

2nd e.e.u.c. 2002

Challenges between Competition and Collaboration

The Future of Manufacturing Industry

Brussels/Belgium, 29th & 30th October 2002

Automotive

Electronics

Aerospace

Capital Equipment

& Plant Manufacturers

■ Programme

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Welcome



Prof. Dr. Hans-Jörg
Bullinger

Fraunhofer Institute for
Industrial Engineering

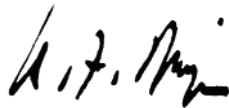
Chairman e.e.u.c. 2002

Manufacturing industry is faced with a new form of cooperative working: strategic partnerships and project-based collaborative networks are the two halves of the picture of the future, the aim being to achieve shorter product development cycles and a permanent cycle of innovation which will guarantee strategic competitive advantage. Companies will find themselves participating in networks where, in one project, they will be in a collaborative partnership with traditional competitors; in another case, traditional competition will ring true. This complete refocussing of company strategy will not only require new qualities and skills from traditional management but also a new partnership-based approach to activities.

Only those companies who focus on their core competences and utilise same to increase profitability and add value to both their company and its activities will survive. At the same time, firms will have to implement radical change in their business processes, not only internally, but beyond traditional company borders.

The management congress "*Challenges between Competition and Collaboration*" is designed to meet the needs of board members and strategists and division chiefs alike. Indeed, all those who are searching for new ideas and future-oriented solutions for their companies.

We invite you to enjoy two exhilarating days in Brussels.



The event itself

"*Challenges between Competition and Collaboration*" is the key event this year on a subject which is keeping CEOs awake at night: How can organizations manage the complex split between competition and partnership, in practice? And, how should companies position themselves correctly within new strategic networks, in order to survive?

The event is also a completely new type of event for senior management: Pathbreaking presentations will be followed by more intensive discussions among participants in forums and work-groups. An exchange of experiences across business sector boundaries plays the paramount role here.

Join us in building the pan-European business relationship network. And join the ewf to benefit from this "Network of Excellence" (NoE).

Key aspects of the event:

- Pathbreaking Presentations
- In-depth discussions forums with a focus on central issues
- Space for intensive conversations and contacts to other key decision-makers

We expect:

Approximately 300 participants (board members and senior management) from the following industry sectors:

- Automotive
- Aerospace & Defence
- Electronics
- Capital Equipment & Plant Manufacturers



Why should you take part?

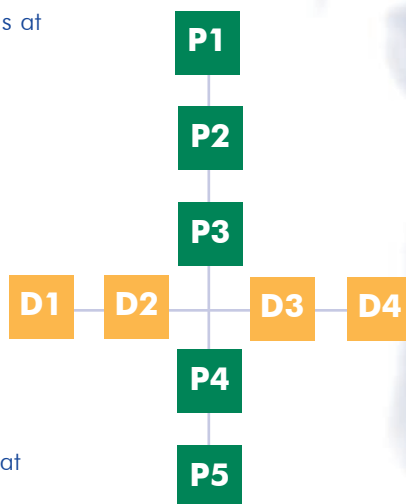
More and more companies will collaborate within strategic networks in the future. Building these networks in practice is difficult, especially when one considers that one is, on the one hand, seeking to cooperate ever more closely with partners and, on the other hand, is conditioned by traditional business behavioural patterns & culture in dealing with one another in many competitive situations. There is no textbook solution which will guarantee success. Insecurity abides regarding what outcomes will be and there is little clarity about what to do next. The consequence is putting off key strategic decisions rather than having the courage to take them.

Any new convention or mode of business operation can only be developed in unison with others. Don't miss out on the chance.

Use the presentations and discussion groups to gain new insights into points for action. Collect concepts and, most of all, learn from the experiences of others, in order to identify what you must do for your company.

Schedule

Day 1 begins at
9.30 a.m.



Day 2 ends at
4.30 p.m.

There will be 5 presentations each, on both conference days.
Between them, there will 4 simultaneous discussion forums.

