



# **SMMT INTERNATIONAL BULLETIN**



## **In This Issue .....**

**Automechanika Frankfurt Day – 2 March at the Birmingham Chamber of Commerce**

**Business Opportunities**

**International Business Group Meeting: 9 February**

**Open Forum: 25 February 2010**

**RBS and NatWest launch £1bn fund**

**Shanghai Expo - 23-24 June 2010**

**USA Missions – October**

**February 2010 Issue**



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## CONTENTS

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EDITORIAL	2
DIARY DATES FOR 2009	3
GENERAL ROUND-UP	3
UKTI BUSINESS OPPORTUNITIES	5
MARKET REVIEW	7
ALGERIA	7
BRAZIL	7
CHINA	8
GERMANY	9
INDIA	10
INDONESIA	11
KOREA	11
MEXICO	12
MIDDLE EAST	13
RAS AL KHAIMAH - UAE	14
USA	15
READER ENQUIRY FORM	16

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# **EDITORIAL**

## **The passion for the motor car...**

May I start by wishing all of our readers a very Happy, Healthy and Successful New Year...

Action in the International Dept. started early this year with several members of the team jetting out to AutoExpo 2010 in New Delhi, India on January 2<sup>nd</sup>, well before the UK had even got back into the main return to work routine..

A famous author once stated that after the advent of the TV, the 2<sup>nd</sup> most popular invention to bring joy and pleasure to the masses was the motor car. This was certainly true in India as vast numbers of people turned up to this global show to see the latest new cars that will shortly be offered into India. On the 1<sup>st</sup> public day the crowds were so large that the military had to be drafted in with tear gas canisters at the ready and the police were in evidence on horseback to control the crowds at the main entry to the show.

The show attracts over 1 million visitors and over 100,000 business visitors, all of them looking to see what new products and technology will be coming to India in the near future. The Indian market is dominated by the small car and over 20 new small cars were launched at the show from global brands like VW, Hyundai, Suzuki, Toyota and Tata through to local brands like Maruti, Bajaj, Reva and many others.

Having said that the small car dominates in India did not stop a host of other new larger vehicle launches, especially in the SUV sector which is growing strongly and also in the premium/luxury segment of the market with the entrance of Jaguar ( thru Tata ) and new models from BMW and Daimler and others.

New technology was also in abundance with a strong focus on Environmental Issues in terms of fuel efficiency and low carbon technology. Against this background the UK stand at AutoExpo 2010 was deliberately themed as a high profile, attention grabbing showcase of leading UK companies involved in Low Carbon Technology. The central exhibit was a fuel cell motorcycle which was unique to the Indian market and drew strong coverage from the Indian TV and press media to the UK stand.

The UK stand was sponsored by BIS,UKTI, Advantage West Midlands, Birmingham Chamber of Commerce and the NorthWest Automotive Alliance and this strong support enabled SMMT to work on behalf of the sponsors in providing help, guidance and assistance for 35 companies to attend the event and over 65 people to take part in the show. In addition UKTI also funded a Low Carbon Seminar during the event which was very well received and generated for the companies taking part, over £6M of anticipated new business.

A detailed report on the show is currently being prepared and will feature in the March issue of IB.

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## **DIARY DATES FOR 2010**

**Customs & Tariffs Working Group** will meet at 10.30 am on

<b>Tuesday</b>	<b>16 March</b>
<b>Wednesday</b>	<b>16 June</b>
<b>Wednesday</b>	<b>8 September</b>
<b>Wednesday</b>	<b>8 December</b>

**Design Engineering Group** will meet at 10.30 am &

**International Business Group** - will meet at 13.30 pm on

<b>Tuesday</b>	<b>9 February</b>
<b>Tuesday</b>	<b>15 June</b>
<b>Tuesday</b>	<b>26 October</b>

**Electric Vehicle Group** will meet at 10.00 am on

<b>Thursday</b>	<b>4 March</b>
<b>Thursday</b>	<b>27 May</b>
<b>Thursday</b>	<b>2 September</b>
<b>Thursday</b>	<b>25 November</b>

## **GENERAL ROUND-UP**

### **International Business Group Meeting – 9 February at 2 pm Focus markets – Middle East and Africa**

The first meeting of the IBG for 2010 will kick off with a fascinating overview of some of the fast rising small markets in the Middle East and the African continent. High profile speakers will present information on the MENA markets with detailed information on Morocco, Tunisia, South Africa and RAK in the UAE. Question time has been built into these presentations so if you are interested in this area of the world for business development, then this meeting will give SMMT members and invited guests a unique opportunity to discover more about the potential of these countries.

The IBG is also a unique networking opportunity to meet with other companies involved in International business development and as always, the meeting will give companies the opportunity to discuss global developments in other markets around the world.

