

INTERNATIONAL AUTOMOTIVE CONFERENCE BULGARIA
Sofia Event Center, 8-10 October 2013



Day 1		Tuesday, 8 October 2013
8:30 AM	Registration and welcome reception	
9:00 AM	Opening by the President of the ACB, Dr. Till W. Truckenmüller	
9:05 AM	Key note by the Patron of the IACB, H.E. Mr. Rosen Plevneliev , <i>President of the Republic of Bulgaria</i>	
9:20 AM	270 degree automobile show	
9:30 AM	Dr. Roland Wenger , <i>Strategic Supplier & Commodity Management - Mercedes-Benz Cars</i> , Daimler AG Requirements to suppliers in East Europe	
9:55 AM	Jean-Marie Bussière , <i>General Manager Strategic Planning</i> , Hyundai Motor Europe Strategies for leadership	
10:20 AM	Coffee break, exhibits open	
10:50 AM	Frederic Flory , <i>Vice President PMS Seat Covers and Metals</i> , Grammer AG; <i>BoD</i> , Automotive Cluster Bulgaria Hiring in Bulgaria - the most important success factor	
11:15 AM	Hanno Miorini , <i>Vice President OE Sales Austria and South East Europe</i> , Robert Bosch AG Automotives - one of the world's leading engines of innovation	
11:40 AM	Ph.D. Eng. Tadeusz Ziarko , <i>Regional Board CEE Head of Automotive Operations</i> , Festo AG; M.Sc. Eng. Stefan Ivanov , <i>General Manager</i> , Festo EOOD Festo: a global partner in automation and training for the automotive industry	
12:05 PM	Lunch	
1:05 PM	Dr. Jutta Schiffers , <i>Executive Director Global Engineering Software Automotive Experience & Interiors</i> , Johnson Controls; <i>Vice President</i> , ACB Global Engineering Footprint – made in Bulgaria	
1:30 PM	Dr. Till W. Truckenmüller , <i>CEO</i> , IMACOS Truckenmüller & Company, President of ACB, Honorary Consul of Bulgaria for Baden-Württemberg Improvement of competitiveness employing internationally educated and experienced Bulgarian professionals	
1:55 PM	Ivo Todorov , <i>Executive Director</i> , Prista Oil A turnaround success story in Bulgaria	
2:20 PM	Coffee break, exhibits open	
2:50 PM	Pavel Vesely , <i>Director of Group Purchasing Eastern Europe</i> , Volkswagen AG VW Group Purchasing Activities in Eastern Europe	
3:15 PM	Dr. Herbert Fisch , <i>Vice President</i> , BASF Hungaria Kft & Southeast Europe Innovative Materials in Automotive	
3:40 PM	Ralf Barten , <i>Director of Sales for Aluminium semi-finished products central Europe</i> , ETEM S.A. Aluminium-based technology to reduce vehicle weight	
4:05 PM	Coffee break, exhibits open	
4:35 PM	Panel Discussion: The future of the automotive industry in Bulgaria: Project Auto Park Bulgaria - lessons learned from auto parks in Europe Key note: Jerome Chevrolet , Managing Director, GEFCO Bulgaria; Area Manager of Balkan region Panel: Karlheinz Bechtle , <i>Consultant</i> , Ministry of Finance and Economics Baden-Württemberg; Ing. Dr. Günter Hörcher , <i>Head of Research Strategy</i> , Fraunhofer Institute; Peter Stavev , <i>President of ICT and Chairman of Bulgarian Association of Business Clusters</i> ; arch. Lubomir Stanislavov , <i>General Manager</i> , S Media Team; <i>Vice President</i> ACB; Desislava Terzieva (requested), Minister of Regional Development of the Republic of Bulgaria	
5:35 PM	Closing of Day 1, transfer to hotels	
	Grand Evening Event	
7:30 PM	Opening by Dragomir Stoynev , <i>Minister of Economy and Energy of the Republic of Bulgaria</i>	
Day 2		Wednesday, 9 October 2013
9:30 AM	Anton Dontchev , <i>International Director</i> , Litex Motors / Great Wall The first automotive assembly line in Bulgaria - the door to West Europe	
9:55 AM	Thorsten Jordan , <i>Managing Director</i> , Würth Elektronik IBE Group; Zlatan Kitanov , <i>General Manager</i> , Würth Elektronik IBE BG A story of success in a changing business environment	
10:20 AM	Panel Discussion: Why invest in Bulgaria? Key Note: Svetoslav Mladenov , <i>Executive Director</i> , InvestBulgaria Agency Panel: Stefan Reiber , <i>CEO</i> , KEMMLER Electronic Group; Marcel Schwab , <i>Country Tax Leader Bulgaria</i> , EY; Dr. Mitko Vassilev , <i>Executive Director</i> , German-Bulgarian Chamber of Industry and Commerce; Alexander Usunov , <i>Key Project Lead</i> , BHTC	
11:00 AM	Coffee break, exhibits open	
11:30 AM	Savina Konstantinova , <i>CEO</i> , Industrial Commerce Group The Hyundai story in Bulgaria - Benchmark for Europe	
11:55 AM	Plamen Mitev , <i>General Representative for Bulgaria</i> , Willi Betz Group; <i>General Manager</i> , Management Services Corporation AD, Vienna Real Estate AD Single-source services provider for international automotive investors	
12:20 PM	Thibaut de Vaureix , <i>Director Sales Europe</i> , Integrated Micro-Electronics Inc. How to serve the automotive electronic business from Bulgaria: example of IMI BG	
12:45 PM	Lunch	
1:45 PM	Dr. Andrea Castronovo , <i>President BMW Group Central and Southeastern Europe</i> , BMW Group BMW i - the beginning of a new world of visionary mobility	
2:10 PM	Dr.-Ing. Vladimir Popov , <i>Team Leader Engineering Energy Management Panamera</i> , Porsche AG, Weissach E-mobility in sporty luxury class – the new Porsche Panamera S E-Hybrid	
2:35 PM	Panel Discussion: E-Mobility in Bulgaria Key Note: Ilija Levkov , <i>President</i> , E-Mobility Cluster (EVIC) Panel: Danail Papazov (requested), <i>Minister of Transport, Information Technology and Communications of the Republic of Bulgaria</i> ; Kostadin Kostadinov , <i>Scientific Director of Discrete Mechanics Department</i> , Bulgarian Academy of Sciences; Dr. Andrea Castronovo , BMW Group; Dr. Vladimir Popov , Porsche AG, Weissach	
3:05 PM	Prof. Harald Leschke , <i>Leschke.Design</i> ; Prof. Sasho Draganov , Technical University Sofia Innovative Bulgarian E-Mobile Platform Concept	
3:30 PM	Conclusions, Dr. Till Truckenmüller , <i>President of ACB</i> and/or Member of the Government of the Republic of Bulgaria	
3:35 PM	Coffee break, exhibits open	
4:05 PM	Sofia tour - the best of Bulgaria's capital	
8:00 PM	Dinner for participants in Day 3	
Day 3		Thursday, 10 October 2013 - Plant Visits
Tour 1: Visit of Litex Motors/Great Wall and Grammer		
Tour 2: Visit of IMI and Litex Motors/Great Wall		

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