Colour code: Presentations ■
Discussion forums ■

The conference will start at 9.30 a.m. on the first day.
It will end on the second day, at approx. 4.30 p.m.

An accompanying special exhibition will take place throughout the conference.

A Network of Excellence

The Network of Excellence (NoE), created by ewf Europe, is a forum of exclusive expertise. The NoE is intended to put in motion and advance the open dialogue on the burning, often conflicting issues of "Competition and Collaboration". Courageous thinkers are required who wish to create the future for themselves and others; to develop rules and guidelines to assist all of us in implementing new forms of cooperation and, last but not least, against a background of commonly-agreed aims, to sharpen a culture of mutual respect and fairness within the network. The Network of Excellence will provide clear impulses for new ways of doing business, and for new forms of interaction, across industrial sectors.

ewf europe

The e.e.u.c. 2002 (the European Engineering User Conference 2002) is the second international congress which the ewf has organised in order to build, develop and sustain strategic competitive advantage for manufacturing industry. The first event was held at the BMW R&D Centre in Munich in autumn 2002.

ewf europe is a non-profit organisation. Its existence can be traced back to an initiative of the Karlsruhe Research Centre, Germany, as a direct result of the Project "Production and Manufacturing Technology" initiated by the German Federal Ministry for Education and Research. 50 well-known companies participate in this project.

ewf europe has its main focus in the processes aligned with product innovation & development. In collaborative engineering networks, these processes are playing an ever more important strategic role. An ever deeper integration of people (P), organisations (O) and technology (T) are the core elements of the ewf's holistic approach.

The aim of the ewf europe is to help companies to achieve lasting strategic competitive advantage by offering them pathbreaking new perspectives, effective and pragmatic assistance, and to provide guidelines in a constantly-changing business environment.

1

Opening Presentation: The Future of European Manufacturing

Prof. Dr. Hans-Jörg Bullinger

Fraunhofer Institute for Industrial Engineering

in German

European Manufacturing Industry is faced with a panoply of threats and challenges. How can companies and individual entrepreneurs prepare themselves for the future?

- Creation of new, flexible and dynamics forms of cooperation
- Collaboration and network- building as prerequisites for lasting strategic competitive advantage
- Innovation management - utilisation of synergies and potential across company and business sector boundaries

2

The European Research Area: A challenge for co-opetition

EU Introductory Address

Dr. Ezio Andreta

Director for Industrial Technologies
EU DG Research

in English

The challenge is the development of a high-tech industry in Europe, based on a efficient, knowledge-based workforce. This implies:

- ambitious, multi-disciplinary, far-seeing research projects
- interaction of innovative enterprises and research organisations
- strengthening the scientific and technological base, achievement of a critical mass of researchers
- above all, enthusiastic ideas to pull together all stakeholders to "invent tomorrow"

3

Capital Equipment Manufacturers Facing Global Competition

Dr. Ludolf Plass

Chief Technology Officer
LURGI AG

in English

Capital equipment manufacturers trapped between increasing customer demands and the necessity to cooperate with local providers

- Traditional company structures are no longer valid
- New types of work and critical success factors
- The challenge: Bringing together multi-cultural, multi-company teams with different skill sets and methods

4

Competition & Collaboration in Formula One: A Special Market

Steve Nevey

Computer Aided Engineering Manager
Jaguar Racing

in English

Formula One - High Tech or mass production?

- Competition only in Formula One racing?
- Innovation implies collaboration
- What can others learn from our experience?