To book your place at the IBG please contact Pat Shaw on [pshaw@smmt.co.uk](mailto:pshaw@smmt.co.uk) or tel. 020 7344 9260.

### **Open Forum - 25 February**

SMMT will hold the next Open Forum on the afternoon of 25 February 2010 at the Department for Business.

Innovation and Skills. The event will provide a forum for supply chain companies to understand the work of the Automotive Council, the Technology Council and Supply Chain Council. Developed by the New Automotive

Innovation and Growth Team (NAIGT), the Automotive Council will oversee the development of a co-ordinated and strategic approach to the sector.

Confirmed speakers include Richard Parry-Jones, co-chair of the Automotive Council, Bill Parfitt, chair of the Supply Chain Council and Jerry Hardcastle, chair of the Technology Council. Open to SMMT members and non-members, spaces are limited and further details will be available in due course. If you are interested in attending, please e-mail Claire Balch at [cbalch@smmt.co.uk](mailto:cbalch@smmt.co.uk).

### **RBS and NatWest launch £1bn fund**

The Royal Bank of Scotland and NatWest this week announced the availability of £1bn in loans allocated specifically for UK manufacturing businesses. The funds have been made available in response to feedback from businesses in the sector that are anticipating demand for products in 2010 and beyond. The banks will provide competitive loans designed to help businesses to finance investment and take advantage of opportunities as markets recover.

### **SMMT Web site**

#### **New products and services for SMMT members now available on the web**

To find out all the different services and latest developments please go to: <http://www.smmt.co.uk/memberservices>.

### **New Website Goes Live**

[www.smmt-expo.co.uk](http://www.smmt-expo.co.uk) is now on line and information relating to Automechanika Frankfurt plus other SMMT supported exhibitions, events, and international news (eg International Bulletin) can now be viewed. Application forms can be downloaded for impending events, and information/links to helpful websites eg Freight/Travel/Bespoke booth design, to assist the smooth running of your participation are also available.

If you have recently visited exhibitions not supported by SMMT/UKTI and you wish to air your review to assist the future decision of your fellow SMMT member, please contact Russell Murty at [russ@smmt-expo.co.uk](mailto:russ@smmt-expo.co.uk).

Additionally, if you think you have a relevant service you wish to advertise on this site, also contact Russ Murty at [russ@smmt-expo.co.uk](mailto:russ@smmt-expo.co.uk).

### **Automechanika (Frankfurt) Day – 2 March**

SMMT is to hold an Automechanika day at the Birmingham Chamber of Commerce on 2 March. Please see further information under "Germany".

### **Exporting out of Recession Report**

The Business, Innovation and Skills Committee released its report 'Exporting out of Recession', which examines what should be done by Government to sustain and increase Britain's export strengths. Report is available at:

<http://news.parliament.uk/2010/01/government-should-do-more-to-support-export-led-recovery-say-mps/>

### **Advanced Engineering Business Opportunities In China & India 25 February 2010 NEC - Birmingham**

UK Trade & Investment, in partnership with MTA, is hosting a China and India Advanced Engineering Business Opportunities Briefing on 25 February 2010. This event is associated with the MACH mission 2010 organised as part of the MACH show, the UK's Premier Manufacturing Technologies Event.

There will also be presentations by specialists who have recently been seconded to UKTI in China on aerospace supply chain and clean manufacturing opportunities.

For further information and to register please contact: Matthew Wood. Tel. 020 7215 4296. Email - matthew.wood@ukti.gsi.gov.uk. Updates can be found on the UKTI website [www.uktradeinvest.gov.uk](http://www.uktradeinvest.gov.uk).

## **Partner ME 2010 Events**

A series of regional events on the Middle East will be held in:

London - Monday 8 February, Grand Connaught Rooms  
Coventry - Wednesday 10 February, Hilton Hotel  
Manchester - Thursday 11 February, Renaissance Hotel

The series will cover the Gulf markets of Saudi Arabia and the United Arab Emirates; as well as opportunities in the wider Middle East region.

Registration is £50 per person including lunch and refreshments. For further information please visit [www.partnerME2010.com](http://www.partnerME2010.com)

## **Latest UKTI Automotive Sector International Opportunities**

### **China- Seeking for gear box, entire car or automobile component supplier**

China Youngman Automobile Group Co Ltd has set up three subgroups under its leadership: commercial vehicle group, passenger car group and automobile components group. The company is a comprehensive automobile industrial group that produces and sells NEOPLAN passenger coaches, MAN brand heavy type trucks, Lotus cars and automobile spare parts.

