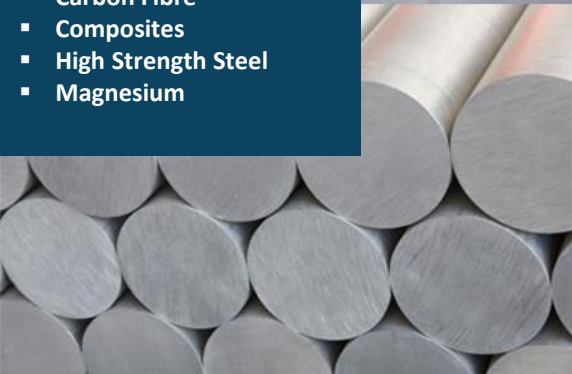
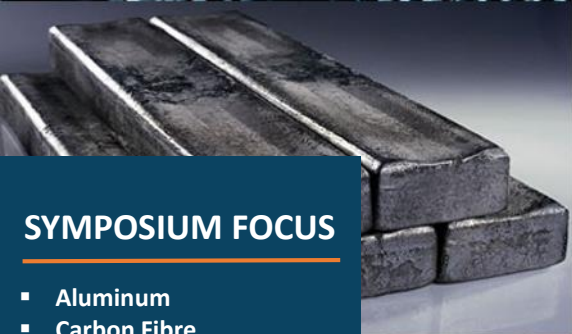
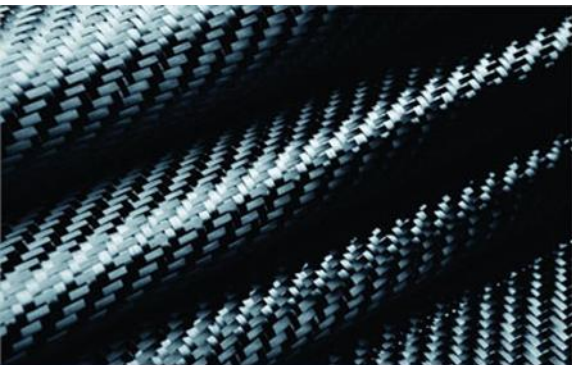


## North America 2015 9<sup>th</sup> - 11<sup>th</sup> of Nov

### AUTOMOTIVE LIGHTWEIGHT

# PROCUREMENT SYMPOSIUM

## Cobo Center, Detroit, USA



### SYMPOSIUM FOCUS

- Aluminum
- Carbon Fibre
- Composites
- High Strength Steel
- Magnesium

The 3<sup>rd</sup> Automotive Lightweight Procurement Symposium to be focused on automotive lightweighting, supply / process chain and procurement management, will take place in Detroit from the 9<sup>th</sup> – 11<sup>th</sup> of Nov 2015. The symposium is held in the days leading up to the "ALUMINUM USA" exhibition taking place at the Cobo Center, Detroit, Michigan (Walking distance to symposium venue)

### ATTENDING COMPANIES:



### ORGANIZING PARTNERS & SPONSORS



Early Bird Registration / July 07<sup>th</sup> 2015 – Oct 8<sup>th</sup> 2015

Delegates 1,349 USD

Standard Registration / Oct 9<sup>th</sup> 2015 – Nov 8<sup>th</sup> 2015

Delegates 1,681 USD'

OEM Delegates

750 USD



## North America Automotive Lightweight Procurement Symposium from the 9<sup>th</sup> – 11<sup>th</sup> Of November 2015 in Detroit, Michigan, USA.



**The 3rd Automotive Lightweight Procurement Symposium to be focused on automotive lightweighting, supply / process chain and procurement management, will take place in Detroit from the 9th – 11th of Nov 2015.**

At this year North America Automotive Lightweight Procurement Symposium you have the chance to listen and interchange with executive speakers and delegates from the aluminum, magnesium, steel & composite industry. Lightweighting, supply chain and procurement management will be the main theme and localization, best buy country and make or buy are some of the topics to be presented. OEMs will express their needs & expectations from the supplier and technology as well as lightweighting side while Tiers will showcase their leading weight reduction solutions, joining technologies, material and process hybrid components.