5

Responsibility & Future European Business Networks

Prof. Tom Donnelly
University of Newcastle

Alan Donnelly
MEP

Discussion in English

A lively disputation on the success criteria for future industrial networks in Europe

- Critical success factor no. 1: People
- Corporate social responsibility as a prerequisite for future business networks
- The EU and business development - building collaborative networks for strategic competitive advantage

1

eEurope - Introducing the 6th Framework Programme

Dr. Erastos Filos

European Commission

in English

Introducing the 6th Framework Programme for Research:

- Opportunities for research funding
- Networks of Excellence and Integrated Projects
- Opportunities for Engineering, Manufacturing, eBusiness and the Supply Chain
- SME-related activities

2

Secure engineering collaboration

Martin Schmidt

T-Systems

Partner:
Prof. Anderl,
TU Darmstadt

in English

Engineering alliances among collaborative enterprises:

- industrial strategies for engineering collaboration (experiences and expectations of a leading industrialist)
- roadmap for secure engineering collaboration (technologies, platforms and services, the T-Systems view)
- panel discussion european industrialists
- conclusion and future activities

3

eBusiness: The Importance of Standards and eMarketplaces

Roland Wolff

Alexander Scholz

Nexolab GmbH

Fraunhofer IAO

BME

VDMA

Covisint

SupplyON

in English

From eBusiness to real business using standards and new ideas

- Standardisation and classification as success factors in eBusiness
- What role will eMarketplaces play in the future?
- The ultimate aim: development of a standardisation matrix for the EU within the terms of eEurope

4

Neutrality, Openness and Networks in the Services-Sector

Dr. Harry Teifel

Director

Enterprise Strategy

Dekra e.V.

Co-Presenter

Dr. Joachim Holst

IBM Germany

in German

How is it possible to achieve common increases in value creation, despite competitive pressure?

- Identification of the potential for improvement in value creating networks
- Discussion and presentation of the "Neutrality Approach"
- Implementation and examples of roles

Note:

The 4 discussion forums take place at the same time, and occur between the 3rd & 4th presentation.

6

Changes in Development, Production and Branding Policy

Wilhelm Becker

BMW AG
General Manager
Product Line, Medium-
Sized Vehicles

in German

The entire development and production environment in the automotive industry is faced with dramatic changes

- Entropy of classical value chains
- Changing from being a pure niche player to offering a broader portfolio in new markets & segments
- Strategic partnerships seen from the point of view of a premium brand

7

Decision Time for European Automotive Suppliers

Dr. Peter Stehle

Managing Director
Freudenberg & Co KG

in German

European Automotive suppliers are increasingly under pressure. How can they maintain their competitiveness and expand on success?

- Expectation of OEMs and Tier 1 Suppliers in a globally competitive marketplace
- Global Network: what are the prerequisites for true collaboration?
- Examples of innovation management in global projects in Asia, Europe and the USA.

8

The Future Role of Tier 1 Suppliers from the Development Viewpoint

Peter Köpf

Director, Central
Research &
Development
ZF Friedrichshafen AG

in German

New Forms of Cooperation in Supplier Networks

- Flexibility in collaborative development with OEMs
- Standardisation processes beyond company border
- Component or systems supplier - different collaborative models

9

Collaboration as a Model for Future Success

Hans Erich Mundt

Senior Vice President,
Corporate Sourcing,
EADS
Deutschland GmbH

in English

The product life cycles in the aeronautical and space industries demand continuous, long term collaboration between suppliers and system providers

- Early inclusion of suppliers and system suppliers in new programmes
- Just sharing of opportunities and risks between EADS and their suppliers
- The EADS sourcing strategy: a company wide vision as a lever for company integration
- Presentation of the concept of "Competitive Partnership" with the joint aim of sustainable increases in the entrepreneurial success of all participating parties

10

Shaping the Future Together: The Network of Excellence

Prof. Peter
Sachsenmeier

Vice President
ewf europe and
Member of the Executive
Board,
IMAG Information
Management AG

in English

Current and future forms of industrial collaboration in Europe, seen from economic and societal perspectives: joint assessment, joint development:

- Discussion forums are the seeds for a European industrial network
- Development of the abilities necessary for collaboration
- Establishment of a community across business sectors and borders: kick-off to ewf europe's Network of Excellence

5

Recognising, Developing and Implementing Core Competences

Reiner Speiser
Dr. Hans Jung
Nexolab GmbH

Partner:
BMW
ZF Friedrichshafen AG
Heidelberger Druck
Freudenberg

in English/German

How can competitive pressure best be dealt with? What does a focus on core competences really mean?