This company is looking for British automobile companies who are engaged in manufacturing gear box, entire car or automobile component. The British automobile company should own the most advanced techniques in the manufacturing of gear box, entire car or components. The way of cooperation can be merge and acquisition or setting up JV.

Contact Details :

Ms Catherine Cheng  
China-Britain Business Council Shenyang Office  
Room 901, Tower 2, Shenyang City Plaza  
206 Nanjing North Street  
Heping District  
Shenyang  
China 110001  
Telephone: 86 24 23342112 Fax: 0086-24-2334 1858  
Email: [catherine.cheng@cbbc.org.cn](mailto:catherine.cheng@cbbc.org.cn) Website: <http://www.cbbc.org>

### **Malaysia - Used Land Rover Genuine Parts Wanted**

Large 4 x 4 equipment supplier is looking for a supply of used genuine Land Rover parts (for the all models in the LR range), which is able to provide a consistent supply of quality used parts.

The company was established in 1980 and is an importer and distributor for a range of 4x4 equipment and accessories such as winches, bullbars, exhaust systems, suspension. The company has a warehouse outside Kuala Lumpur and their own in-house workshop. They claim to be Asia's largest stockist and distributor of 4 x 4 equipment.

Contact Details :

Matthew Smith  
UK Trade & Investment  
British High Commission  
Kuala Lumpur. Malaysia  
Email: [m.smith@fco.gov.uk](mailto:m.smith@fco.gov.uk)

## **Panama - Tender for the Design, Supply and Operation of a Massive Transport System for Panama City**

The Panamanian Transit Authority has released a tender worth US \$270,000,000 for the design, supply and operation of a new massive transport system for Panama City.

The main objective of the tender is to modernise the current public transportation system by restructuring the current administrative system into a formal system of concessions and the implementation of adequate and efficient transportation lines throughout Panama's main streets.

The Transit Authority is looking for interested bidders that can supply modern and comfortable buses capable of safely transporting passenger within Panama City. Interested bidders will also have to demonstrate, in writing, proven experience in public transportation planning and organisation in cities similar to Panama City, capability in preparing operating plans for transport systems and a proven excellent service for users.

Bidders will need to take into account the Panamanian Metro Project. Once this project is in operation, the successful bidder will need to integrate the metro into their operating plans. Some of the technical specification of the buses include but are not limited to the following:

- Two axles
- Total weight must exceed 18,500 kg
- The bus must incorporate an electronic device to regulate the speed to a maximum speed of 60 km/hour
- Turbo diesel and intercooler
- Fire protection. The engine must include an automatic fire protection system
- Automatic Transmission

There are other technical specifications in the full tender document as well as numerous requirements not mentioned in here. The full tender document is only available in Spanish and you can download it by following these steps :

- Go to [www.panamacompra.gob.pa](http://www.panamacompra.gob.pa)
- Click on the right blue box
- In the Search bar (Google) located in top right corner type 2009-1-03-0-08-lv-001408 and click on magnifying glass. In the results page you will see a link which will take you to the tender page.
- On the right part of the screen you should see some link. Click on the one that says "Pliego de Cargo". This will let you download the full tender document. It is 164 pages long. You can also click on the other links for maps of Panama city

The due date is 26 February 2010 from 8.00am to 10.00am (Panama Local time)

Language to respond in Spanish only

Tender Number : 2009-1-03-0-08-lv-001408

Contact Details :

Mr Romel Adames / UKTI Officer

UKTI Panama City. Panama

Telephone: +507 269 0866 ext. 2006      Email: [fernando.pinel@fco.gov.uk](mailto:fernando.pinel@fco.gov.uk)

Website: <http://www.uktradeinvest.gov.uk>

## **Taiwan-Auto Parts Suppliers From the UK**

Mayfair Auto Part Co., Ltd has been in the market for more than 20 years and has been buying from the UK. Current distribution channels include car dealers, auto parts retailers and car repair shops.

Contact Details :

Mr Allen Su

Mayfair Auto Parts Co., Ltd.

No. 27, Lane 115. Tai Yuan Road

Taipei Taiwan 103

Telephone: +886 2 2555 6167      Fax: +886 2 2559 2514

Email: [mayfair.auto@msa.hinet.net](mailto:mayfair.auto@msa.hinet.net)



## **MARKET REVIEW**

### **ALGERIA**

#### **Equip Auto Algeria – 19 – 22 April**

The Palais des Exposition des Pins Martimes (Safex) Algiers

Equip Auto Algeria is the International Trade Fair for Spare Parts, Equipment, Services & Maintenance for Automotive and Industrial Vehicles.

The show covers 7000 square meters, and it could be a meeting place to do business with the North African markets.