### **Who Should Attend:**

The event is designed for procurement executives who are part of the lightweight supply chain and engineering as well as technical sales managers seeking an understanding of the synergy of cost- / weight reduction programs.

### **Fast Facts:**

- Expected number of participants – 100+
- Number of executive speakers – 14+
- Presentation (40 min to 55 min) language – English
- Includes a lightweight technology exhibition
- Features three days of networking including three receptions

## **The Only International Procurement Symposium**

**AluMag®**  
**North America 2015** 9<sup>th</sup> - 11<sup>th</sup> of Nov  
AUTOMOTIVE LIGHTWEIGHT  
**PROCUREMENT SYMPOSIUM**  
Cobo Center, Detroit, USA

**AluMag®**  
**Asia 2016** 6<sup>th</sup> - 8<sup>th</sup> of July  
AUTOMOTIVE LIGHTWEIGHT  
**PROCUREMENT SYMPOSIUM**  
Jumeirah Himalayas Hotel in Shanghai, China.

**AluMag®**  
**Europe 2016** 27<sup>th</sup> - 29<sup>th</sup> of Nov  
AUTOMOTIVE LIGHTWEIGHT  
**PROCUREMENT SYMPOSIUM**  
Hilton Hotel in Duesseldorf, Germany

## North America Automotive Lightweight Procurement Symposium from the 9<sup>th</sup> – 11<sup>th</sup> Of November 2015 in Detroit, Michigan, USA.



### **Call For Papers**

We are looking for papers about the process and supply chain incl. quality assurance, light weighting and procurement e.g.:

- Needs and ways of light weighting in BIW and/or transmission and/or chassis/suspension
- Will the market see different BIW and/or chassis/suspension materials in the various power train concepts like conventional, EV and hybrid
- Scenarios of the total curb light weighting in 2025
- Metal purchasing including risk management
- Analysis of cost drivers when buying lightweight solutions / materials and the elimination of these
- Process and material cost analysis – Decision making for optimal multi material applications
- Make or buy of lightweight components
- Best cost country sourcing
- Cost case studies / feasibilities about high strength steel vs. aluminum vs. magnesium vs. composites
- Increasing price pressure through OEM platform, module and globalization strategy
- Successful strategic supplier – selection – qualification – development/buildup
- Cost reduction through the use of functional- / structural light weighting, new materials, advanced processes
- Challenges – Globalization of a middle sized lightweight technology leading supplier
- Global quality improvement in accompany with Light weighting (and cost reduction)
- We welcome other topic suggestion you would like to present at the AluMag Symposium

Please send AluMag your paper abstract and speaker information until end of Sept 2015 to ensure your position as a speaker at the AluMag Symposium. The abstract and paper documents to be presented must be written in English.

As a speaker at the AluMag Symposium, you will be invited to stay at Crowne Plaza Detroit Downtown Riverfront Hotel in Detroit (MI), USA during the course of the event. Your cost will be refunded in compliance with your company`s travel expense policy.

# North America Automotive Lightweight Procurement Symposium from the 9<sup>th</sup> – 11<sup>th</sup> Of November 2015 in Detroit, Michigan, USA.

