

# INTERNATIONAL BULLETIN

## March 2014

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## Editorial

David Croxson

Head of International, SMMT

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### Auto Expo India - From chaos to Triumph - Jugaad to Jagadd?

Having spent virtually the whole of February in India, the first 8 days with our exhibitor group at AutoExpo New Delhi followed by ten days holiday in Kerala in southern India, presented by India tourism as “God’s own country”, it is inevitable that this month my editorial has a distinct India focus.

I love India, and whilst during EVS 26, I wrote of California as being my favourite destination (as the song goes “I left my heart in San Francisco”), this year I have fallen in love with Kerala. If you ever get an opportunity to visit the region please do – before it is irrevocably changed by wealthy Indians having made good in the west returning to buy up the serene unspoilt backwaters and turning it into mini - Miami as could well happen.

But if I left my heart in San Francisco, then let me just say I left a good deal more in India courtesy of a dodgy Delhi meal – and if there is one thing to take from this month’s editorial it is simply – be certain before travelling abroad that you have the best medical insurance you can get and that you have, readily to hand, all the relevant contact numbers and policy details because when you become unwell abroad and are alone in hotel or hospital you do not want to find yourself scurrying around or phoning home in order to get the information needed to summon medical assistance. Remember – uniquely - insurance is the only product in the World that you cannot purchase, for any money, on the day you need it!

Each time I visit India I can see improvements introduced by the government. There are new railway and metro lines open and even road expressways with tolls, noticeably less street begging, less air pollution, the roadside rubbish is being swept into piles although not yet often collected, motor cycle riders are increasingly wearing helmets although their often still numerous pillion passengers typically remain side-saddle and unprotected and whilst the road traffic has slightly better lane discipline it is still far too chaotic for any but the bravest westerner to venture forth other than as a chauffeured passenger and then ideally with eyes firmly shut.

India does “alles in chaos” as well as Germany does “alles in Ordnung”. How the many German tourists and the numerous Germans working in India cope I really can’t imagine. The two nations are at opposite ends of the cultural spectrum that I mentioned in another recent editorial. I met with a good number of Germans whilst I was in India and nearly all were struggling with the chaos and longing to return home waiting for the end of their usual three year stint working for Siemens or Bosch etc.

In Germany I have been severely ticked off on the street by a complete stranger for not waiting for the “green man” pedestrian light before crossing the road. Delhi does indeed also have such pedestrian aids but the chance of the light working or indeed any vehicle or pedestrian

complying and stopping is so unlikely that I fear that inevitably many German visitors must be left in despair of ever crossing a Delhi road and chicken-out – hence the old question is perhaps finally answered, for India at least – why did the chicken not cross the road – because it was German! The British on the other hand seem to thrive in India and take delight in the chaos and disorder and frankly I think we share the Indian frugal, flexible, and inclusive approach to problem solving and innovation.

'Jugaad' is a Hindi word. It describes an improvised or makeshift solution using scarce resources that is something of a way of life in India but is increasingly being seen as having application for western innovation that is beginning to make its mark in major western companies. Wido Menhardt, CEO of the [Philips Innovation Center](#) in Bangalore writes: "There is sometimes a tendency for Western companies to over-engineer products - to make them perfect, account for all possible use cases, and make them last forever". In a business context, jugaad is a "frugal, flexible, and inclusive approach to problem solving and innovation." So says Professor Jaideep Prabhu, professor at Cambridge University's Judge Business School and author of [Jugaad Innovation: Think Frugal, Be Flexible, Generate Breakthrough Growth](#).

According to Prabhu, lean and agile are internally or supply-side focused; they pursue cost efficiencies or responsiveness as an end goal. "Jugaad, in contrast, is primarily externally or demand-side focused. It uses cost efficiency as a means to achieve a larger goal of delivering higher value to customers," he adds. "Jugaad innovators strive to create products and services that score high on three attributes increasingly valued by customers: Affordability, quality, and sustainability." "You can't import jugaad into your organization and then just carry on as if it's business as usual," says Prabhu. "It's about employing people who have a jugaad mindset, then increasing the empowerment of small teams at every level of the organization, consistent with bottom-up innovation.

I can certainly say that the jugaad mindset of our Indian stand build contractor at Auto Expo produced a centre piece for our UK Pavilion that met our budget but as importantly provided just the required quality and durability – it did not need to be more sophisticated or over-engineered.

As part of our exhibition stand display for Auto Expo we had come up with the idea of having as a centre piece a big red double deck London bus – the lower deck as a meeting room / showroom area and the upper deck to be a coffee lounge for exhibitors. However, without the budget to ship an actual bus we simply sent our Indian contractors a couple of photos of an Alexander Dennis Enviro bus as a model and left them to construct something on site – leaving it to the Indian jugaad - frugal, flexible, inclusive approach to problem solving and innovation.

Now SMMT international has exhibited at Auto Expo for many years so we knew what to expect when we arrived at the exhibition site three days before opening. We were greeted with the usual pre-exhibition stand-build chaos but with the added dimension of "Indian chaos". Scaffolding with workers perched or hanging from hastily erected dubious ad hoc structures, paint being mixed literally by hand, sparks from angle grinders cutting steel bars immediately adjacent to others applying solvented adhesive resulting in the inevitable fire – quickly knocked out without fuss or panic, power tools "wired" to the mains by simply inserting bared cable ends into sockets without need for fused plugs etc. etc.

On day one of the three day build-up there appeared to be absolutely no likelihood that our planned centre piece could be constructed amid the chaos yet miraculously – as if transported by container from UK – three days later a wonderful full size big red bus, as ordered, graced our stand and was finished in time for government Minister Greg Barker to inaugurate the pavilion in front of a large audience of exhibitors and visitors. In India having a government Minister really does help to raise the profile and we are most grateful to Greg as indeed we have been to other Ministers before him who take the time from their hectic agenda to meet with and support the UK exhibitors abroad. Greg was inevitably only able to stay on the stand for a short while but the bus retained an equally imposing British majesterial if not ministerial presence throughout the show attracting a great deal of interest.

Built by hand on site the bus proved to be a great success appreciated by exhibitors and visitors alike – with many Indian visitors convinced it was the genuine article and wanting to have their picture taken in front of it or to have a tour of the inside! Maybe this will be the start of an opportunity for Alexander Dennis to introduce their real double-decker Enviro to the streets of Delhi – because we have successfully introduced other iconic British brands as earlier Auto Expo centre piece displays with resulting marketing triumphs!

Back in 2010 at the same show we invited Triumph motorcycles to present their three litre superbike as a centre piece display. Triumph brand at that time was not big in India but motorbikes are always big in India and a three litre bike is very very big. Triumph saw the Auto Expo SMMT UK Pavilion as low cost / low risk opportunity to dip a toe in the water and see how their brand and motorcycle were received. Well it certainly caused a huge amount of interest - generating a great deal of press and visitor attraction. We had very sensibly displayed the large motorcycle away from eager hands on a special circular dais, once again constructed utilising our stand builder's "jugaad" approach, to show the bike above the heads of the visitors and protected by a high guard rail.

We had also, as again this year, invited a government Minister to inaugurate the UK pavilion and Lord Digby Jones then Secretary of State for Trade & Investment arrived along with both crowding press and pressing crowd eager to see both British Minister and British motorcycle. More than you might imagine anything "British" is very popular in India.