Equip Auto Algeria targets a professional Algerian audience of parts manufacturers, garage owners, bodywork shops, mechanics, parts and garage equipment importers, parts distributors and technical inspection stations and those involved in the trade in other North African countries (Morocco, Tunisia, Egypt, Libya).

Algeria has more than 4.5 million vehicles on the roads but this number is growing by 30% a year as the country's 34 million people become mobile. Algiers is the second largest automobile market in Africa with annual spare parts imports standing at 300 million dollars.

The vehicles circulating in Algeria are 12 years old in average, there are more than 30,000 repair shops and more than 20,000 dealers. This means a high consumption of spare parts. In addition, there is a high demand from mechanics for diagnosis systems and up-to-date tools and workshop equipment.

This show is organized by the French company PROMOSALONS, in charge of promoting internationally leading trade fairs in France as well as at selected tradeshows abroad. For further information please contact:

Bryna Black  
Deputy Manager  
Promosalons (UK) Ltd.  
2nd Floor Northside House  
Mount Pleasant, Cockfosters  
Herts, EN4 9EB  
Tel (Dir): 020 8216 3104  
Fax: 020 8447 1146  
bryna@promosalons.co.uk  
www.promosalons.co.uk

### **BRAZIL**

#### **“They’ve an awful lot of.....well, cars in Brazil”**

Back in 1960, Frank Sinatra was crooning about the abundance of coffee in Brazil. (And there is still plenty of that – 46 million bags produced last year.) But, today, it is Brazil’s booming vehicle sales that are hitting the high notes and attracting attention.

Whilst most global automotive markets have been shrouded in gloom throughout 2009, annual vehicles sales in Brazil are slated to rise 7%, breaking the 3 million barrier ; and this upward trend is expected to continue in 2010. This growth is coupled with a new-found economic stability, readily available credit for both consumers and businesses, and a strong currency that increases the competitiveness of imported products.

Britain’s historical, cultural and economic ties with Brazil are comparatively modest, with the result that the Brazilian market is generally not a top target for British businessmen. But, in the current economic climate, it may be worth a closer look.....and SMMT has been helping automotive companies to do just that.

As part of the recent UKTI-sponsored Advanced Engineering Showcase in Sao Paulo, SMMT led a small group of automotive companies to investigate the market. Their programme included visits to some of the local VM's, component manufacturers and engineering centres, plus discussions with the leading automotive trade associations and transport authorities. Participants clearly found their visit beneficial – "a very useful exercise", "a successful trip", "very pleased with a worthwhile experience" were comments made during the initial feedback.

SMMT staff also took the opportunity to conduct in-depth market research and interviews, and their finding will be included in a Brazil Market Report due to be published soon.

For more details on the report, or on the Brazilian auto sector in general, please contact Pat Shaw on 020 7344 9260, email pshaw@smmt.co.uk.

## **CHINA**

### **Low Carbon Partnership Development**

Following the successful work conducted in 2008/9, SMMT has successfully obtained UKTI funding to complete a detailed study of the Chinese Low Carbon market so that a Chinese Technology Roadmap can be developed showing the key areas of development and to identify potential areas of collaboration for UK companies. This work is currently underway and results should be available by the end of February 2010.

Following the issue of this report targeted missions/events will be arranged to help UK companies link up with leading Chinese companies through a range of showcase events in China and in the UK next year. The details of this programme are still being finalized.

For further details please contact Les Parfitt on tel. 020 7344 9233 or email lparfitt@smmt.co.uk

### **Shanghai Expo - 23-24 June 2010**

Be part of the *UK Advanced Engineering 2010: China Showcase* event at the Shanghai Expo UK Trade and Investment is organising a programme, with support from SMMT International, providing a package of benefits to industry to ensure the UK's high reputation can be promoted by leading advanced engineering firms at this unique event.

The UKTI event will be showcasing capability in such areas as low-carbon vehicles, advanced materials and efficient manufacturing.

Shanghai Expo is expected to welcome some 70 million visitors between May and October and provides an excellent opportunity to showcase UK advanced engineering excellence in areas of interest to the Chinese. June has been chosen as it has been designated as the Science and Innovation month. **Sir Kevin Smith CBE, CEO of GKN and a UK Business Ambassador**, has agreed to lead the UK business delegation in Shanghai. Additionally, we are also pleased to have secured the participation of Cambridge University's Professor Mike Gregory, Head of the Institute for Manufacturing

Your company will have the opportunity to meet key Chinese decision makers from the automotive, aerospace and engineering sectors and highlight your capability and expertise during one of the key business events of the year. UK firms will have a platform from which to:

#### **Showcase Your Expertise**

- A poster stand exhibit located in a leading Shanghai hotel where the event is to be held, promoting your company's expertise to invited Chinese decision makers.
- A free entry in the UK Advanced Engineering capability brochure which will be available in both English and Chinese.
- A free entry on the UK Advanced Engineering: Shanghai Expo 2010 web site in both English and Chinese.
- An invitation to the UK Trade & Investment VIP Gala networking dinner on 23 June.