## Agenda: (Is Continuously Being Updated)

### Monday The 9th Of November – Cobo Center, Detroit

05:30pm - 07:30pm



Pre-registration and Welcome  
Reception

### Tuesday The 10th Of November – Cobo Center, Detroit

08:30am – 09:15am



Registration  
Morning Coffee / Tea

09:15am – 09:30am



Welcome:  
Mr. Jost GAERTNER - Managing  
Partner At AluMag Automotive GmbH

09:30am – 10:25am



Opening Keynote: Mr. Craig  
RENNEKER - Chief Engineer, New A/T  
Programs & Component –  
Transmission & Driveline Engineering  
At Ford Research & Innovation Center

**Lightweight Transmission &  
Driveline Components: Practical  
Challenges**

10:25am – 11:00am

Break for Refreshments/Coffee/Tea,  
Snacks, Networking, Tech Exhibition

11:00am – 11:45am



Paper 1: Mr Mike ROETH – Executive  
Director At North American Council for  
Freight Efficiency (NACFE) &  
Operations Leader – Carbon War  
Room



Paper 1: Mr. Karl MAYER – Director  
Product Line Management At Meritor

**Lightweighting Heavy Duty Class 8  
Tractors and Trailers**

11:45am – 01:45pm

Break for Lunch, Refreshments,  
Networking, Tech Exhibition

01:45pm – 02:25pm



Paper 2: Mr Ryan BROWN – Director  
Of Sales At StrikoWestofen America

**Analysis Of Cost Drivers When  
Buying Lightweight Solutions /  
Materials & The Elimination Of  
These**

02:30pm – 03:10pm



Paper 3: Mr. Lothar HARTMANN –  
General Manager Business Unit  
Foundry Machines At Kurtz GmbH

**Chassis & Suspension Weight  
Reduction By LPDC Aluminum With  
Hollow Cross Sections**



Mr. Kevin CROY - NAFTA Sales  
Manager Foundry Machines &  
Trimming Presses At Kurtz GmbH

03:15pm – 03:45pm



Paper 4: Mr. Jörg MANTWILL –  
Director Sales At Bharat Forge  
Aluminiumtechnik GmbH & Co. KG

**HCM And Aluminum Forging –  
Partnership To Birth Chassis Parts'  
Safety**

03:45pm – 04:15pm

Break for Refreshments/Coffee/Tea,  
Snacks, Networking, Tech Exhibition

04:15pm – 04:55pm



Paper 5: Mr. Gary F. RUFF -  
President And Chief Executive Officer  
At Ruff And Associates, LLC

**Advanced Counter Pressure Casting  
Process for Light-Weighting of Auto  
and Truck Chassis and Suspension  
Components**

05:00pm – 05:55pm



Closing Keynote: Mr. Gilberto  
SALDIVAR – New Projects Group  
Manager At Bocar Group

**Key Factors To Achieve Mechanical  
Properties In Lightweight Structural  
Parts**

# North America Automotive Lightweight Procurement Symposium from the 9<sup>th</sup> – 11<sup>th</sup> Of November 2015 in Detroit, Michigan, USA.

05:55pm – 06:00pm



Summary:

Mr. Roberto BOEKER – Managing Partner At AluMag Automotive LLC

06:00pm - 08:00pm



Reception Sponsored By Bocar Group (Octoberfest Theme)

Dinner Speech - Mr. Jaime PUENTE – Product Engineering Manager Aluminum Business Unit At Bocar Group

## Wednesday The 11th Of Nov – Cobo Center, Detroit

08:15am – 08:55am



Mr. Ali JAMMOUL – Global Director Body Exterior And Safety Engineering At Ford

**Body Lightweighting**

09:00am – 09:40am



Paper 1: Dr. Gerald COLE – President At Light Weight Strategies LLC

**Light Weighting the Automotive Industry - The Road to 2025 CAFÉ**

09:45am – 10:25am



Paper 2: Mr. Laurence CLAUS - President At NMI Training & Consulting Inc. & Technical Consultant To EJOT Fastening Systems LP USA

**EJOT Fastening Solutions Enable Lightweight Body-in-white Assembly**

10:25am – 11:00am

Break for Refreshments/Coffee/ Tea, Snacks, Networking, Tech Exhibition

11:00am – 11:40am



Paper 3: Dr. Akio NIIKURA - General Manager R&D Division At UACJ Corp.