Inevitably the Minister was urged to mount the high dais to address the assembled press and then further urged by them to mount the motorcycle itself for the obligatory "photo opportunity". I of course had visions of our hastily built "frugal and flexible" dais collapsing under the combined weight of both motorcycle and Minister. Feeling therefore also obliged to mount the dais to support the Minister I found myself next to Digby as he tried to raise his leg to straddle the bike. Confronted by both height and width of bike and restricted space on the dais Digby was evidently struggling to mount the machine as requested and so in an effort to assist the Minister I surreptitiously put my hand under his leg to give him a lift as it were. Digby was grateful and as he settled astride the saddle to answer the first of the questions from the assembled press I found myself whispering into his ear "Digby that's the first time I have given a government Minister a leg up". Interestingly, within months of that event Digby had resigned from government and had been appointed Chairman of Triumph motorcycles. Coincidence or not I will never know – but I can certainly claim to have had a hand in his rising career!

And as for Triumph dipping a toe in India – well this year Triumph were back in style at Auto Expo 2014 in Noida, with their very own large independent display featuring the launch of their Daytona 675. Triumph have eleven motorcycles now on sale in the Indian market having introduced themselves in India in November 2012. The company has two stores in India and plans to take the number to nine by the end of March with exclusive dealership in Hyderabad and Bangalore with further dealerships in Chennai, Kochi, Mumbai, Pune, Ahmedabad, Delhi and Kolkata.

The Auto Expo vehicle show was held in the Delhi suburb of Noida for the first time and separated vehicles from components. The trade only component show is held at the same time but located 50 kilometres away from Noida at Pragati Maidan in central Delhi. At the public Noida car show, which we were fortunate to visit on press day, before the hoards of visitors descended, the full range of two, three and four wheel vehicles available in India were on show including an impressive range of vehicles from JLR including the XF, new F Type R coupe, the C-X17 Crossover SUV in a stunning new gold colour and a number of long wheel base XJ models – all drawing much interest and attention whilst announcing that in addition to the XF JLR will immediately start producing the XJ in Pune – all great to see and hear!

There is no doubt, however, that two wheel and three wheel vehicles still dominate the Indian vehicle market and will do for many years to come. As I looked around the vehicle show and as I took my umpteenth tuk tuk ride I found myself speculating – when will the three-wheel auto rickshaw ever evolve in a design engineering sense. Tata Motors introduced their Nano at Auto expo 2010 but with launch delayed and production moved to Gujarat it has been slow to gain market acceptance although initially priced at one Lakh Rupees - cheaper than a new tuk tuk.

Used in over 29 different markets it strikes me there is potentially a huge global market for a better tuk tuk — a leap forward from the present Piaggio or Bajaj offerings. There are certainly moves by the Indian government to improve the segment requiring all tuk tuks to be greener with CNG fuel. There will also be a new Bajaj quadricycle auto rickshaw on the streets of Delhi from October 1<sup>st</sup> the results of which will be closely watched by Mahindra and Piaggio. But, I ask myself, could British engineering develop a better tuk tuk?

JLR and Tata have come together to form an excellent relationship as was evident from their impressive shared exhibition area at AutoExpo. And the jugaad approach of Tata Group was cited by Professor Prabhu as one of the case studies in his book - so might we see JLR perhaps putting Jag into jugaad or adding jugaad to JLR? Clearly the Jaguar, Land Rover, Range Rover brands are quintessentially British and wisely are not being “Indianised” other than in minor and subtle ways to raise greater appeal for the products in the key fast-expanding target emerging markets. But as a long time fan of everything Jaguar I found my mind wondering (or was it wandering during my gastric induced fever?) whether JLRs origins from the Sir William Lyons’ Swallow Sidecar might now find itself with an opportunity to develop a global Swallow Streetcar – a Jaguar designed tuk tuk?

You may laugh (or cry?) at my rambling but if the Jaguar we have today can originate nearly a century ago from a better designed three-wheeler motorcycle sidecar combination perhaps the tuk tuk also needs JLRs design engineering brilliance and expertise - mixed with Indian Jugaad - a Jag-add Swallow Streetcar perhaps?

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## Key Dates

### SMMT International Group Meetings 2014

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#### Customs & Tariffs Working Group Meetings

Wednesday 19 March 2014

Wednesday 18 June 2014

Wednesday 17 September 2014

Wednesday 17 December 2014

#### **KEY DATE - C&TWG meeting 19 March**

##### **HMRC presentation on UCC by Exports Unit of Expertise and Customs Directorate**

The meeting is open to non-members and will start with a workshop led by Peter Starling and Bruce Stewart of HMRC on the Unified Customs Code (UCC). This is a topic of key importance since the first draft of the Delegated and Implementing Acts (DA's and IA's) have now been published and there are a lot of points to consider. We intend that the workshop will be interactive and beneficial to attendees providing an opportunity to discuss the impact the changes will have on our industry and convince HMRC with evidential support of the standpoint they should take in their deliberations with The Commission over the next few months. We invite you to raise your key concerns and if you could submit any questions/comments or concerns with what is in the UCC, DA's or IA's in advance of the meeting that would be very helpful.

Please note that due to limited space we have to limit participation to one person per organisation/company and on a first come first serve basis so please confirm your attendance as soon as possible to [Pshaw@smmt.co.uk](mailto:Pshaw@smmt.co.uk)

CTWG provides a discussion forum for Members and non-Members to gather to consider issues arising from the tax and duty on import and export of automotive vehicles, components and products and to listen to presentations on associated topics derived from international trade and for Members to share market experience, data and information.

#### International Business Group

May tbc

Thursday 27 November

International Business Group meetings are open to Members and non Members and provide an excellent, convivial networking opportunity with the opportunity to listen to expert presenters on topical matters related to international trade and international markets.

The meeting is open to all members and invited guests. To reserve your place, please contact Pat Shaw E-mail: [pshaw@smt.co.uk](mailto:pshaw@smt.co.uk), Tel: 020 7344 9260

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## SMMT supported International events

### Book Now!

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#### SMMT supported event

**Automechanika Istanbul- UKTI GRANTS of £2,500**  
**Turkey, 10-13 April 2014**

**Contact:** Ruta Aisthorpe E-mail: [raisthorpe@smt.co.uk](mailto:raisthorpe@smt.co.uk) | Tel: 020 7344 9231

SMMT is once again organising a UK exhibitor group to Turkey's leading Automotive Trade Fair, covering all sections of the industry. UKTI TAP grants available. If you are interested in exhibiting at the show, please contact Ruta Aisthorpe.



#### SMMT supported event **SOLD OUT**

**Automechanika Middle East**  
**Dubai, UAE, 3-5 June 2014**

**Contact:** David Croxson E-mail: [dcroxson@smt.co.uk](mailto:dcroxson@smt.co.uk) | Tel: 020 7344 9230

SMMT is once again organising a UK exhibitor group to UAE's leading Automotive Trade Fair, covering all sections of the industry. UKTI TAP grants available enhanced for first time exhibitors. If you are interested in exhibiting at the show, please contact David Croxson.



#### SMMT supported event **UKTI GRANTS of £2,500**

**Automechanika PAACE Mexico**  
**Mexico City, 16 – 18 July 2014**

**Contact:** Pat Shaw | E-mail [pshaw@smt.co.uk](mailto:pshaw@smt.co.uk) | Tel: 020 7344 9260

Automechanika PAACE Mexico is the top trade show for the automotive aftermarket industry in Latin America, featuring more than 500 exhibitors from several countries. It is a meeting point for industry professionals seeking new suppliers, sharing information about the latest technology and analyzing product options.

SMMT has negotiated a preferential shell scheme package for a UK exhibitor group. As additional benefits for the UK group, SMMT will be providing an exclusive meeting area, with complimentary refreshment facilities, and organising a British networking event during the show. UKTI exhibitor grants of up to **£2,500** will be available for qualifying companies. For further information please contact Pat Shaw.