- A complimentary business matching service for eligible firms to pre-arrange one-to-one meetings with your company and key Chinese decision makers.
- Participation in a series of interactive seminars covering key areas of UK expertise and cooperation.
- Networking lunch with key Chinese contacts at the event.

This unique showcase event will allow you to:

- Build knowledge of a fast changing, critically important, market.
- Facilitate access to potential local partners, staff and buyers.
- Better promote your company, brand and products.
- Build relationships & trust.
- Develop a long-term vision for the Chinese market as part of your overall business plan.
- Allocate marketing resources more effectively, as part of this major UK effort.

### **The UKTI Market Support Package**

- £800 to support each eligible participating UK firm. This offer is available for a limited number of companies so please register to confirm availability.
- UKTI's event support team will be available to help you with travel and accommodation in Shanghai and support your participation in the showcase event.
- UKTI will organise in-market transportation and hotel transfers within Shanghai during the showcase programme.
- UKTI will block book hotels for delegates in Shanghai for the showcase programme.
- UKTI will cover conference costs for all UK delegates.
- UKTI will organise interpreters for the showcase event.
- Free BA business class flights to Shanghai are available for the first 10 eligible SMEs.

Note - *Firms that get a free flight will not also be eligible for an £800 grant.*

In return each company will:

- Provide a suitable representative to participate in the showcase event on 24 June.
- Provide 200 words on your organisation for the UK Advanced Engineering capability brochure and the UK Advanced Engineering at Shanghai Expo 2010 website by the deadline.
- Provide 100 words on your organisation for the personalised exhibition booth by the deadline.
- Provide company logos and branding material in the appropriate format by the required deadlines.
- Complete UKTI's 'Point of Delivery' feedback questionnaire.
- If required, provide UKTI with a suitable quote for marketing purposes before or after the event.

For further information contact Les Parfitt on tel. 020 7344 9233 or email [lparfitt@smmt.co.uk](mailto:lparfitt@smmt.co.uk)

## **GERMANY**

### **Automechanika – Frankfurt – 2010**

Register your interest by sending an email to Claire Balch at [cbalch@smmt.co.uk](mailto:cbalch@smmt.co.uk). Alternatively, in January it will be possible to complete the application online on the [www.smmt-expo.co.uk](http://www.smmt-expo.co.uk) website.

SMMT has requested more space from the organisers as the demand is very high already.

## **Automechanika (Frankfurt) Day: 2 March**

On March 2, SMMT is to hold an Automechanika day at the Birmingham Chamber of Commerce. At this event, speakers from Germany (MesseFrankfurt organisers and British Embassy staff) will supplement SMMT staff and the experts on Travel/accommodation (Pressplan), Freight (Agility), and Booth design (RND Exhibits), with the objective of assisting you in getting the best out of the Automechanika 2010 event. All questions should be able to be answered.

'Signed up' exhibitors for 2010 and those still undecided are welcome. New information for everyone.

Please contact Pat Shaw at pshaw@smt.co.uk for event details/agenda etc and to confirm attendance.

## **Euromold - Frankfurt -2009**

SMMT visited this year's Euromold with the objective of finding out whether this might be an exhibition worth bidding to the UKTI for funding and organising a UK Pavilion.

The Exhibition had exhibitors from 35 countries, including several country Pavilions, but unsurprisingly Germany was by far the biggest exhibiting country. UK had 13 exhibitors, a number which according to the organisers "should be more, but unfortunately we have no UK agent to promote the show".

The exhibition was comprised mainly of the 'concept to prototype' discipline, but spanned many sectors, automotive, aerospace, engineering, medical, to name but four. Design and engineering companies and consultancies (eg EDAG) were present, as were rapid prototyping companies/machines, prototype tooling, materials, design software houses (eg Solidworks/CFD), mould design and plastic moulders, NC machining, surface treatments, and a host of other cad/cam applications.

Automotive featured as some form of exhibit on the majority of the stands, and it was this feature that interested us. Two UK exhibitors were quizzed on their participation and both said they would welcome being part of a UK Advanced Engineering Pavilion. It is also thought that our sister ATO's of Engineering, Aerospace, and Motorsport might welcome a joint approach. UKTI certainly would encourage us to do that. It might also be worth utilizing the pavilion for 1-1 meetings regarding procurement activities for specially invited vehicle manufacturers and tier ones.

It just remains to see whether enough companies show interest in the December 2010 event for SMMT to make a bid for support from UKTI. In the meantime we will investigate with the other ATO's

Any companies showing interest in exhibiting should contact international@smt.co.uk.