- Recognising core competences
- Developing and implementing strategies for competition and collaboration
- Presentation of new strategic approaches, with industry examples from various sectors

6

Quantum Leap in the Automotive Industry: 30% Efficiency Increases

Rainer Kurek

Automotive
Management
Consulting

in German

Fiction or Reality: 30% increases in product development efficiency

- Consequences for the entire automotive supplier pyramid
- New structures and processes in automobile development
- New roles & responsibilities

7

Small-&Medium-Sized Enterprises Collaborating on a Virtual Level

Stefano Carosio

D`Appolonia SpA.

in English

Innovative SMEs as virtual organisations in the aerospace industry - originators of high tech and progress

- Experiences from the 5th Framework Programme of the EU
- The use of creative potential, deployed economically and technologically
- New market opportunities resulting from collaboration

8

Technology as a Basis for Collaboration

Dr. Rainer Bugow

Technical Director
ProSTEP AG

in English

Technology as a co-operation enabler:

- Future integrated data and process management
- Technology as a global, project-specific tool for complex cooperative structures
- Future challenges and opportunities

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Challenges between Competition and Collaboration

The Future of Manufacturing Industry

Brussels/Belgium, 29th & 30th October 2002

Registration Form - by Fax to +49 8191 427-839

Please register me for the event

Name

Function Department

Company

Industry Sector

Street/PO. Box

Country/Post Code City

Phone Fax

E-Mail

Please send bill to: For attn of..

Date Signature

Service-Hotlines

Organisation/Registration

Andrea Latty
Phone +49 8191 427-838
Fax +49 8191 427-839
a.latty@t-online.de

Exhibition/Sponsoring

Birgit Schiffbauer
Phone +49 212 244-1840
Fax +49 212 244-1841
b.schiffbauer@avalon-event.de

Attendance

EUR 1.250,- (EUR 990,- for members of ewf europe) plus VAT. This includes the following services and events:

- Attendance 29th and 30th October 2002
- Simultaneous Translation (English)
- Congress documentation
- Lunch, drinks during intervals
- Dinner on Tuesday evening, 29th October
- Access to the adjoining exhibition

Location

Diamant Building
BD A. Reyerslaan 80
B-1030 Brüssel
Tel. +32 2 706 88 00
Fax +32 2 706 88 11

With your registration you will receive a route plan.

Accommodation

We have reserved a contingent of rooms at special rates. Please contact the hotels directly and use the code „ewf europe“.

Hotel Golden Tulip Grand Palace
Arensberg (Ref. 6679) (EUR 97,-)
Phone +32 2 501 16 16
Fax +32 2 501 18 18

Hotel President W.T.C.
(EUR 100,-)
Phone +32 2 203 20 20
Fax +32 2 203 24 40

Ibis Brüssels Off Grand'Place
(EUR 100,-)
Phone +32 2 514 40 40
Fax +32 2 514 50 67

Grand Hotel Mercure (EUR 115,-)
Phone +32 2 220 66 11
Fax +32 2 17 84 44

Novotel Brussels Off Grand'Place
(EUR 135,-)
Phone +32 2 514 33 33
Fax +32 2 511 77 23

Please book your hotel early since room allocations typically revert to free sales about six weeks prior to the conference.

Registration

Fax +49 8 191 427-839
a.latty@t-online.de
www.ewf-europe.com

Registration will be confirmed in writing. **23rd October 2002 is the final date for registration.** The full fee will be charged after this date in case of non-appearance or cancellation. In case of cancellation before 23rd October 2002, we will charge an administration fee of EUR 150,-.

Of course, you may, at any time, nominate a replacement. Cancellations can only be made in writing.

Organizer



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www.ewf-europe.com

in cooperation with:



www.agoria.be

Event/Sponsoring

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Event/Organisation

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