### SMMT supported event

**Automechanika Frankfurt - E-Mobility Exhibition** *UKTI GRANTS £1,500 available*  
**Frankfurt, 16 – 20 September 2014**

**Contact:** Pat Shaw | **E-mail** [pshaw@smmt.co.uk](mailto:pshaw@smmt.co.uk) | **Tel:** 020 7344 9260

Automechanika Frankfurt 2014 Exhibition is one of the world's leading trade fairs for the Automotive Industry.

Automechanika is creating a new section in hall 10.0, which is completely dedicated to "Tomorrow`s Mobility – new energy vehicles and technologies".

SMMT has negotiated an enhanced shell scheme for 9 sqm for companies that would be interested in promoting their low carbon business internationally and are keen to participate at the Automechanika Frankfurt 2014. Exhibitors will benefit from the substantial visitor flows associated with Automechanika, the high profile UK **networking event** that is a future of the show, and support from the Messed Frankfurt media centre in presenting their products and expertise to the global automotive press. UKTI TAP exhibitor **grants** (£1,500.00) available for eligible companies. For further information, please contact Pat Shaw



### SMMT supported event

**South African Automotive Week** *UKTI GRANTS of £2,500*  
**Johannesburg, 13 – 17 October 2014**

**Contact:** Pat Shaw | **E-mail** [pshaw@smmt.co.uk](mailto:pshaw@smmt.co.uk) | **Tel:** 020 7344 9260

South African Automotive Week (SAAW) is the continent's biggest automotive event, and a recognised meeting place for local business leaders and policy makers. The exhibition attracts a wide spectrum of automotive companies,

SMMT has put together an attractive inclusive package that will enable UK companies to exhibit at SAAW and also participate in a range of related promotional activities. The benefits will include a fully fitted and furnished 9 sqm stand in a prominent location within the exhibition hall, participation in a bespoke one-to-one meeting programme arranged by the show organisers, the opportunity to join relevant site visits, support in profiling your company through local industry newsletters and websites, complimentary gala dinner tickets, the chance to invite guests and potential customers to the UK networking reception

UKTI TAP exhibitor **grants** (£2,500.00) available for eligible companies. For further information, please contact Pat Shaw.



**SMMT supported event****Engine Expo, Novi, USA** *UKTI GRANTS of up to £2,000***Michigan, 28 – 30 October 2014****Contact:** Pat Shaw | **E-mail** [pshaw@smmt.co.uk](mailto:pshaw@smmt.co.uk) | **Tel:** 020 7344 9260

Engine Expo, Novi, along with the co-located Testing Expo is North America's dedicated international trade fair for automotive engine and power train components, systems, materials, design, services, EV/HEV technology, tooling, manufacturing systems, advanced propulsion concepts and complete engines. It is a effective forum to meet key engineers and decision makers from power train teams at OEM car, bus, and truck companies and an excellent way to connect with Detroit-based vehicle manufacturers on their own doorstep.

For the 2014 edition of Engine Expo, SMMT is considering the creation of a high-profile UK pavilion, incorporating individual exhibitor stands and a communal refreshment and hospitality area. **£2,000 UKTI grant** is available to eligible companies.

Whether you are already a regular participant in Engine Expo, or are considering exhibiting in Novi for the first time, we would like to hear from you. Please do register your interest with Pat Shaw.

**SMMT supported event****Mission to Brazil****End of November 2014****Contact:** Pat Shaw | **E-mail** [pshaw@smmt.co.uk](mailto:pshaw@smmt.co.uk) | **Tel:** 020 7344 9260

Business visit to coincide with Brazilian F1 GP, in Sao Paulo. This will be a group OMIS, to include visits to OEMs, Universities, Technology Parks. The focus will be low carbon technologies, vehicle efficiency, composites, etc, to meet INOVAR AUTO requirements.

For more information contact Pat Shaw.

**SMMT supported event****Automechanika Shanghai***UKTI GRANTS of up to £2,500***9-12 December 2014****Contact:** Sarah Thevenet | **E-mail** [sthevenet@smmt.co.uk](mailto:sthevenet@smmt.co.uk) | **Tel:** 020 7344 9233

Following the increased interest from UK participants over the last two year, and the growing interest in the show from both exhibitors and visitors, SMMT will again organise a UK Pavilion at Automechanika Shanghai 2014.

**SMMT supported event****SIAT, India****UKTI GRANTS of up to £2,500****Symposium on International Automotive Technology****21-24 January 2015****Contact:** Sarah Thevenet | **E-mail** [sthevenet@smmt.co.uk](mailto:sthevenet@smmt.co.uk) | **Tel:** 020 7344 9233

SIAT is a benchmark event and is an important forum for presenting the achievements and innovative strengths of the automotive industry. SMMT in association with UKTI is working together again to take a group of UK Companies to exhibit at SIAT 2015. Please contact Sarah Thevenet if you are interested in taking part.

**SMMT supported event****ACMA Automechanika New Delhi****UKTI GRANTS of up to £2,500****26 Feb – 1 March 2015****Contact:** Sarah Thevenet | **E-mail** [sthevenet@smmt.co.uk](mailto:sthevenet@smmt.co.uk) | **Tel:** 020 7344 9233

Following our successful participation at ACMA Automechanika New Delhi, and positive feedbacks from UK participants, SMMT will again organise a UK Pavilion to this show which is set to grow in 2015.

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**Partner International events held abroad**


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**UKTI**

UKTI runs a range of events for exporters, including seminars in the UK, trade missions to overseas markets and support for attendance at overseas trade shows. Visit [www.ukti.gov.uk](http://www.ukti.gov.uk)

**Events****Taiwan - 30th Taipei International Auto Parts & Accessories Show (AMPA)****9-12 April 2014**

AMPA, along with AutoTronics Taipei, Motorcycle Taiwan, and EV Taiwan will be held from April 9 to 12, 2014. The show is one of the biggest of its kind in Asia. In 2013 exhibition, 7,000 buyers have visited the show.

The Taiwan Trade Centre in London will offer some incentives such as free accommodation, complimentary flights, and discount card for meals etc to companies interested in visiting the show. Please contact: Ardell Hu, Project Manager, T 020 73820511, E: [ardellhu@taitra.org.tw](mailto:ardellhu@taitra.org.tw)

**LCCI****Trade Missions****East Africa**

Countries Kenya and Uganda (TBC)

Monday 10 - Friday 14 March 2014

This flagship trade mission is an established part of LCCI's annual programme of international business activities. Many companies use this mission as an integral part of their export strategy for expansion into Africa.

### **West Africa**

Countries Nigeria and Ghana

May 2014 (dates TBC)

Following the successful mission in May 2013, UK companies are advised to discover first-hand the opportunities in these West African countries. Opportunities for UK companies exist in agriculture, education and training, construction, healthcare, telecommunications, transport, infrastructure, energy, oil and gas, mining and mineral processing, and aid-funded business.

Contact: [sleader@londonchamber.co.uk](mailto:sleader@londonchamber.co.uk)

London Chamber of Commerce and Industry, 33 Queen Street, London EC4R 1AP

### **Thailand – SUBCON Thailand**

**15-17 May 2014**

The Board of Investment (BOI) Thailand is inviting interested UK companies to visit SUBCON Thailand, the Thailand's leading industrial subcontracting exhibition

(<http://www.subconthailand.com/>). The BOI is offering incentives to interested UK companies, such as:

- Hotel accommodation and local transportation support,
- Fringe program specially designed for buyers who are sourcing for parts and components in Thailand or looking for business partners.