**UACJ's Global Strategy And Approach To The Automotive Aluminum Market**

11:45am – 12:05pm



Paper 4: Mr. Lawrence E. BROWN – Executive Director At Lightweight Innovations For Tomorrow

**Lightweight Innovations For Tomorrow!!!!**

12:10pm – 12:40pm



Closing Keynote: Ms. Laura ANDERSON – CEO At Aluminum Blanking Company

**The Story Behind Aluminum's Sourcing Evolution: A North America Perspective**

12:40pm – 12:45pm



Summary:

Mr. Jost GAERTNER, Managing Partner At AluMag Automotive GmbH

12:45 pm – 01:30pm



Lunch Reception Sponsored By Reed Exhibition

**The reception Will Serve As A Meeting Point For Symposium Delegates & Exhibiting Companies At The "Aluminium USA" Exhibition**



Reception Speech - Mr. Michael KOEHLER - Industry Vice President At Reed Exhibitions USA

01:30pm – 05:30pm



Individual Or Guided Visit At The 2015 "Aluminum USA" Exhibition

**All Symposium Delegates Will Receive VIP Badges**



Evening Dinner Reception At The "Aluminium USA" Exhibition

**Symposium Delegates Are Invited To Join**

## North America Automotive Lightweight Procurement Symposium from the 9<sup>th</sup> – 11<sup>th</sup> Of November 2015 in Detroit, Michigan, USA.



### **Become A Sponsor:**

North America Automotive Lightweight Procurement Symposium is the ideal event to market your products directly to executive procurement delegates from leading OEMs and Tier I and II suppliers.

#### **Symposium Hall Sponsor Banner Package I:**

80 sft / 8 sqm banner with company logo & name in the auditorium

Online banner on the Asia Automotive Lightweight Procurement Symposium website.

Your investment: 2,806 USD

(Please note that your banner location will be handled on a first come, first serve basis)

#### **Symposium Hall Sponsor Banner Package II:**

10 sft / 1 sqm banner with company logo & name in the auditorium

Online banner on the Asia Automotive Lightweight Procurement Symposium website.

Your investment: 421 USD

(Please note that your banner location will be handled on a first come, first serve basis)

#### **Symposium Handout Sponsor:**

Company logo / name on *your* note pad distributed to the delegate

Company logo / name on *your* pen distributed to the delegates

Company logo / name on *your* paper abstract booklet distributed to the delegates

Company logo / name on *your* USB stick distributed to the delegates

(USB Stick can be loaded with sponsor video, presentations, symposium papers....)

Your investment costs: 2,806 USD

#### **Reception Sponsor Package I:**

Make a speech at a symposium reception party

Your investment: 1,403 USD

### **Booking:**

Please contact Ms. Ying ZHOU or Mr. Jost GAERTNER

## North America Automotive Lightweight Procurement Symposium from the 9<sup>th</sup> – 11<sup>th</sup> Of November 2015 in Detroit, Michigan, USA.



### **Become An Exhibitor:**

The Automotive Lightweight Procurement Symposium is the ideal event to exhibit your products. Since it is designed for procurement professionals you are guaranteed a perfect target audience.

Book your booth today to get up close with procurement professionals from leading OEMs and Tier I and II suppliers from all over the world.

### **Bring Your Own Booth System:**

As an exhibitor you must bring your own booth system to the symposium. AluMag will only serve each exhibitor with the following:

- 129sft / 12sqm carpet [size have been adapted to the available space]
- 2 high chairs
- 1 high table
- 1 long sample table
- 1 chair
- One power connection

### **Advantages As An Exhibitor:**

- Company logo on the AluMag Symposium webpage
- Named as a Symposium partner in the flyer and paper handout
- To show cast your materials, processes, globalization, expertise, ...
- Three days of networking