## **INDIA**

### **India opportunity for JV etc picked up at Auto Expo**

US\$16m Indian company with machining capability manufacturing in sheet metal, aluminium, casting and forgings is looking for a UK company interested in a JV to develop further Indian / European opportunities. Manufacturing front axles, rear axle, differential assemblies or sub assemblies where technology is involved. The Indian company is a Mahindra & Mahindra and Tata supplier with all relevant certifications and with five production sites across India.

Contact Vikrant Baibhaw  
Email vikrant.baibhaw@gmail.com  
Mobile 99870 11623  
Tel + (022) 2846 7412

## **INDONESIA**

### **INAPA 2010 24 -27 March 2010**

Jakarta International Expo (JIExpo)

INAPA is Indonesia's largest International Automotive Parts & Components, Accessories and Equipment Exhibition. The Asean's ideal platform for introducing automotive parts and equipment to buyers for automotive parts & accessories, automotive garage equipment for OEM and aftermarket industry – it will include a special section for automotive parts and system, automotive accessories, automotive garage equipment, Bus, Truck and Components

Over 400 companies from 15 countries and 9 country groups including Indonesia, China, Taiwan, Thailand, Philippine and Korea. 25,000 trade & professional visitors. Size of Exhibition Area : 24,000 sqm (gross)/15 sqm (net)

Held in conjunction with IIBT 2010 (The Indonesia International Bus, Truck & Components Exhibition 2010) and INATRONICS 2010 (The Indonesia International Electric & Components Exhibition 2010).

Hall A1, 2, 3 (Automotive parts, Auto garage Tech, Rubber & Tyre, Accessories

Hall A3 (Auto Electronics, INATRONIC - Electronics and Components)

Hall B1, 2 (Bus, Truck and Components)

For further Information please contact:

Mr Baki Lee

PT Global Expo Management

Perkantoran Mutiara Taman Palem Block C 5/19

Jl Kamal Raya Outer Ring Road. Jakarta Barat

Indonesia 11730

Telephone: 62 21 5435 8118 Email: bakilee@gen-indonesia.com

UK Trade & Investment Contact: ingrid.novianti@fco.gov.uk

## **KOREA**

KOTRA, the Korean trade development organisation based in London, is inviting UK companies, interested in developing business in Korea, to join a Korea Trade Mission early March.

This is currently proposed as being a generic business trade mission but we have an opportunity to develop a specific automotive element if there is sufficient interest expressed.

UK companies will have an excellent opportunity to meet with Korean importing / sourcing companies to present their products and services and discuss their future business plans in Korea.

KOTRA / SMMT will arrange tailor-made meetings with the relevant Korean buyers, and technical and business collaboration partners.

Our Korean contacts at KOTRA are very keen to welcome an inward automotive sector mission group to Seoul and have proposed the mission start date as 4th March. Travel and accommodation costs will be at the participating company's own expense but the meeting programme, interpreters, 1:1 matchmaking meeting programme and venue is to be provided by KOTRA at no additional cost.

Interested companies may also be eligible for Market Visit Support grant from UKTI subject to eligibility / availability and should contact their regional UKTI International trade Adviser for further discussion. <http://www.smmmt.co.uk/international-services/UKTI-Services>. See also [www.uktradeinvest.gov.uk](http://www.uktradeinvest.gov.uk) for details of UKTI ITA whereabouts in your region.

For further information contact David Croxson on Tel 020 7344 9230, email [dcroxson@smmmt.co.uk](mailto:dcroxson@smmmt.co.uk).

## **MEXICO**

### **Business Opportunity**

#### **Metalsa looking to UK companies to develop new business opportunities**

Leading tier one manufacturer Metalsa is seeking to develop new business opportunities with leading UK companies in the following sectors: • Aerospace • Military • Wind Turbines • Agricultural/Construction/Mining equipment • Material handling equipment. For further details please Pat Shaw at pshaw@smmt.co.uk.

### **Business Opportunity**

#### **BMW will buy Mexican auto parts**

The German auto part assembling plant in San Luis Potosí, México, announced that they would buy \$2000 million USD in components from Mexican companies during the next 2 years. BMW spends 9000 million Euros on components from Europe, and their intentions are to reduce this to 5000 million Euros and therefore need providers established in the North American area, mainly in Mexico.

The components that BMW require are electronic devices, chassis, prints, power train, plastic injections, and will use them for the X3 and the new X5.

#### **Mexico's Aerospace Conference in London – 11 February**

Business Magazine "Mexico Now" is offering **complimentary passes** to participate in their seminar.