Should you have any queries, please contact Mrs. Souchitra SASSADY-ABHAY, T: +33 1 56 90 26 01 | E: [par@boi.go.th](mailto:par@boi.go.th)

### **Korea – The Global TransporTech (GTT) Expo**

**29-30 May 2014**

KOTRA London Office is offering the following incentives to eligible UK companies interested to visit the show (<http://www.gtt.or.kr/eng/main.asp>):

- Up to 100% of Economy Class Return Airfares between your local airport to South Korea
- Reimbursement post your participation
- Hotel Accommodation including breakfast
- One-to-one meeting arrangement with the Korean businesses
- Interpreter Service with Free of Charge
- Welcoming Reception with global companies and participants

Should you have queries to ask please feel free to contact Julia Ho on 020 7520 5313 or email [juliaoh@kotra.co.uk](mailto:juliaoh@kotra.co.uk)

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## Training Courses

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### Unified Customs Code (UCC) Workshop 19 March at 10:30 SMMT 71 Great Peter Street, London

The workshop is open to non-members and will be led by Peter Starling and Bruce Stewart of HMRC. Regulation (EU) No 952/2013 of the European Parliament and of the Council of October 9, 2013, which lays down the Union Customs Code (UCC), has been published (publication date 10 October 2013). And most articles will apply with effect from May 1, 2016. The main features of the UCC are:

- Comprehensive guarantees with a reduced amount or guarantee waiver, under certain conditions, for duty deferral;
- Guarantee amount will cover both actual and potential debts to ensure better financial protection;
- Maximum benefits and simplifications for AEO accredited companies;
- Centralized Clearance allowing customs clearance at the place where the economic operator is established, irrespective of the place where the goods are located;
- Self-assessment allowing entry in the records in lieu of lodging customs declarations;
- Authorization required for temporary storage facilities;
- Merging of inward processing relief and processing under customs control. Inward processing relief drawback will be abandoned.
- Paperless environment for customs and trade based upon electronic customs declarations (in place no later than December 31, 2020);

The draft implementing and delegating acts will make the consequences for trade more visible (e.g. customs valuation /first sale for export) and trade will be able to prepare itself for the UCC.

Please note that due to limited space we have to limit participation to one person per organisation/company and on a first come first serve basis so please confirm attendance as soon as possible to [Pshaw@smmt.co.uk](mailto:Pshaw@smmt.co.uk)

### The Institute of Export

The Institute of Export is the only professional body in the UK offering accredited training courses in export, import and International Trade.

With the growing need for companies to invest in expanding into international markets, we offer courses to suit whatever level of knowledge you require, whether you are completely new to international trade or just wish to update your knowledge and skills with the latest information. Their import and export courses cover every area of international trade from an essential introduction through to international marketing, online trading and financial and legal issues. Read our [top 10 reasons](#) you should be investing in export training

[Starter Courses](#)

[Intermediate Courses](#)

[Management Courses](#)

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## Global News Round-up

– Extracts from some recent news sources, copyright acknowledged

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### **CHINA: BMW plans to double engine capacity in China to close Audi gap**

*25 February 2014, Automotive News Europe*

BMW is expanding engine production in China to potentially double capacity as it seeks to close the gap with Audi in the world's largest car market. BMW and its joint-venture partner Brilliance China Automotive Holdings plan to make as many as 400,000 engines a year at a new facility in Shenyang.

### **CHINA: China may ease caps on foreign stakes in JVs**

*21 February 2014, Automotive News China*

China's Ministry of Industry and Information Technology wants to loosen ownership restrictions on foreign automakers' joint ventures despite strong opposition from state-owned automakers.

### **INDIA: Ford to triple shift Chennai plant**

*25 February 2014, by Graeme Roberts, Just-auto.com*

Ford India plans to run its Chennai plant around the clock to meet strong domestic and export demand for the EcoSport compact SUV. The *Economic Times* said the plant is expected to be running 24 hours by the second half of 2014, a first in Ford's 17 years presence in India.

### **INDIA: Supplier body welcomes excise duty fall**

*21 February 2014, by Simon Warburton, Just-auto.com*

India's Automotive Components Manufacturers Association (ACMA) has welcomed the announcement of a reduction in excise duty on vehicles and certain auto components in the Interim Budget, 2014-15.

### **INDONESIA: Sales rise by 7% in January**

*20 February 2014, by Tony Pugliese, Just-auto.com*

New vehicle sales in Indonesia increased by 7% to 103,497 units in January, from 96,656 units a year earlier, according to data released by industry association Gaikindo.

### **MALAYSIA: Sales down 9% in January**

*20 February 2014, by Tony Pugliese, Just-auto.com*

New vehicle sales in Malaysia fell by 8.7% to 50,273 units in January, from 55,066 units a year earlier, according to data released by the Malaysian Automotive Association (MAA).

### **THAILAND: Market crashes in January**

*21 February 2014, by Tony Pugliese, Just-auto.com*

New vehicle sales in Thailand fell by 45.5% to 68,508 units in January, from last year's peak 125,817 units, according to the Federation of Thai Industries.[...] Vehicle production fell 31.1% in January to 162,652 units while exports fell 6.9% to 81,025 units.

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## International Market Reviews

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### **SMMT and UK delegates visit to AutoInvest Conference 2014 St Petersburg, Russia**

The St Petersburg AutoInvest Conference, held 18-21 February, is a major event in the Russian automotive calendar that attracted delegates from around the world. With valuable support from UKTI, SMMT took a number of UK suppliers to help build contacts with Russia-based vehicle manufacturers, many of whom are clustered around Russia's second city St Petersburg. The Russian market is vast; more than three million vehicles are registered every year and domestic manufacturing is growing steadily. Over a million cars and commercial vehicles roll off Russian production lines; a market opportunity for supply chain companies that is set to grow significantly as the government's requirement that local component content reaches 60% comes into force in 2018.

From discussions SMMT had, prospects for UK-based suppliers are good as our high quality and innovation are attributes Russian buyers crave as they look to form joint ventures to meet local OEM requirements.

This year the key topics discussed at the conference were prospects of the automotive industry, production growth, trends of development, localization, new initiatives, R&D in the automotive industry in Russia, experience and prospects of development and measures of the Governmental support of the automotive industry. "....Auto Invest 2014 has proven to be a very valuable experience for us, because we now have a detailed understanding of the aspirations, challenges and opportunities associated with the growth of the Russian automotive industry. We are very positive that with the combined support of the SMMT and UKTI, UK manufacturing & technology companies like ourselves can play a key role in this exciting new stage in the evolution of global car production...."

*Neil Murray Business Manager Pektron plc*

### **Germany – the inside view**

Dr Astrid Ritter-Heinrich is the Senior UKTI Trade Advisor in Germany for the automotive sector. She is a familiar face to UK companies attending Automechanika Frankfurt and other German trade events, and has, for many years, been helping British companies to export to Germany. Her responsibilities embrace the general automotive market, commercial and special vehicles, motorsport, classic cars and leisure vehicles.

In February, Astrid visited SMMT for discussions with Mike Hawes and other senior staff, and also made a short presentation about the "German Automotive Market" to members of the SMMT Automotive Components Section Committee.

Here are some of the main points that Astrid would recommend for automotive British suppliers seeking to do business in Germany :

- Germany is a sophisticated market with a lot of competing domestic and international companies. There are still many opportunities to do good business, but.....

- Suppliers of more established products may find it difficult to differentiate themselves in such a developed market
- The strengths of UK companies – innovation, flexibility, strong R&D capabilities, niche and premium vehicle production – are well known in Germany.
- Alternative vehicle technologies, composites, motorsport and classic cars are further areas where UK automotive companies can win business in Germany
- It is important to appreciate the differences in business culture between the UK and Germany. Employing a German speaker offers a distinct advantage – at the very least the company website and trade literature should be available in German.
- Whether approaching manufacturers directly or targeting agents and distributors, it is important to plan such activities as long-term investments that require the allocation of sufficient resources. The rewards are usually long-lasting business relationships.
- Working in partnership with a German company (e.g. through a joint venture) is a worthwhile and underestimated option, especially with regard to potential activities in emerging markets.