### **Price:**

Your investment: 2,140 USD

### **Booth Booked By:**

Kurtz Metals | Bocar Group | Bharat Forge Aluminiumtechnik | EJOT |

ACTech | Whitehall Industries | CPC Machines | Aluminum Blanking Company |

### **Booking:**

Please contact Ms. Ying ZHOU or Mr. Jost GAERTNER

## Asia 2015 Symposium – Review

AluMag successfully organized the 1<sup>st</sup> ‘Automotive Lightweight Procurement Symposium’ from 5<sup>th</sup> to 7<sup>th</sup> of October 2014 at the Hilton Hotel Duesseldorf, Germany. [\[press report by LMA\]](#)



### Speakers:

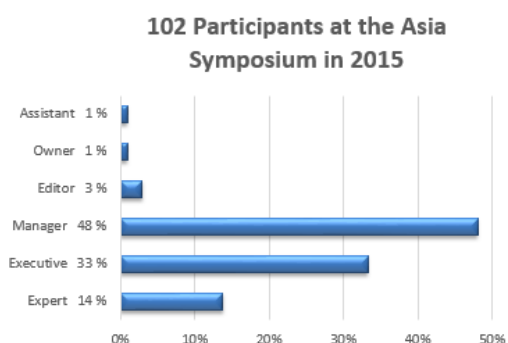
1. AUDI AG - Mr. Frank VENIER,  
Strategy and Innovation; Lightweight Design Centre
2. MAGNA STEYR Engineering AG & Co.KG - Mr. Gerhard KRACHLER,  
Director Advanced Development & Product Strategy
3. COSMA MAGNA International - Mr. Christian JURICEK,  
Manager R&D Europe
4. DGS Druckguss Systeme AG - Mr. Andreas MUELLER,  
CEO
5. Guangdong Hongtu Technology (Holdings) Co Ltd - Mr. Li WAN,  
Vice President
6. Kurtz GmbH - Mr. Lothar HARTMANN,  
Managing Director Foundry Machines & Trimming Presses
7. Kurtz GmbH - Mr. Michael BARTEL,  
Asia Sales Manager Foundry Machines & Trimming Presses
8. Voestalpine Metal Forming GmbH - Mr. Peter BERNSCHER,  
Member Of The Board & Director Automotive Body Parts
9. JSC Automotive Consulting Co. Ltd - Mr. Jochen SIEBERT,  
Managing Partner.
10. StrikoWestofen GmbH - Mr. Rudolf RIEDEL,  
Managing Director
11. StrikoWestofen Thermal Equipment Co.Ltd - Mr. Rainer ERDMANN,  
Managing Director Asia Operations
12. GEELY - Prof. Fei XIONG  
Chief Engineer & Director of Auto Lightweight Department
13. NOVELIS China - Mr. James LIU,  
Managing Director and Vice President of Asia Auto
14. Sapa Technology Asia - Dr. Jin HOU General Manager
15. Kobelco Automotive Aluminium Rolled Products - Mr.Yoshikazu MUKAI,  
Executive Vice President & Technical Specialist at Branch
16. GASGOO Research Institute - Mr. Martin SHI,  
Editor at GASGOO International And Senior Analyst



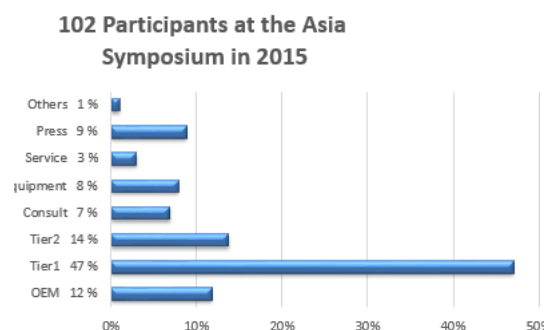
### Delegates Statistics:

Around 100 international executives had registered as delegates to the symposium, which was accompanied by a small but appealing exhibition featuring representatives from the cast and forging industry.

