders alike, causing security and collaboration initiatives to become a centerpiece of enterprise and business network IT strategies. Organisations and industries are investigating existing and emerging federation technology capabilities to better connect people, processes and information across business communities and networks, including external parties. Covisint Chief Security Officer, David Miller, will present real-life successes on how collaborative, federated technologies have connected automotive, healthcare, energy and public sector industry initiatives throughout the globe.

### BLUE STREAM

**Ramping up the standardisation of supplier exchanges in Central and Eastern Europe**

**Constantin Stroe**, Vice-President, DACIA, & President, ACAROM*

**Özlem Gulsen**, General Secretary, Taysad*

**Ercan Tezer**, General Secretary, OSD*

Odette has recently expanded Eastwards by adding 2 new member countries; Romania and Turkey. Learn how the competitiveness of local suppliers has considerably improved through concrete actions to support the deployment of Odette standards.

*ACAROM: Romanian Manufacturers & Supplier Association  
*Taysad: Turkish Suppliers Association  
*OSD: Turkish Manufacturers Association

**Toyota: Title and Speaker to be announced**

### RED STREAM

**The Volvo approach to leveraging new AutoID technologies**

**Fredrick Sinhart**, Program Manager AutoID, Volvo Logistics

**Stina Ekhammar**, Application Manager, Volvo Logistics

The high potential of new AutoID technologies is indisputable. However, when it comes to deploying solutions the business case is not always obvious, sometimes leading to investments without returns. This session will give an insight into the approach applied by the Volvo Group to keep the business aspect as the driver when implementing new AutoID technologies throughout the Group.

The approach will be illustrated by a case study featuring a live demo of an RFID solution applied to a racks sorting hub to increase efficiency, accuracy and ergonomics.

### VIP Partner

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Optimisation of container tracking using RFID: the OEM point of view
Scott Blow, Manager, Advanced IT, Ford Motor Company
This session will give details of an AIAG RFID pilot project to track returnable containers between two supplier facilities. This pilot will provide data for the creation of guidelines and standards for the North American Automotive Industry. The purpose of the pilot is to demonstrate how RFID can reduce costs and improve supply chain communications between OEMs, suppliers, and trading partners.

RFID Developments and Enhancements for Container Management in the Automotive Industry
Kurt Rindle, Global Solutions Executive, IBM Germany
In 2006, proof of concepts showed that RFID technology was not ready for operation in container management because of uncertain business cases, generic hardware and non-specific software products. Meanwhile, significant progress has been made - business cases have been detailed and software has been adapted. Together with automotive OEMs and partners IBM has developed dedicated RFID tags for containers and enhanced infrastructure to ensure auto identification.

Using RFID to manage the flow of durable containers: the supplier point of view
Alireza Sarshar, External Logistics Manager, Mecaplast
This presentation will explain how RFID technology has been implemented in the management and control of durable containers in a closed circuit. An overview of the implementation goals, physical flows, usage of data and benefits will be provided.

RFID experiences in engine identification in the recycling process: lessons learnt from the Renault pilot
Angelo Figaro, Information Systems Manager, Renault
As part of the automation of the standard unit exchange activity at the Choisy le Roi site, Renault set up an RFID pilot to improve the reliability of data capture related to the flows of exchanged engines. This session will explain the strategy behind this approach, the difficulties encountered and the new opportunities arising.

Supplier Development: a program to increase the competitiveness of key supply chains
Claus Helber, Senior Vice President, Robert Bosch
Improving competitiveness, quality and delivery performance are the goals an automotive supplier has to constantly strive for. This challenge requires lean production systems. The Bosch Supplier Development Program is an initiative based on Bosch values to help key suppliers to participate in the lean thinking approach. All members of the supply chain benefit from a joint and holistic value stream design.

Where next for B2B trading environments?
Mark Morley, Director, Industrial Sector, GXS
This presentation will look at how today’s B2B trading environments are likely to evolve, and how business processes will have to be adapted to embrace new B2B technologies. As companies look to restructure their business processes to realise significant cost savings, the use of software as a service and even outsourcing a whole B2B infrastructure will become more common place. GXS will also look at how electronic invoicing is likely to become a standard requirement for conducting business within European member countries and suggest the type of technology and services that will be required to support this.