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### **Malaysia's revised National Automotive Policy**

*21 February 2014, by Tony Pugliese, Just-auto.com*

**The Malaysian government announced a second update to its National Automotive Policy (NAP) in January. Tony Pugliese provides an assessment of a policy that looks ambitious.**

The revisions are aimed primarily at speeding up modernisation and technology transfer within the country's automotive industry, providing better quality and lower priced products to domestic consumers and improving the industry's competitiveness in export markets.

The NAP was originally launched in 2006 to encourage greater efficiency in the country's automotive industry, increase value-added and local technology content and improve the industry's potential to compete on a regional and global stage. The first update to the original NAP was made in 2009, to provide further opportunities to enhance the industry's competitiveness through increased foreign direct investment. National car assemblers Proton and Perodua now face greater competition from foreign brands and prices have come down slightly, albeit from very high levels. Perodua, with its easy access to Daihatsu's technology, has coped better than Proton in this environment. Last month's key revisions include tax

incentives for locally-assembled energy-efficient vehicles (EEV) in the form of excise tax exemptions. The description of EEVs is based on international standards and covers vehicles powered by fuel-efficient internal combustion engines, hybrids, electric vehicles and vehicles powered by alternative fuels such as hydrogen, CNG, LPG, biodiesel and ethanol. The excise tax exemptions and duration vary according to vehicle type, but all vehicles have to be assembled locally to qualify. Incentives for locally-made hybrid vehicles are available immediately and will expire in December 2015, while for electric vehicles the expiry date is December 2017. Previous tax exemptions awarded to imported hybrid and electric vehicles have been withdrawn, with dealers having to collect full taxes on new hybrid vehicles imported since the publication of the new regulations. Excise taxes in Malaysia vary between 60%-105% depending on the vehicle type.

Last year, a total of 18,967 hybrid vehicles were sold in Malaysia, up from 15,355 units in 2012, according to the Malaysia Automotive Association. These were a mixture of imported and locally assembled models and were mostly Toyota and Honda branded cars, with Tan Chong also selling the imported Serena hybrid. The two electric vehicles currently on sale here are the Nissan Leaf and the Mitsubishi i-Miev. Toyota has said it will assemble the Camry Hybrid locally by the end of the year, while it will continue to import the Prius. Honda already assembles the Jazz hybrid and has indicated it may add local models. The Civic and CR-Z hybrids and the Insight are currently imported.

For internal combustion-engined vehicles, the most stringent maximum fuel consumption standard of 4.5L/100km is applied to mini-cars weighing up to 800kg. The standards rise gradually according to vehicle weight - to as high as 12L/100km for the largest passenger vehicles weighing between 2,351kg and 2,500kg. In terms of emissions standards, these will initially be based on Euro II due to the fuel quality currently available in the country. So not that stringent really. The government will issue a new licence for each EEV model to be produced locally.

The revised NAP sets out ambitious medium-term growth targets for the automotive industry. By 2020, it wants the industry to add some 150,000 new jobs and account for 10% of the country's GDP, up from 3.2% in 2012. The new NAP also calls for vehicle production, excluding motorcycles, to rise to 1.35 million units by 2020, more than twice last year's levels. While the domestic market, at 655,793 units in 2013, will likely account for some increased output - with the help of more competitive prices and tax incentives, it is difficult to see how anywhere near these output targets can be achieved.

Malaysia is drifting further and further behind Indonesia and Thailand as a vehicle production hub. Its domestic market last year was half the levels of Indonesia and Thailand and the gap can only get larger in the long term. Malaysia's two larger neighbours have already implemented energy-efficient small car policies which depend on local production. Most of these export-hungry plants are already operational, with more to follow in the next two years. Malaysia will have to look much further afield if it is to achieve its 250,000-unit export target by 2020.



## China's new energy vehicles fuelled up

13 February 2014, Xinhua, China Daily

A campaign to put more new energy vehicles on the streets of China's cities has set new goals in the hope of stirring up a disinterested domestic market.

A latest announcement from the central authorities included 12 more cities in a program to advance the use of environmentally friendly cars, taking the total number of cities and regions involved to 40.

Given lacklustre national sales in 2013, the cities - including Beijing - having been set specific sales targets and are expected to act as icebreakers, getting the sector's frozen situation on the move again. Cities in eastern regions are required to promote not less than 10,000 units by the end of 2015, while assignments for the rest were set at 5,000 units. Beijing and Shenzhen have their own targets of 35,000 units, pushing up the total for the 40 cities to around 320,000 units, according to Hongyuan Securities' calculation. That means at least 160,000 units of new energy cars should be sold this year, over nine times last year's national sales. In 2013, sales of new energy vehicles stood at just 17,642 units, according to the China Association of Automobile Manufacturers. Although the targets seem implausible, analysts still have faith that the market will take off in the next two years. A research report forecast that the central government would implement an array of measures to guarantee target will be met.

The Ministry of Finance (MOF) has made the first move by renewing subsidies for new energy passenger cars in 2014 and 2015. The MOF also demanded that local authorities speed up improvements to infrastructure and forbade any preferential treatment for local auto makers. Echoing the ministry, local governments are pushing forward with favorable measures during their annual legislative conferences, with 12 provinces strongly supporting new energy vehicles. The government of northwest China's Shaanxi province has signed a preliminary agreement with Samsung SDI of the Republic of Korea to establish China's largest car battery plant and expect to break ground in the second half of this year. Beijing will construct five large to medium-sized charging stations and 35,700 charging posts for pure electric vehicles and plug-in hybrids, as well as two hydrogen stations for fuel cell cars.

Benefitting from top-down policies, China's auto manufacturers are making their own plans to expand the new energy vehicle market. BYD Auto, a Chinese automobile manufacturer based in south China's Shenzhen, has strong sales of electric buses and taxis, which are easily seen in Shenzhen and in the provinces of Shaanxi and Hunan. The proportion of new electric coaches has grown quickly from 2 percent in 2010 to 9.9 percent in 2012. The figure is expected to approach 20 percent in 2013. Jia Xinguang, an independent auto analyst, believes electrification of public transportation services should be supported by government policy. Hongyuan Securities made similar conclusion, predicting 20,000 electric coaches would be sold this year and 40,000 in 2015. Electric family cars still have a bumpy road ahead, according to the brokers, as lagging infrastructure, safety concerns and tradition made price-sensitive consumers hesitate. Tesla Motors, whose high-performance electric cars have generated a buzz in the U.S. and Europe, is bringing confidence to Chinese car buyers and improving their ecological awareness. Zhang Junyi, an auto analyst with Roland Berger Strategy Consultants, said that "Tesla could be a catfish put into the sardine pool of China," adding dynamism into the sector.

## Automobile sector in Kenya- UKTI Sector report January 2014

**The Kenyan market is receptive to the growth and introduction of new vehicle models from different markets whether new or second hand.**

### Market overview

Kenya is the economic, commercial, and logistical hub of the entire East African region and the most developed economy in Eastern Africa.

Companies like Chery Automobile, Foton and Greatwall Motors set up shop in Nairobi to sell new vehicles bringing the battle to the door steps of the dominating companies like Toyota East Africa, Coopers Motors Corporation (CMC Motors), DT Dobie, Simba Colt Motors, Subaru Kenya, Mashariki Motors Limited and General Motors (GMEA).