#### Rank - Delegates



#### Supply Chain - Delegates





## Europe 2014 Symposium – Review

AluMag successfully organized the 1<sup>st</sup> 'Automotive Lightweight Procurement Symposium' from 5<sup>th</sup> to 7<sup>th</sup> of October 2014 at the Hilton Hotel Duesseldorf, Germany. [\[press report by LMA\]](#)



### Speakers:

1. AUDI AG – Mr. Arne LAKEIT and Mr. Thomas HEUSSER [Opening Keynote]  
Vice President Manufacturing Engineering & Process Planning and  
Head of Production Techn. Dev. - Production - Materials - Processes
2. DAIMLER AG - Dr. Markus HERMLE  
Manager CAE Interior Safety & Durability At Mercedes-Benz Cars
3. THYSSENKRUPP SYSTEM ENGINEERING GMBH - Dr. Achim AGOSTINI  
Head Of Division Lightweight Solutions
4. MAGNA STEYR FAHRZEUGTECHNIK AG & CO KG - Dr. Wolfgang ZITZ  
Vice President Magna Steyr Operation
5. RHEINFELDEN ALLOYS GMBH & CO. KG - Dr. Claudio MUS  
President
6. F.TECH R&D NORTH AMERICA INC. - Dr. Bing Liu and Dr. Xin ZHANG  
Director & COO and Assistant Manager of Design Group
7. BERYLLS STRATEGY ADVISORS GMBH - Mr. Christian KLEINHANS  
Managing Partner
8. GEORG FISCHER AUTOMOTIVE AG - Mr. Klaus DECKING  
Head of Market Communication, Sales Support, Business Develop.
9. CITIUS CAPITAL S.A. DE C.V. - Mr. Dario VILLARREAL  
Managing Partner
10. MITSUBISHI RAYON CO., LTD - Mr. Kouichi AKIYAMA  
Research Director, Composite Materials Development Center
11. RIFTEC GMBH - Dr. Axel MEYER  
CEO
12. GRUNEWALD GMBH & CO. KG - Dr. Joachim GUNDLACH  
Sales Manager
13. BEIJING ANTAIKE INFORMATION - Ms. Xiong HUI  
Chief Analyst

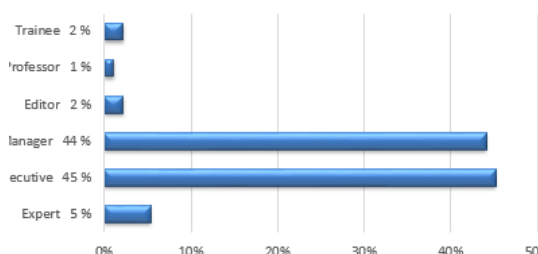


### Delegates Statistics:

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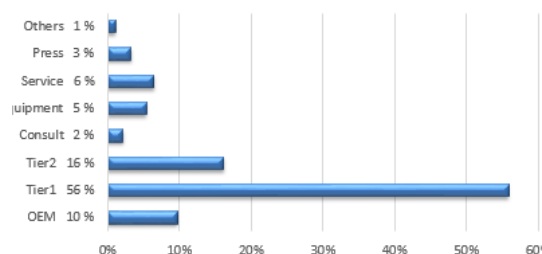
### Rank - Delegates

93 Participants at the European Symposium in 2014



### Supply Chain - Delegates

93 Participants at the European Symposium in 2014



# North America Automotive Lightweight Procurement Symposium from the 9<sup>th</sup> – 11<sup>th</sup> Of November 2015 in Detroit, Michigan, USA.