Fiat: Title and Speaker to be announced
Optimising the supply chain: migration from a Business Unit model to a Process model
Guido Maina, Supply Chain Process, Methods & New Developments, IVECO
In 2006, Iveco performed a major reorganisation and migrated from a Business Unit model to a Process model. The creation of a central supply chain function responsible for managing the entire process from customer to suppliers was one of the major changes. This session will describe the actions put in place to standardise processes, monitor KIP and improve all operational process performances (Order to delivery, Customer Service Level, Logistics Cost,...).

OFTP2 and pilots overview
Diefram Kaschmider, OFTP2 Project Group, Odette
OFTP2 has been developed as a new protocol for secure file transfer via Internet with the aim of becoming an international standard. This session will identify the advantages of secure data transmission using encryption. An overview of tests and pilots will be provided, together with first experiences and results, including the management of security.

OFTP2: First experiences of using the new Odette protocol
Reinhold Anzingner, Product Manager EDI Services, BMW
BMW are among the first group of OEMs wishing to implement the new Odette File Transfer Protocol. In this session BMW will describe the main features of pilot tests carried out with one of their major suppliers and will highlight the lessons learned in order to assist others who are about to implement.

New generation of B2Bi EDI platforms for OEMs and 1st tier suppliers
 Dietmar Koch, SVP Solutions Marketing, Axway
Axway has taken an active part in specifying the new OFTP2 standard which allows secure transfer of confidential data across the public internet. In this session, Axway provides an insight into first customer experiences with the new protocol and will answer questions from potential users.

Managing Security Certificates in B2B exchanges
Dr. Steffen Sauert, Information Security and Privacy, Robert Bosch
Secure data exchanges, using OFTP2 and other B2B tools, rely heavily on the use of Security Certificates. The massive rise in the number of exchanges of confidential and critical business data between partners has made it increasingly difficult to properly manage the exchange, installation and checking of these certificates. Odette has recently launched a project to develop a Recommendation for the Handling of Security Certificates in order to facilitate the management of security certificates for all partners in the industry. In this session, the Odette project leader will explain the concrete actions that are planned in order to achieve the objective.
what would make you faster to market?

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A secure, web-based platform for on-demand information and application sharing, Collaboration Center delivers:

• Web 2.0 functionality, secured for the enterprise: personalized workspace, drag-and-drop gadgets and portlets
• Federated single sign-on, using Covisint’s leading identity and access management service
• Community communications and management: User Directory and Group Management
• Collaborative toolsets: TeamRoom, Message Center and Secure File Exchange.

Every day more than 30,000 companies rely on Covisint to support efficient supply chain operations.

Preview Collaboration Center at Odette Conference & Exhibition 2007, or visit www.covisint.com

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GENERAL INFORMATION

SITE VISITS
We are offering complimentary visits on Monday 19 November with limited availability. They take place simultaneously therefore only one can be selected per participant. If you apply for one of these visits, please plan to be at the Hilton by 13:00 when free transport to your chosen site will be available. Full joining instructions will be sent to individual participants. For the latest details, please go to www.odetteconference.org

EVENING EVENT
An entertaining evening event in an exceptional location, on Tuesday 20 November, sponsored by Oracle is offered free of charge to all participants. This is one of the highlights of the Conference and is an excellent opportunity to network and spend the evening with colleagues and customers in a relaxed atmosphere. For the latest details on the evening programme, please consult www.odetteconference.org

HOTEL ACCOMMODATION
A block booking has been made at the Hilton. To book your hotel room, please go to www.odetteconference.org

REGISTRATION
You can register online for a speedier process. Alternatively, complete the form at the back of the brochure and fax it back.

WHAT’S NEXT?
On registering, you will receive an acknowledgement of your booking with an invoice. On receipt of full payment, confirmation of reservation and joining instructions will be sent to you. We reserve the right to refuse entry if payment has not been received before the event.

CANCELLATIONS
Cancellation of registration has to be made in writing and sent to Odette International. If cancellation is received before 2 November 2007, the registration fee less €100 administration costs will be refunded after the Conference. If cancellation is received after 2 November, or if the registrants fail to attend, a cancellation charge of €400 is due and will be invoiced separately. Substitutions can be made at any time in writing.