With an audience last year of over 180 aerospace executives the main objective of this seminar is to obtain detailed and privileged information about the current and future conditions and trends of the Maquiladora Industry in offshore manufacturing operations. For further information or for passes please contact Pat Shaw on 020 7344 9260, email pshaw@smmt.co.uk.

### **Statistics**

Mexican auto production jumped in October 2009 from the previous month due to higher demand in the United States, a sign that Mexico's economy is recovering from the recession. The Mexican Automotive Industry Association (AMIA) stated that automakers produced 184,769 vehicles in October 2009, up 26 percent from September 2009 and the highest level since late last year.

Mexican auto exports of 145,711 units were also up in October 2009, jumping 24 percent compared to the previous month to their highest level since late 2008. Year-on-year, October exports were down 13 percent. Source: Forbes, 2009; by Jason Lange; Thomson Reuter.

#### **Ford invests in Chihuahua**

Ford automotive manufacturer, officially opened its second motor plant in Chihuahua which will produce light and medium trucks for North America, according to information from the company. The opening and start-up of the operation is part of a US\$3,000 million plan to be invested in Mexico. Only in the US, Ford sales reached in October between 136,920 units, which represents 21% more than September and a 3.1% increase comparing it with the same month in 2008. Source: El Diario.

#### **Japanese automakers to increase overseas production**

Nissan mentioned at the Tokyo show that it already uses its capacity in the US and Mexico because the US dollar has become very competitive. source: just-auto.com

Also, it now sells in nearly three-quarters of the world's auto markets. The biggest markets for Nissan are Japan, Mexico and the United Kingdom. source: Seattle Post Intelligence

## **Mexican Automotive Industry - An investment analysis**

A new report on "Mexican Supplier Report" covering the leading OEMs in Mexico and major OEM Developments in Mexico has been published.

According to Banamex, in 2008, nearly 4% of the national GDP came from the automotive industry, while it contributed 16% to the manufacturing GDP.

In 2008 the automotive industry was the only manufacturing activity in the country that saw a double-digit growth and generated 20% of the total manufacturing exports from the country. ([www.bharatbook.com/Market-Research-Reports/Mexican-Supplier-Report.html](http://www.bharatbook.com/Market-Research-Reports/Mexican-Supplier-Report.html)).

## **Detroit Three have been the front runners of the industry**

Nearly 54% of the total national production is from the nine plants operated by Chrysler, Ford and GM in the country. Post 1994, Detroit Three's role in Mexico increased. At the same time, other OEMs such as Nissan and Volkswagen have also created their own market in Mexico. Both Nissan and Volkswagen have shifted certain production operations to Mexico, thereby creating some opportunities for the auto parts suppliers.

## **MIDDLE EAST**

### **Commercial Vehicles Middle East 9-11 March 2010**

SMMT International has secured a limited number of TAP grants of £1400 from UKTI for eligible exhibitors and is leading a small UK exhibitor group to this new show - the region's only specialised commercial vehicles exhibition & conference, attracting trade visitors and delegates from the Middle East, Africa and South Asia.

The exhibition targets key procurement and logistics professionals from this region, who will be attending the event specifically to source new suppliers, products, information and services related to the commercial vehicles industry. Held at the impressive International Convention and Exhibition Centre, Dubai, UAE the Exhibition will feature an indoor vehicle display area and an exhibition featuring a comprehensive range of products and services from around 100 manufacturers, an international conference, specialised seminars and workshops.

The event is expected to attract more than 8,000 visitors, including key officials from regional transport authorities and other government departments.

For further information contact David Croxson at [dcroxson@smmt.co.uk](mailto:dcroxson@smmt.co.uk). Tel 0207 344 9230.

### **Automechanika Dubai 25 – 27 May 2010**

SMMT is again organising a UK pavilion at Automechanika Middle East 2010 at Dubai International Convention and Exhibition Centre Dubai, UAE.

SMMT has obtained for suitable applicants, TAP grant support of £1400, subject to terms and conditions, for a maximum of six participating companies on a first applied basis.

Automechanika is the region's largest automobile aftermarket event in the Middle East for automotive parts and systems, repair & maintenance, accessories, tyres & batteries, workshop equipment and tuning industries worldwide.

By participating in Automechanika Middle East 10 you can expect:

- New market breakthroughs
- Significant on-site sales
- Joint venture opportunities
- New trading partners and agent opportunities
- Improved regional profile
- Access to Africa and Asia, Far East markets / contacts

For further information please contact David Croxson on 020 7344 9230, email [dcroxson@smmt.co.uk](mailto:dcroxson@smmt.co.uk).

## **Middle East & North Africa (Mena)**

Any company interested in Middle East and North Africa (MENA) should contact the Middle East Association led by Michael Thomas (Chairman).

