

Asia Automotive: Innovative Transformation

Establishing world-class cutting edge strategies in today's high octane environment towards globalisation in the automotive industry

JW Marriott,
Kuala Lumpur, Malaysia

5th & 6th November 2008

Exclusively for Autoworld.com.my members:

Quote "Autoworld.com.my" when you register with Catherine Foo at CatherineF@marcusevanskl.com / +603 2723 6757 and get a 10% discount off the delegates fee

"The mind has exactly the same power as the hands; not merely to grasp the world, but to change it"

Colin Wilson

In today's competitive automotive industry, one need to be able to deliver what the world market demands and staying one step ahead is the key challenge for automotive players. Achieving success in this industry requires strategically positioning oneself with crucial market information and best practices to gain competitive advantage and increase liberalisation



Your distinguished chairperson:

Dr Daniel Aklil-D'Halluin Managing Director
Pure Energy™ Centre

*Chairman of the Institute of Engineering and Technology North Network
Director of the Scottish Hydrogen and Fuel Cell Association
Executive Member of the Nordic network for sustainable energy system
Board Member of Fuel Cell Europe*

*Scottish Green Energy Award for success in renewable energy
Runner up in Vibes Awards
Best presentation, "International Grove H2 and Fuel Cell (FC) Conference"
Business leader of Tomorrow Award
Energy Institutes Award*

Key benefits of attending:

- **Recognising** the cause and effects of increased oil prices to the automotive industry
- **Penetrating** the global hybrid car market and overcoming the challenges of global expansion
- **Identifying** the needs of consumers in order to compete in the global automotive playground
- **Integrating** western automotive technology into the Asia automotive market
- **Captivating** the market through effective automotive branding and marketing
- **Striving** for continuous technological development in building corporate value
- **Understanding** the crucial necessity of forming partnerships between carmakers and suppliers
- **Probing** the impact of biodiesel fuel consumption and its influence on the automotive industry
- **Exploring** the future of clean diesel cars as a solution to reduce the effects on environmental pollution

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Your distinguished panel of speakers:

Michio Shinohara General Manager, Chief Engineer Environment & Safety Planning Office
Honda Motor Co., Ltd, Japan
*ACEEE's "Greenest Vehicles of 2008"
Honda on fuel efficiency: Consumer No 1 trusted brand in Asia, Reader's Digest*

Lito S. German Corporate Communications & Marketing
BMW
Winner of "World Green Car of the Year" award, "Auto 1 von Europa" and "Autorevue Award"

Dr AK Jindal Head of Technology (Light & Small Commercial Vehicle Production Group)
Tata Motors, India
'Top Exporter Gold Trophy' by the Engineering Export Promotion Council (EEPC)

Gunadi Sindhuwinata Group CEO
Suzuki Motor Corp Indonesia
President & Director, PT Indomobil Sukses International Tbk (ISI) and Chairman of Indonesia Motor Cycle Manufacturing Association

Jason Shang Technical Affair Director
Ford Motor Company, Philippines
*Strategic Vision's "Most Delightful Vehicles of 2007
Energy Star 2007 Partner of the Year Award in Energy Management, U.S. Environmental Protection Agency (EPA) and the U.S. Department of Energy*

Paulraj Edwin Chief Engineer, Chassis and Vehicle Dynamics, Product Development
Volvo India Private Limited

Kuniyuki Terabe General Manager
Petrobras / BJE
*Executive Vice President
Brazil Japan Ethanol Co. Ltd, in Tokyo Japan
One of the world's largest producers of alternative fuel and the No. 1 exporter of ethanol
Best Investor Relations Program for Retail Investors and the Best Annual Report awards*

Roberto Velozzi CEO
Velozzi
*Head of the Velozzi Hydrogen Generation Program
Fuel cell components - NASA
2006 Michelin Challenge Automotive Design Winner*

Nishdev Singh Head of Volkswagen
Euromobil, Malaysia

Donald Cheah Editor
Top Gear Malaysia & Singapore

Dr Momoji Kubo Professor
Fracture and Reliability Research Institute, Graduate School of Engineering, Tohoku University - Japan
The Commendation for Science and Technology by the Minister of Education, Culture, Sports, Science and Technology, Japan

Bob Feinschreiber COO
TransferPricingConsortium.com
Former Federal Tax Audit of Chrysler Corporation and currently the Director of Taxation and Financial Analysis of National Association for Manufacturers, Consultant of United Nations and Professor of Department of Economics of Russian Economics Institute

Margaret Kent COO
ProductionIncentive.com

Asia Automotive: Innovative Transformation

KL-TP1123 Please write in BLOCK LETTERS

Sales Contract

Please complete this form immediately and fax back to

CATHERINE FOO

Fax: +603 2723 6699

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Authorisation

Signatory must be authorised to sign on behalf of contracting organisation.

Name: _____

Position: _____

Signature: _____ Date: / /

This booking is invalid without a signature.