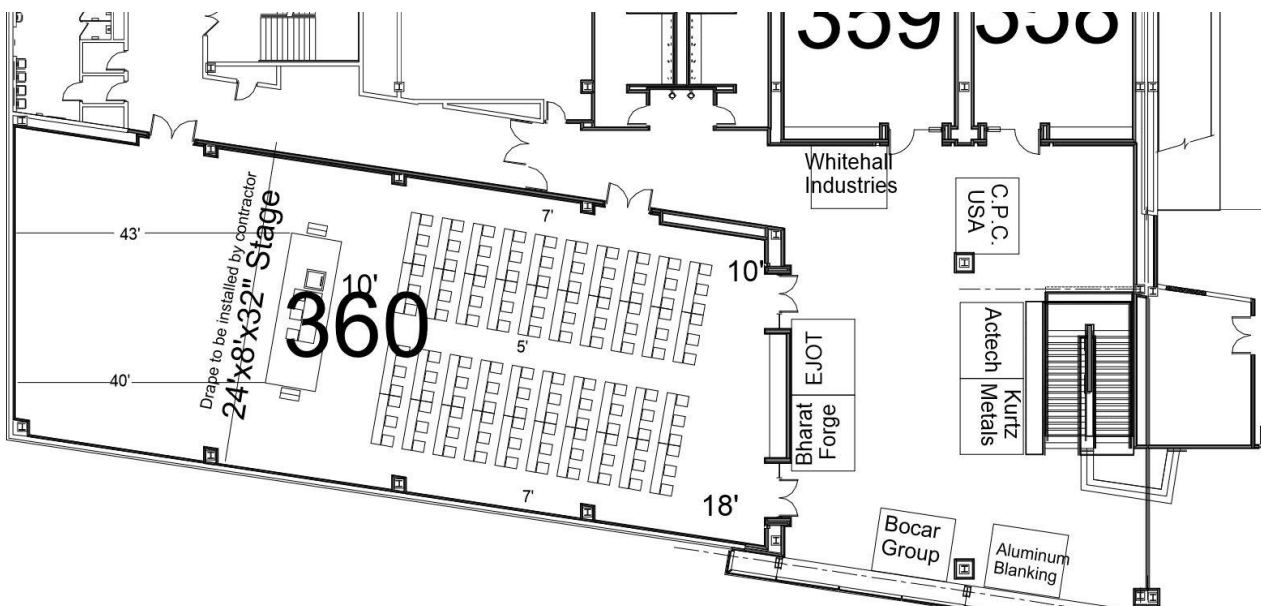


## Venue:

Cobo Center  
One Washington Blvd.  
Detroit, Michigan, 48226  
USA  
Phone: +1 313 877 8777

## FloorPlan:

Cobo Center Room Nr. 360



<http://www.alumag.cc/na-2015-symposium/>

**North America Automotive Lightweight Procurement Symposium from the  
9<sup>th</sup> – 11<sup>th</sup> Of November 2015 in Detroit, Michigan, USA.**

**AluMag®**

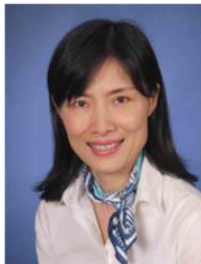
**North America 2015** 9<sup>th</sup> - 11<sup>th</sup> of Nov

AUTOMOTIVE LIGHTWEIGHT

**PROCUREMENT SYMPOSIUM**

Cobo Center, Detroit, USA

**Symposium Contacts:**



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Chinese, English, German, Japanese



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j.gaertner@alumag.de

English, German



**Mr. Roberto BOEKER**  
Managing Partner

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Cell.: +1 248 9625086  
r.boeker@alumag.de

English, Spanish, German

<http://www.alumag.cc/na-2015-symposium/>

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**North America 2015** 9<sup>th</sup> - 11<sup>th</sup> of Nov  
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**Asia 2016** 6<sup>th</sup> - 8<sup>th</sup> of July  
AUTOMOTIVE LIGHTWEIGHT  
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Jumeirah Himalayas Hotel in Shanghai, China.