The MEA have a number of events that provide very good networking, access and detailed information on the market. It also organises trade missions, which are generic rather than automotive sector focussed, but they could provide a useful introduction and gateway to the region.

For further information and programme of events please contact:

The Middle East Association

Bury House

33 Bury Street

London SW1Y 6AX

Tel: + 44 (0) 20 7839 2137 Fax: + 44 (0) 20 7839 6121 [www.the-mea.co.uk](http://www.the-mea.co.uk)

## **RAS AL KHAIMAH - UAE**

### **UK automotive manufacturing businesses to Ras AL Khaimah in the UAE.**

Ras Al Khaimah Investment Authority (RAKIA), an apex body of the Government of Ras Al Khaimah (RAK), UAE has launched an Auto Industrial City now open for foreign direct investments. They are inviting manufacturers to expand their business in the UAE, an opportunity to trade to a further 17 countries in and around the Middle East, Duty Free. Manufacturers that set up in RAK are also classed as the GCC region which means they will benefit from the Free Trade Agreements' (FTA) signed between the GCC and Singapore as well as 'The European Free Trade Association' (EFTA), which also includes Iceland, Liechtenstein, Norway and Switzerland.

RAKIA would offer manufacturers some free further knowledge about how they can expand their business and cut operational costs, market reports, feasibility studies and presentations on their specific industry to be manufactured and information on RAK.

Companies interested in setting up or expanding their business operations in Ras Al Khaimah would be offered:

1. Zero percent corporate, sales & income tax.
2. 100% foreign ownership (in RAKIA free zones).
3. 100% repatriation of capital & profits and no foreign exchange controls.
4. Reduced production and storage costs due to cheap utilities, fuel, office rentals, and land costs.
5. Good land, air and sea connectivity from RAK to Dubai, Abu Dhabi, Saudi Arabia and other major markets in the Middle East, Asia and Africa.
6. No restrictions on hiring expatriate employees.
7. Sponsorships available from the Government with special incentive packages for industrial manufacturers.
8. RAK has also been recently voted the Middle East's most attractive investment destination by the Financial Times Group's FDI magazine.

For further information please contact:

Danielle Spencer

Senior Investment Consultant

PO. Box: 31291, Jazeera Al Hamra, RAKIA Office, 2nd Floor

Ras Al Khaimah, United Arab Emirates

Tel: 00971-7-244 65 33 Ext 130, Fax: 00971-7-244 72 02, Mob: 00971-56 - 6987318

Email: [d.spencer@rakinvestmentauthority.com](mailto:d.spencer@rakinvestmentauthority.com)



## USA

### Catch The New Energy Wave In The USA

In 2010, SMMT's International Team will be strongly supporting UK-based companies who wish to exploit the opportunities offered by the adoption of new-energy and low-carbon technologies by the global automotive industry. To open routes into the crucial American market, SMMT are organising a business group visit, targeted at key "hot-spots" for alternative-energy vehicle development, production and sales.

#### 18 – 22 October

The visit will cover the **automotive heartland of Michigan and Indiana**, where substantial sums of federal and state money are now being invested to support the growth of new-energy vehicle development and manufacturing. Timed to coincide with the Center for Automotive Research "*Business of Plugging In Conference*", the visit programme will also feature a seminar showcasing UK alternative-energy expertise, and a series of site visits to targeted companies.

The visit will be extensively advertised and be fully supported by experienced SMMT staff and their carefully selected local partners to ensure that UK group members gain maximum commercial benefit from their participation.

Delegates will be responsible for covering their own transport and accommodation costs. There will be a SMMT administration fee of £150 (+ VAT).

Places will be strictly limited. To register your interest, or to receive further details, please contact Pat Shaw on 020 7344 9260, email [pshaw@smmt.co.uk](mailto:pshaw@smmt.co.uk).



## INTERNATIONAL BULLETIN - FEBRUARY 2010

### READER ENQUIRY FORM

(PLEASE COMPLETE USING BLOCK CAPITALS)

<b>Name</b>	
<b>Position</b>	
<b>Company</b>	
<b>Address</b>	
	<b>Postcode</b>
<b>Tel</b>	
<b>Fax</b>	
<b>E-mail</b>	
<b>Web site</b>	

I would like to be sent information on the following as and when they become available:

- Brazil Report** ( )
- Design and Engineering Report – Latin America** ( )
- Design and Engineering Report Russia** ( )
- International Business Group Meetings** ( )
- International Programme** ( )
- Membership** ( )
- Mexico Report** ( )
- USA Mission** ( )

**Please return this form or send an email as soon as possible to:**

**Pat Shaw - International Department, SMMT**  
**Direct Fax 020 7344 1675**  
**Email pshaw@smmt.co.uk**