In 2011 Foton, set up a \$50 million assembly plant of Fully completely Knocked down Units (CKD) in Nairobi's industrial area bringing down the cost of importation of fully assembled units in to the country whereby import duty of fully assembled vehicles is 25% of the total value of the vehicle. The projected production capacity is 10, 000 units per year. Following the Foton's plant setup, the Japanese motor vehicle giant Hino Motors in partnership with Toyota Tsusho Corporation setup an assembly plant in Mombasa to assemble the Hino product line.

The driving factor for companies dealing with trucks and buses has been the infrastructure development growth taking place within East Africa. However, General Motors (GMEA), DT Dobie and Toyota East Africa have dominated the market for light pick-up trucks like Toyota Hilux, Isuzu DMAX and Nissan Navarra as the main competitors for new vehicles. CMC Motors are the selected franchise dealers for Ford Motors, Volkswagen, Mazda, Suzuki, New Holland, Case Construction and Agriculture, UD Trucks, Nardi, MAN, Eisher, Iveco and Bobcat in the East Africa region.

To curb the growing competition, companies have gone ahead and acquired existing market players indirectly; a move that is has been considered by industry experts as a strategy for their growth within the region. Toyota acquired 98% stake in CFAO Automotive which was the parent company of DT Dobie; a Kenyan motor company. This has been seen as Toyota's strategy of brand diversification to capture new and existing companies in the region hence increasing their vehicle portfolio. The move has seen Toyota become a formidable market leader to other brands as they can now look at growing their franchise as DT Dobie is the franchise dealer of Mercedes Benz, Nissan, Jeep, Renault and Chrysler brands. CMC Motors also received a takeover bid from the Dubai based Al Futtaim Group for Kshs 7.5bn which translates to Kshs 13 per share; which will see the company de-list from the Securities and Exchange market where it is currently trading. Al Futtaim indicated that they will be introducing more vehicles besides current CMC's portfolio after losing the Jaguar Land Rover (JLR) franchise to RMA Motors Kenya Limited. Al Futtaim will take advantage of the stock market delisting to offer car rentals, leasing and financial services to customers. RMA Motors is the exclusive JLR franchise manager in over 16 African countries and commenced their operations in Kenya in March 2013.

French based Porsche are joining the Kenyan market in a few months' time as the company has already identified and appointed Multiple Group as the franchise manager for the East and Central African market.

According to data from the Kenya Motor Industry (KMI), growth in the agriculture, manufacturing and trade sectors is driving demand for pick-up trucks, which accounted for 35% of total vehicle sales in the nine-month period of 2012. Sales of heavy commercial vehicles still account for 26.8% of the market, behind pick-up trucks. The drive for growth in the region has been greatly influenced by the free-trade zone in East Africa.

### **Legislation**

The Government of Kenya through the Ministry of Transport introduced the Railway Development Levy as of July 1 2013 which has impacted negatively on goods imported in to the country and this has brought up the cost of duty by 1.5% of the customs value of the goods.

The Kenya Bureau of Standards (KEBS) is a statutory organisation of the Government of Kenya mandated with the adoption and application of standards for both imported and locally manufactured or assembled products in the Kenyan market. In September 2005, KEBS introduced the Pre-Export Verification of Export (PVoC) to standards programme. PVoC is a conformity assessment and verification procedure applied to specific Goods/ Products at the respective exporting countries; which in this case if United Kingdom (UK) for, to ensure their compliance with the applicable Kenyan Technical

### **Regulations and Mandatory Standards or approved equivalents.**

Under the provisions of legal Notice 78 of 15/07/2005, Kenya Bureau of Standards signed contracts with M/s Auto Terminal Japan Ltd (ATJ), M/s Japan Export Vehicle Inspection Centre Co. Ltd (JEVIC), Intertek UK and M/s Quality Inspection Services Inc Japan (QISJ) for pre-export verification of conformity to standards for used road vehicles. The companies provide inspection services in the following countries:

- Japan
- United Arab Emirates
- United Kingdom
- Singapore
- South Africa

Vehicles originating from countries other than the above mentioned ones will be subject to local inspection at a fee provided that such vehicles are Right Hand Drive and not more than eight (8) years old from the year of first registration (the difference between this year and the year of manufacture should not be more than one year).

In addition to verifying the roadworthiness of vehicles in accordance with KS 1515:2000, the companies will also undertake verification of the odometer for tampering. Any discrepancies established between the regulatory/supporting documents e.g. export certificates, registration documents, de-registration documents, regulatory periodic inspection documents, auction

sheets etc., and the actual odometer reading at the time of inspection, will constitute a failure and such vehicles will be issued with a Non-Conformity Report (NCR) in which case they shall not be allowed into Kenya.

Conformity assessment procedures are used to verify that used Motor Vehicles exported to Kenya are in compliance with the Kenya Standard before shipment from the supply country (Japan, Dubai, Singapore, United Kingdom and South Africa).

The Critical parameters of KS 1515:2000 are:

- The Age Limit – This shall be less than 8 years from the year of first registration
- The difference between the date of manufacture and the date of first registration shall be not more than one year
- The Drive – This shall be Right Hand Drive – (RHD)
- Road-worthiness. This shall be determined by compliance to requirements specified in the standard as mentioned above
- Radioactive contamination inspection - To safeguard consumer safety it is imperative that all used vehicles imported from Japan and Dubai undergo an inspection to detect any radioactive contamination. Only vehicles whose level of contamination is within acceptable limits will be issued with a certificate of conformity

Note that Radiation Protection Board Management (RPBM) which is mandated by the Ministry of Public Health and Sanitation works together with the Kenya Bureau of Standards (KEBS) to inspect vehicles imported in the Kenyan market for clearance of such vehicles against radiation contamination from the source country.

The taxation on motor vehicles by the Kenya Revenue Authority is as follows:

- Import duty is 25% of CIF value.
- Excise Duty 20% of (CIF+ Import duty value)
- VAT is 16% of (CIF +import duty value + Excise Duty value).
- Railway Development Levy – 1.5% of Customs value of the goods

### **Key opportunities**

There is a big market for vehicles in the East Africa Community and COMESA regions. Currently there are several multinational vehicle manufacturers who have setup workshops to assemble Knocked Down Units (KDU) reducing the costs involved in importing whole units in to the country; this is being spearheaded by the Kenyan government as companies that open up assembly plants in Kenya, get an incentive of importing the vehicle assembly components and parts less 25% customs duty that is normally charged on any new vehicle imports.

Kenya Railways has had plans to develop a concept which is aimed at establishment of a dry dock port and a car bazaar on a 100 acre piece of land at Voi, 100km from the port of Mombasa. The features of the proposed car bazaar will include: storage and clearing facilities for imported vehicles, facilities to store and sell cars to prospective customers and support facilities/amenities e.g. offices, banks, hotel and restaurants.

Kenya Railways is currently inviting potential investors for the development of this vehicle bazaar; however, this plan is yet to materialise.

### Getting into the market

Identifying a local distributor or franchise that purchases and sell vehicles from the UK would be the best market entry strategy. Product representation is crucial for effective market coverage. This representation may be achieved through one or a combination of the following methods:

- establishing a local representative/distributor
- selling through an agent or distributor who can cover the entire region, including the neighbouring countries of East Africa
- selling through established dealers
- establishing a dealership (especially common for big-ticket items)

Technical and regulatory standards are managed by Kenya Bureau of Standards (KEBS). The Pre-export verification of conformity (PVoC) is based on Article 5 of WTO-TBT agreement, managed by KEBS on behalf of the Kenya Government concerning goods exported to Kenya. PVoC's are carried out by verification agents appointed by KEBS. The overall objective is to minimize the risk of unsafe and substandard goods entering Kenyan market, thus ensuring health, safety and environmental protection for Kenyans. The KEBS approved inspection companies for vehicles intended for import in to Kenya are:

- [JEVIC](#)
- [Intertek](#)
- [SGS](#)

It is advisable to seek advice on doing business in Kenya by contacting UK Trade & Investment, Nairobi

[More about doing business in Kenya.](#)

### Contacts

Market intelligence is critical when doing business overseas, and UKTI can provide bespoke market research and support during overseas visits though our chargeable Overseas Market Introduction Service (OMIS).