AluMag®  
**Europe 2016** 27<sup>th</sup> - 29<sup>th</sup> of Nov  
AUTOMOTIVE LIGHTWEIGHT  
**PROCUREMENT SYMPOSIUM**  
Hilton Hotel in Duesseldorf, Germany

## **Delegates Registration – Automotive Lightweight Procurement Symposium**

### **Select Symposium:**

- North America Automotive Lightweight Procurement Symposium Nov 2015
- Europe Automotive Lightweight Procurement Symposium Nov 2016

### **Delegate Rates:**

- **Early Bird Registration** Jul 7<sup>th</sup> 2015 - Oct 8<sup>th</sup> 2015 1,349 USD
- **Standard Registration** Oct 9<sup>th</sup> 2015 - Nov 8<sup>th</sup> 2015 1,681 USD

### **Bring Your Team & Receive Up To 20% Discount**

- 3 Delegates: 10% OFF
- 4 Delegates: 15% OFF
- 5+Delegates: 20% OFF

### **OEM Delegates**

750 USD

### **Your Contact Details:**

Salutation Title Number of Delegates/Attendees

<input type="text"/>	<input type="text"/>	<input type="text"/>
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Other title

Job function & title

First name(s)

Given name(s)

Company name

Zip / post code

Street / building

City

Country

Email

Phone

## Question / Notice

### **Sponsor Registration**

- Symposium Hall Sponsor Banner Package I 2,806 USD
- Symposium Hall Sponsor Banner Package II 421 USD
- Symposium Handout Sponsor 2,806 USD
- Reception Sponsor Package I 1,403 USD

**For any questions please contact:**

**AluMag Automotive GmbH**

**Phone:** +49 2373 929496 or +49 172 6000 569

**E-mail:** [j.gaertner@alumag.de](mailto:j.gaertner@alumag.de)

#### **Please Note:**

- The delegate / attendee registration fee includes free meals & beverages according to the symposium program & three reception parties. Hotel and transportation costs to / from the symposium are not included.
- A confirmation and your invoice will be sent by e-mail.

#### **Address**

AluMag Automotive GmbH  
Kirchplatz 1a / Alte Apotheke  
D-58706 Menden  
**Germany**

#### **Online Booking**

Online Booking

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**Managing Partner**  
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[j.gaertner@alumag.de](mailto:j.gaertner@alumag.de)  
[www.AluMag.de](http://www.AluMag.de)

**Thank You Very Much For Your Attention. And Your Booking.**

# Terms and Conditions

## 1.1 Payments & cancellation

A registration is binding and can only be partly refunded. Cancellations must be received in writing. By cancellations received up to 30 days before beginning of the event, AluMag Automotive GmbH / AluMag Automotive LLC (In the following AluMag) will refund 70% of the ticket price. There will be a 30% refund for cancellations received up to 15 days before the event. AluMag regrets that no refund would be made for cancellations received less than 14 days prior to the conference. Full payment must be made within 30 days of invoice date, or before the conference (whichever date is earlier). Discounts agreed at time of booking will only be applicable if timely payment is made. If late payment is made the full ticket price will apply.

## 1.2 Changes to conference content & dates

The organisers reserve the right to alter content and program timing including the cancellation or substitution of speakers without notice before the conference. In the unlikely event of the conference being cancelled or curtailed due to any reason beyond the control of AluMag, AluMag will not be held liable for refunds, damages and/or additional expenses which may be incurred by delegates.

## 1.3 Theft, loss or injury

AluMag will not be held liable for the loss or theft of any personal belongings whilst at the conference. AluMag will also not be liable for any injury or illness suffered by a delegate during or travelling to/from the conference. We advise delegates to arrange appropriate travel, health and other necessary insurance cover when attending the conference.

## 1.4 Intellectual property

All conference content including, presentation material, audio and video recordings could be published by AluMag or passed on to a 3rd party without permission from AluMag. Access to conference material online is for personal use.

## 1.5 Antitrust statement

As a participant in any AluMag events, it is necessary to be extremely mindful of the constraints of antitrust laws. There shall be no discussions of agreements or concerted actions that may restrain competition. This prohibition includes the exchange of information concerning individual prices, rates, coverages, market practices, claims settlement practices, or any other competitive aspect of an individual company's operation. Each participant is obligated to speak up immediately for the purpose of preventing any discussion falling outside these bounds.