



## Process Innovation for the Automotive Industry - Pitesti

How Romanian Companies can stay competitive in the European marketplace

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A seminar organized by **RomAdvice** and **P41** in collaboration with **Profex Group** with the support of **ACAROM**

### Intended Audience

This seminar is aimed at senior management from automotive companies that aim to further expand in the European marketplace and/or want to protect their local business success over the longer term.

### Objectives

In the automotive sector, companies are subject to increased pressure from the business environment, customers, and competitors. For this reason, the automotive sector is among the most productive and efficient industries. Nevertheless, under continued pressure for better quality at reduced cost, world-class companies have recently engaged in process innovation to further boost performance by factors up to 30-40%.

In this seminar, we will present a practical Process Innovation Approach & Case Studies from the automotive sector. Automotive companies that have applied this approach include Johnson Controls, Volvo (fitting center), Alro (paints), etc. Case studies from these companies will be presented in detail.

CxO's, Plant and Production Managers, and other higher-level management functions should participate in this seminar to share best practices in terms of Innovation and Competitiveness in the Automotive sector.

### Location

Casa Camelia , Darmanesti village, km 6 Piscani-Domnesti road

### Date

February 13            ½ day

### Participation

On invitation only

## Programme

10.00 Sponsors - **Welcome and coffee – networking opportunity**

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10.30 Dragos NICOLESCU (Profex Group) – **Seminar introduction & speaker presentation**

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10.45 Christian DE NEEF (RomAdvice) – **The automotive business environment.** Positioning and challenges of the automotive industry. The requirement for never ending performance improvement.

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11.15 Ives DE SAEGER (P41) – **Keeping ahead of the EU competition through innovation and efficiency.** Based on client success stories, Ives De Saeger will illustrate the importance of process innovation for business success in the automotive sector. Through practical case studies and thought leadership, participants will understand not only the importance of process innovation, but also how to develop approaches for managing this key competitive advantage.

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12.15 Christian DE NEEF (RomAdvice) – **Panel discussion with all speakers and participants, Q&A**

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12.45 Sponsors – **Seminar closing with buffet meal – networking opportunity**

## More Information

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