REGISTRATION OFFICE
Odette International
Forbes House
Halkin Street
London SW1X 7DS
UK
Email: registration@odette.org
With changing market conditions and governmental regulations - and the fervent need to gain a competitive edge - there's never been greater demand for transparency, integration and collaboration. Our Collaborative Business Solutions establish the dynamic connections - within and among enterprises - that make your company easier to do business with.

That's business in motion. That's Axway.

Visit Axway on stand No 5/6 and attend our presentation on Tuesday afternoon to learn about the new generation of Automotive B2Bi Solutions for OEMs, Suppliers and their Service Partners.

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DAY 2 – MORNING

09:00 Strategic Issues: Peter Schumann, Member of the Board & CIO, Schenker

10:00 Odette 2007 awards

10:15 Coffee break/Visit to the Exhibition

11:15 White Stream

**Challenges of Outbound Logistics covering longer distances**
Frits Melhartens, President, European Car-Transport Group
One of the major challenges in CBU outbound distribution is to cope with the capacity constraints in every transportation mode. Production plants move to central and eastern Europe; distances are increasing and even more capacity will be required. It is of great importance for the OEMs to secure the route to the end consumer in order to maintain their market share.

**Capability evaluation of carriers and logistics service providers**
Stéphane Brackman, Project Manager, Geodis
In 2006, AIAG and Odette saw an opportunity to further build on the success of the Global MMOG/LE and adapt this continuous improvement tool for Carriers and LSPs. This evaluation tool is now completed and can be used by Shipper, LSP, Carrier, and Customer. The tool is applicable from the early development phases and throughout the product life cycle. It can be used for self-assessment or between business partners as an audit tool. This session will give an overview of tool and feedback from one user: Geodis.

**Challenges to delivering supply chain optimisation through an LLP outsource**
Martin Fleming, Solutions Director, Auto & Industrial, EMEA, DHL Exel
Despite being around for about 25 years the take up of LLP by the auto industry, as a means of delivering supply chain optimisation, has been slow & experiences have been mixed. What are the challenges & difficulties of LLP implementation? What common mistakes are made? How can the change management issues be best addressed. What lessons have been learnt?

BLUE STREAM

**DISCUSSION FORUM**

**Benefits and limitations of standardisation: an open and frank forum on the experience with standards in the day-to-day business**
Damien Derlot, Logistics Manager, Snop
Dominique de Bengy, Logistics Process and Organisation Manager, Renault
Udo Thienelt, Information Management Competence Center, Hella
Opel: Speaker to be announced
John Convin, Managing Director, Odette International

**EDIface: Speaker to be announced**
Everybody recognises the benefits of standards and expresses their support for them but in real life (according to the old joke) the good thing about standards is that there are so many of them to choose from. Maybe there is a message for the standards bodies here?
This session will explore the experiences of implementing ‘standards’ (such as EDI messages and bar-coded labels) from both the customer and the supplier point of view, and the difficulties of extending standards throughout the global supply chain, before opening up the debate in an attempt to find some real solutions to the current problems.

RED STREAM

**DISCUSSION FORUM**

**The development of XML message standards for the automotive industry**
Joerg Walther, Odette Data Modelling Specialist, Gefeg
Why is XML “sexy” for Gefeg?
• The role of the Joint Automotive Data Model (JADM) in the harmonisation of business processes across the global automotive industry
• Using Odette XML to streamline the conversion of existing business knowledge into new formats
• Odette XML messages and their potential to support many different business scenarios
• Recent JADM developments and the implications for automotive XML standards
• Non-automotive XML specifications for B2B processes and their application in different regions and industry sectors.

**EDI or XML: which way forward for the automotive industry?**
Wolfgang Knaepper, Axway
This session will explain which XML technologies are in current use or planned for the near future and which of them may be relevant for the Automotive Industry.
• Standards (non-Odette) in use inside the Automotive Industry – which are the most important?
• Web Services – what are they?
• Service Oriented Architecture (SOA) – beyond the hype?
• Semantic Web Technology – the vision

**XML Adaptation & Integration@ SKF**
Hans Olehn, Information Model Manager, SKF
Hans Björk, B2B Manager, SKF
SKF is a major supplier to the Automotive industry with a long history of EDI. Over the past three years, SKF has been widely adopting XML technology for message exchange with external and internal trading partners. SKF chose to use OAGIS as the XML standard and have implemented some 40 IT projects using this technology. This session will show how SKF is implementing the OAGIS XML standard in a real industrial environment.
**WHITE STREAM**

Secure Supplier Communication at Volkswagen
Harald Berg, Director Telecommunication, Volkswagen
This session examines the use of ENX in the context of the general security strategy at Volkswagen taking into account other network solutions and cost efficiency. This session will be of particular interest for all those involved in electronic communication with Volkswagen.