To commission research or for general advice about the market, get in touch with our specialists in country - or contact your local international trade team.

- **Emmanuel Mainji**, British High Commission, Nairobi, Kenya. Tel: +254 (0) 20 284 4312/ +254 737 000593 or email: [Emmanuel.Mainji@fco.gov.uk](mailto:Emmanuel.Mainji@fco.gov.uk)

### Key event

[17th Auto Expo Africa 2014](#)

27 – 29 April, 2014

Kenyatta International Conference Centre (KICC) Nairobi, Kenya

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## UKTI International Business Opportunities

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To obtain UKTI Business Opportunities service direct in order to receive immediate update e-mail notifications register on: [Latest export opportunities in the automotive sector](#):

### **Bangladesh - Recovery vehicles, double cabin pickup and truck for a law enforcing agency**

<http://www.ukti.gov.uk/uktihome/businessopportunity/706680.html>

A law enforcing agency has invited an international tender for procurement of the following:

1. Double Cabin Pickup, quantity: 05 nos.
2. Truck 5 tons, quantity: 4 nos.
3. Wrecker (Recovery vehicles, 20 ton), 2 nos.

Cost of tender document: BDT 3000.00

For more information register your interest below with UKTI's Bangladesh team.

### **Brazil - Brazilian company interested in purchasing automotive pieces (bumpers, engines etc.) from the UK to sell in Brazil.**

<http://www.ukti.gov.uk/uktihome/businessopportunity/720140.html>

With years of experience and contracts with large distributors of automotive parts in Brazil, the company is now looking to expand abroad. This company is interested in purchasing automotive parts from the UK, from engines to bumpers.

### **Brazil - Brazilian company interested in purchasing automotive parts, tools and equipment used in racing cars**

<http://www.ukti.gov.uk/uktihome/businessopportunity/720940.html>

A Brazilian company with over 10 years of experience of working with racing products and manufacturing racing cars is interested in purchasing parts/tools/equipment for racing cars (inc. karts and stock cars).

### **Brazil - Brazil - Brazilian company interested in distributing automotive parts for the Land Rover Range**

<http://www.ukti.gov.uk/uktihome/businessopportunity/720960.html>

A Brazilian company that works alongside Land Rover, providing services and assistance is now interested in purchasing automotive parts. They are particularly after parts that are outside the main dealers markets, such as break pads and filters.

The company has previously done international trade and is set up for this now.

### **Canada – Type I and III ambulances**

<http://www.ukti.gov.uk/uktihome/businessopportunity/696840.html>

Department of National Defence (DND) has a requirement for five Type I and III Ambulances and related items.

The requirements are for a modular aluminium ambulance body on a diesel engine driven, dual rear wheel chassis with a full length walk-through from body to cab. The ambulance body will be used to transport one cot, an attendant and up to three seated passengers via a squad bench. The vehicle cab will also have seating for a driver and a passenger. The requirement is for two different ambulance variants, a Type I chassis 4x4 and a Type III chassis 4x2.

### **Ethiopia - Supply of skip loader tucks, vacuum truck and land fill compactor**

<http://www.ukti.gov.uk/uktihome/businessopportunity/726280.html>

An Ethiopian company has announced a tender for the procurement of Skip Loader Trucks, Vacuum Truck and Land fill Compactor.

### **Germany – Agent looking for UK suppliers to the automotive and machine tool industry**

<http://www.ukti.gov.uk/uktihome/businessopportunity/724880.htm>

**Based north of Stuttgart, this agency is looking for suppliers of Automotive Interior parts, exterior parts, powertrain and prototyping.**

The agent draws on extensive experience, gathered from working for various OEMs as well as first-hand knowledge of the automotive sector in Germany and the US. Products are sold directly to manufacturers or through Tier 1/Tier2 suppliers, as well as to the machine tool industry.

The agency was founded in 2011 and consists of 2 staff.

Amongst their clients are a number of German automotive OEMs as well as major Tier 1 suppliers. Furthermore, good contacts exist to the big machine tool manufacturers, as well as to two major factory automation companies based in the Stuttgart area.

Their portfolio already includes products such as ball pins, hinges, customized machines, assembly machines and they are now specifically looking for suppliers of:

- Interior parts and systems for prototyping or serial production
- External parts for systems for prototyping or serial production
- Linear motion systems sold to machine tool industry

UK companies who want to pursue this opportunity are invited to respond to this advert, and the UKTI Munich office will facilitate contacts with the agent.

### **Hong Kong – Tender opportunity for the supply of 5,500 tyres to a trading fund in Hong Kong for maintenance and repair of Government vehicles.**

<http://www.ukti.gov.uk/uktihome/businessopportunity/719300.html>

Delivery within 6 weeks from the date of first order and within 1 month for the subsequent orders.

For more information, including contact details, please register your interest below with our team in Hong Kong

**India Auto Component Conglomerate, part of a major business house in India is looking for collaboration in technology as listed below.**

The Indian Market for passenger cars is currently 2.6 million and is expected to grow to 20 million by 2020. The Indian company has several JVs with global specialist in individual automotive technology areas. The company is now looking to get into several new areas and built capability. The company is interested in talking to UK based companies who have capabilities in the areas below. They can bring on table access to major OEMs / Potential customers in India, manufacturing facilities and local expertise. An ideal UK partner should have proven technology in the above mentioned area, supplying to global automotive OEMs , in-house R&D capability and financially stable. The Indian company has an office in UK and Germany to support the European market. It is the world's largest small cars manufacturing base. Apart from supplying to passenger car segment the company also supplies to commercial vehicle manufacturers in India and any complimentary technology in this segment will also be of interest. Currently, the commercial vehicle market in India is close to 900,000 units pa and is expected to grow to 1.5 million by 2020. The company will like to deal directly with UK based manufacturers.

- turbocharger technology in cars / passenger vehicles  
<http://www.ukti.gov.uk/uktihome/businessopportunity/703780.html>
- keyless entry technology in passenger vehicles  
<http://www.ukti.gov.uk/uktihome/businessopportunity/681440.html>
- collision avoidance system technology in passenger vehicles  
<http://www.ukti.gov.uk/uktihome/businessopportunity/681420.html>
- tyre pressure monitoring system in passenger vehicles  
<http://www.ukti.gov.uk/uktihome/businessopportunity/681460.html>
- anti lockbraking system in passenger vehicles  
<http://www.ukti.gov.uk/uktihome/businessopportunity/681480.html>
- electronic stability program in passenger vehicles  
<http://www.ukti.gov.uk/uktihome/businessopportunity/681500.html>
- covert systems in passenger vehicles  
<http://www.ukti.gov.uk/uktihome/businessopportunity/681580.html>
- night vision assist in passenger vehicles  
<http://www.ukti.gov.uk/uktihome/businessopportunity/681540.html>
- stolen vehicle tracking in passenger vehicles  
<http://www.ukti.gov.uk/uktihome/businessopportunity/681520.html>



- rain sensing wipers in passenger vehicles  
<http://www.ukti.gov.uk/uktihome/businessopportunity/681560.html>
- automatic transmissions in passenger vehicles  
<http://www.ukti.gov.uk/uktihome/businessopportunity/681680.html>
- turbocharger in passenger vehicles  
<http://www.ukti.gov.uk/uktihome/businessopportunity/681600.html>
- compressors in commercial /passenger vehicles  
<http://www.ukti.gov.uk/uktihome/businessopportunity/681620.html>
- foundation brakes in passenger vehicles  
<http://www.ukti.gov.uk/uktihome/businessopportunity/681640.html>
- composites in passenger vehicles  
<http://www.ukti.gov.uk/uktihome/businessopportunity/681660.html>

#### **Italy – Pre-arranged B2B meetings in the automotive sector**

<http://www.ukti.gov.uk/uktihome/businessopportunity/722640.html>

On May 13th -15th 2014, UKTI offers to UK companies to take part in B2B meetings during the International Business Convention for Innovative Materials.

