

Program

International Press Workshop “Commercial Vehicles: On the move for everyone”

Friday, 18 July 2008

Venue: Westin Grand Hotel Frankfurt/Main
in preparation for the 62nd IAA Commercial Vehicles
25 September to 2 October 2008 in Hanover (Germany)

Thursday, 17 July 2008

- before
17.00 h Participants arrive
- approx.
18.30 h Bus leaves hotel in Frankfurt/Main
- 19.00 h Welcome Evening at the Frankfurt town-hall

Friday, 18 July 2008

- 9.00 h “Commercial Vehicles: On the move for everyone”
Lecture
Matthias Wissmann,
President of the German Association of the Automotive Industry (VDA)
- 9.15 h “Fuel-efficient commercial vehicles for sustainable freight transport”
Lecture
Andreas Renschler,
Member of the Board of Management of Daimler AG
- 9.30 h Discussion
- 9.40 h “Information and safety technologies for the sustainable road transport of goods”
Lecture
Håkan Samuelsson,
Chairman of the Executive Board of MAN AG
- 9.55 h Discussion
- 10.05 h “Demands on the global production presence and market presence of the commercial vehicle manufacturers”
Lecture
Göran Simonsson,
CEO of Volvo Trucks Region Central Europe GmbH
- 10.20 h Discussion
- 10.30 h Break
- 10.45 h “(Environmental) technical harmonization on global markets: on the way to the global truck?”
Lecture
Sam Burman,
Senior Vice President Medium and Heavy Commercial Vehicles of Iveco SpA
- 11.00 h Discussion

- 11.10 h “Emerging markets: structural changes in the international commercial vehicle market”
Panel discussion
Participants:
Andreas Renschler, Member of the Board of Management of Daimler AG
Håkan Samuelsson, Chairman of the Executive Board of MAN AG
Sam Burman, Senior Vice President Medium and Heavy Commercial Vehicles of Iveco SpA
Stephan Schaller, Spokesman of the Managing Body Volkswagen Commercial Vehicles
Heinz-Jürgen Löw, Senior Vice President of Renault Trucks Europe SAS
Göran Simonsson, CEO of Volvo Trucks Region Central Europe GmbH
- approx.
12.35 h Lunch break
- 13.35 h “Growth strategies of Russian truck manufacturers on global markets”
Lecture
Sergey A. Kogoghin,
Director General of KAMAZ Inc.
- 13.50 h Discussion
- 14.00 h “Transporter on the Road to Sustainability in Urban Traffic”
Lecture
Stephan Schaller,
Spokesman of the Managing Body Volkswagen Commercial Vehicles
- 14.15 h Discussion
- 14.25 h “Internationalization of the European trailer and body industry: the changing industry”
Lecture
Alexander Tietje,
Chairman of Management of KÖGEL Fahrzeugwerke GmbH
- 14.40 h Discussion
- 14.50 h “Keeping freight moving: quo vadis freight traffic?”
Panel discussion
Participants:
Matthias Wissmann, President of the German Association of the Automotive Industry (VDA)
Axel Marschall, Head of Strategic Planning Transport & Logistic of Deutsche Bahn AG
Wolfgang Hahn, Division Director for fundamental transport issues in the German Federal Ministry of Transport, Building and Urban Affairs
Michael Nielsen, IRU General Delegate to the EU, International Road Transport Union (IRU)
Dr. Matthias Ruete, Director-General of the European Commission’s Directorate-General Energy and Transport (DG TREN)
- approx.
16.10 h Closing remarks
Matthias Wissmann
President of the German Association of the Automotive Industry (VDA)
- approx.
16.15 h End of the workshop

Moderator of the panel discussions and the complete press workshop:
Guido Reinking, Editor-in-chief of the German motoring magazine “Automobilwoche”

Conference languages: German and English