Simplifying supplier communication at Renault
Michel Le Mero, B2B Connectivity Coordination, ENX, GALIA, ODETTE projects, Renault
- Collaboration with Renault
- ENX as a standard
- ENX SSL via Internet for global use
- Sundown of older technologies: SITA and OFTP/ISDN

**BLUE STREAM**

Logistics evaluation: customers expectations and best practice implementation
Denis Mozzo, Quality Manager Logistics, Renault
Renault has implemented the Global MMOG/LE for the production of the new Twingo. This session will highlight many of the commonly encountered inefficient practices and the corrective measures that have been put in place. Customers expectations of the suppliers will also be examined.

Boosting PSA Peugeot Citroën performance using Logistics KPI
Alice Lagarde, Manager Supplier Animation, PSA Peugeot Citroën
PSA wants to improve its logistics performance with its suppliers. To that end, the use of a limited number of shared logistics indicators should allow the day to day measurement of performance, and the development of a structured animation around 4 main actors: Assembly plants, Purchasing teams, Suppliers and Transporters. This session will explain how PSA animates logistics performance, the objectives and some results, and how the Odette LKPI recommendation is helping to achieve the goal.

MMOG/LE: raising supplier performance in the Czech Republic
Vladimír Bartos, Consultant, Minerva Ceska Republika
Miroslav Ball, Manager, Production Control & IT, Fuji Koyo Czech
The session will examine the critical links between the MMOG/LE tool and company information systems and will explore the real possibilities of the application of MMOG/LE. These possibilities will be further illustrated by a real life case study from the Japanese company Fuji Koyo in the Czech Republic.

**RED STREAM**

SASIG Engineering Change Management
Juergen Scharpf, Manager "Change Management Improvement", DaimlerChrysler
Standardised processes and software are necessary to achieve efficient management of engineering changes between partners. SASIG ECM Group will shortly release the first version of an international ECM standard. This session gives an overview of the objectives, current status and planned activities of the SASIG ECM group.

Digital Engineering Visualisation
Takamasa Tanaka, Senior Manager, Digital Process, SASIG plenary member, JAMA
Update on the current and future activities around DEV in the global Automotive Industry.

Implementation of XMTD (ENGDAT V3)
Joakim Hedberg, SASIG Plenary Member, Volvo 3P
Update on the global implementations of ENGDAT V3

SASIG new potential projects
Akram Yunas, Program Manager, AIAG
This session will provide an insight on the key pain points that the SASIG Consortium will be addressing as potential projects. Long Term Archiving, ECM, Visualisation, Data Transfer Protocols are a few of the domains which will be explored.
Section 1 - Your Details
Delegate Name
Company
Address 1
Address 2
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Your company VAT Number (the VAT Number is mandatory)
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Section 2 - Fees
The fee for the Conference includes attendance on both days, Conference proceedings, lunches, refreshments and evening programme. To benefit from
the Member rate, your company must be a member of one of the following National Organisations: Acarom, AIA (Odette CZ), AIAG, ANFAC, GALIA,
JAMA/JAPIA, ODETTE Benelux, ODETTE Sweden, OSD, SMMT, VDA or ENX organisation.

Please select one of the following prices

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<td>€860 (+ €163.40 CZ VAT= €1,023.40)</td>
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Section 3 - Payment Details
Purchase Order No

Please select one of the following payment options
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Halkin Street, London SW1X 7DS, UK

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Country

Section 4 - Other Information
Would you like to attend the evening event free of charge on Tuesday 20 November? yes ☐ no ☐

Will you require free transfer back to Prague airport on Wednesday 21 November? yes ☐ no ☐

Site visits (detailed information on these visits can be found on www.odetteconference.org)
Please send me more information on the visits yes ☐ no ☐

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Any relevant information supplied by you will be held on our in-house database and may be used by us to keep you informed of future events and
activities. It will not be released to any other organisations. If you do not wish to be informed of future ODETTE activities, please tick this box ☐