Fees

Conference fee @ USD1995 + GST / VAT (if applicable) per delegate

Premier Plus - Bring 3 or more delegates to this event and benefit from a 10% SAVINGS off the regular price

Online Documentation - USD295. You will be provided a username and password to access the documentation online

All options include luncheon, refreshments & service charge. In accordance with delegate requests and our positioning as one of Asia's foremost business intelligence providers, **marcus evans** will now make its conference documentation available online. A website and password will be provided to you approximately two weeks before the event.

Indemnity: Should for any reason outside the control of **marcus evans** conferences, the venue or speakers change, or the event be cancelled due to an act of terrorism, extreme weather conditions or industrial action, **marcus evans** conferences shall endeavour to reschedule but the client hereby indemnifies and holds **marcus evans** conferences harmless from and against any and all costs, damages and expenses, including attorneys fees, which are incurred by the client. The construction, validity and performance of this Agreement shall be governed in all respects by the laws of Malaysia to the exclusive jurisdiction of whose Courts the Parties hereby agree to submit.

Business Opportunities

A limited amount of exhibition space is available at the conference. Sponsorship opportunities covering the lunch and documentation also exist. For further details contact **Sarah Faradilla** on (603) 2723 6600 or e-mail sarahf@marcusevanskl.com

 conferences

Register Now

Code:E

Contact Marketing at **marcus evans**

Tel: +603 2723 6757

Fax: +603 2723 6699

Email: catherinef@marcusevanskl.com

Date: 5th & 6th November 2008

Venue: JW Marriott, Kuala Lumpur, Malaysia

Hotel Accommodation

Accommodation is not included in the conference fee. To reserve accommodation at the conference venue, please contact the hotel at (603) 2715 9000 and make it clear that you are attending **marcus evans** conferences event quoting KL-TP1123 as a reference.

marcus evans

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Confirmation Details: After receiving payment a receipt will be issued. If you do not receive a letter outlining joining details two weeks prior to the event, please contact the Conference Coordinator at **marcus evans** conferences.

Terms & Conditions:

- Fees are inclusive of program materials and refreshments.
- Payment Terms: Following completion and return of the registration form, full payment is required within 5 days from receipt of invoice. Substitutions between 14 days and the date of the event will be allowed subject to an administration fee of equal to 10% of the total fee that is to be transferred. Otherwise all bookings carry a 50% cancellation liability immediately after a signed sales contract has been received by **marcus evans** (as defined above). Cancellations must be received in writing by mail or fax six (6) weeks before the conference is to be held in order to obtain a full credit for any future **marcus evans** conference. Thereafter, the full conference fee is payable and is nonrefundable. The service charge is completely non-refundable and non-creditable. Payment terms are five days and payment must be made prior to the start of the conference. Nonpayment or non-attendance does not constitute cancellation. By signing this contract, the client agrees that in case of dispute or cancellation of this contract that **marcus evans** will not be able to mitigate its losses for any less than 50% of the total contract value. If, for any reason, **marcus evans** decides to cancel or postpone this conference, **marcus evans** is not responsible for covering airfare, hotel, or other travel costs incurred by clients. The conference fee will not be refunded, but can be credited to a future conference. Event program content is subject to change without notice.
- Cancellation etc: All intellectual property rights in all materials produced or distributed by **marcus evans** in connection with this event is expressly reserved and any unauthorized duplication, publication or distribution is prohibited.
- Data Protection: Client confirms that it has requested and consented to **marcus evans** retaining client information on **marcus evans** group companies database to be used by **marcus evans** groups companies and passed to selected third parties, to assist in communicating products and services which may be of interest to the client. If the client wishes to stop receiving such information please inform **marcus evans** local office or email gleavep@marcusevansuk.com. For training and security purposes telephone calls may be recorded.
- Important note. While every reasonable effort will be made to adhere to the advertised package, **marcus evans** reserves the right to change event dates, sites or location or omit event features, or merge the event with another event, as it deems necessary without penalty and in such situations no refunds, part refunds or alternative offers shall be made. In the event that **marcus evans** permanently cancels the event for any reason whatsoever, (including, but not limited to any force majeure occurrence) and provided that the event is not postponed to a later date nor is merged with another event, the Client shall receive a credit note for the amount that the Client has paid to such permanently cancelled event, valid for up to six months to be used at another **marcus evans** event. No refunds, part refunds or alternative offers shall be made.
- Governing law: This Agreement shall be governed and construed in accordance with the law of Malaysia and the parties submit to the exclusive jurisdiction of the courts in Kuala Lumpur. However, **marcus evans** only is entitled to waive this right and submit to the jurisdiction of the courts in which the Client's office is located.
- Client hereby acknowledges that he/she specifically authorizes that **marcus evans** charge the credit card listed above for the amount provided herein; that this Contract is valid, binding and enforceable; and that he/she has no basis to claim that any payments required under this Contract at any time are improper, disputed or unauthorized in any way. Client acknowledges that they have read and understood all terms of this contract, including, without limitation, the provisions relating to cancellation.