The pre-arranged B2B Meetings are a great opportunity for UK companies to showcase their expertise in a country that has an increasing demand of advanced materials. UKTI will assist UK companies in getting the most out of the meetings, benefitting of a preferential rate.

Leaders and professionals will have the possibility to meet new potential partners and explore the several applications of innovative materials in different sectors.

#### **Pakistan – Expression of interest for pre-qualification of intercity bus services**

<http://www.ukti.gov.uk/uktihome/businessopportunity/725760.html>

**The scope shall cover a total of 5 routes starting from Karachi to the major cities within Sindh (namely Hyderabad, Mirpurkhas, Sukkur, Nawabshah, and Larkana).**

In addition to the operation of bus services on these routes the concessionaire will be expected to renovate/construct bus terminals at the proposed destinations.

Pre-qualification applications from interested companies or consortia are requested to:

- Maintain and operate bus fleet and depot
- Provide related staff for the bus operation services
- Carry out detailed design of the bus terminals in consultation with Government of Sindh
- Carry out construction of the infrastructure and related facilities
- Hand over the bus terminals/depots to the contracting authority at the end of the concession period.

Last date for the submission of pre-qualification documents: 11:00pm (PST) on 20/03/2014

### **Pakistan – Firms invited to submit bid for pre-qualification of BRTS project**

<http://www.ukti.gov.uk/uktihome/businessopportunity/727300.html>

BRT is an innovative public transit solution that can considerably improve urban mobility.

BRT System is generally of a higher standard than a conventional bus system as buses are fully removed from other traffic. This provides for uninterrupted movement of the BRT bus to its destination and provides fast, reliable and easy means of transportation for its passengers.

BRT use buses on roadways or dedicated lanes to transport passengers to their destinations, while offering the flexibility to meet transportation demand. BRT systems can easily be customised to community needs and incorporate state-of-the-art, low-cost technologies that result in more convenient passenger transportation and less congestion.

This project is being procured as three separate contracts for the 3 major components of the project:

- Infrastructure development (approx. 26km)
- Bus operations
- Revenue collection and ITS system

Although the above components are being bided out independently prospective bidders are welcome to participate in more than one category.

Last date for submission of pre-qualification documents: 2:00pm (PST) on 20/03/2014

### **Philippines - Supplier for speed monitoring equipment**

<http://www.ukti.gov.uk/uktihome/businessopportunity/699200.html>

A tollway operator is seeking suppliers for speed monitoring equipment.

A Philippine tollway operator is seeking suppliers for speed monitoring equipment with ensured performance even during times of heavy rains and at night.

### **Romania - Purchase of 2 utility vehicles**

<http://www.ukti.gov.uk/uktihome/businessopportunity/711820.html>

Estimated value: 312,847 Euros (+ VAT)

Tender guarantee: Lot 1: 600 Euro Lot 2: 2,500 Euros

Deadline for requesting tender documentation: 14/03/2014, 14:00 Romania time

Deadline for submission of offers: 17/03/2014, 14:00 Romania time

Tender language: Romanian

### **Trinidad and Tobago - Tender for 1 Bio-hazard vehicle needed for health sector in Trinidad.**

<http://www.ukti.gov.uk/uktihome/businessopportunity/717760.html>

Tenders are invited for the supply of one (1) bio-hazard vehicle for the healthcare sector in Trinidad.

Cost of tender documents: £30

**USA - East coast Police department to procure ATVs and trailers**

<http://www.ukti.gov.uk/uktihome/businessopportunity/718300.html>

Interested parties are invited to submit a proposal for All Terrain Vehicles and Trailers for local East Coast Police Department.

**USA – Supply and delivery of rapid intervention vehicles, spare parts and ancillary services.**

<http://www.ukti.gov.uk/uktihome/businessopportunity/717800.html>

The UN Procurement Division (UNPD) seeks Expressions of Interest (EOI) from qualified manufacturers or their authorized agents for the supply and delivery of Rapid Intervention Vehicles including the provision of spare parts and ancillary services to the UN Field Missions in the Middle East, Balkans, Africa, Caribbean and Europe.

Vendors interested in participating in the planned solicitation process should complete the Vendor Response Form of this EOI and submit it via email or fax to UNPD before the closing date, 31 March 2014.

**USA – Defence land vehicle components needed Major US defence company seeks electrical connector corrosion prevention technologies.**

<http://www.ukti.gov.uk/uktihome/businessopportunity/722200.html>

A manufacturer of defence land systems is interested in technologies that can minimize or prevent electrical connector pin fretting, oxidation and corrosion. Such technologies should contain pin conductivity, improve reliability, and stability of vehicle systems and reduce life cycle costs. The technologies will likely be implemented into the manufacturer's wider land systems products.

The manufacturer may be willing to collaborate on innovative technologies that may not be off-the-shelf or immediately ready for market.

**USA – Provision of passenger vehicles for the UN**

<http://www.ukti.gov.uk/uktihome/businessopportunity/724240.html>

The UN Procurement Division (UNPD) is seeking Expressions of Interest (EOI) from companies for the provision of all terrain 4x4 vehicles, pick-ups, sedans, minibuses and medium buses, including spare parts and ancillary services in support of UN field missions and UN entities worldwide.

Companies interested in participating in the planned solicitation process should complete the Vendor Response Form of this EOI and submit it via email or fax to UNPD before the closing date, 14 April 2014.

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## WTO Non Tariff Barrier notifications updates

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### USA

**G/TBT/N/USA/132/Add.5**

**28 February 2014**

#### **Child Restraint Systems**

Final rule; response to petition for reconsideration

**SUMMARY:** This final rule denies most aspects of a petition for reconsideration of a 27 February 2012, final rule that expanded the applicability of the Federal motor vehicle safety standard for child restraint systems to child restraints sold for children weighing up to 36 kilograms (kg) (80 pounds (lb)). The petition stated, among other things, that a label that was required by the 2012 rule for certain child restraints was unclear and could be misunderstood. In response, NHTSA is making minor adjustments to the labelling requirement to make it clearer and more reader-friendly. For a year, manufacturers have the option of meeting the requirements of the 27 February 2012 rule or the rule as modified today. All other requests for substantive changes to the 2012 rule are denied.

**DATES:** Effective date: The amendments made by this final rule are effective 27 February 2014.

### USA

**G/TBT/N/USA/880**

**31 January 2014**

#### **Vehicle Theft Prevention Standard**

In this rulemaking action, NHTSA proposes to amend its procedures for obtaining an exemption from the vehicle theft prevention standard for vehicles equipped with immobilizers. NHTSA proposes to simplify the exemption procedure for immobilizer-equipped vehicles by adding performance criteria for immobilizers. The adoption of the proposed performance criteria for immobilizers would have the effect of bringing the U.S. anti-theft requirements more into line with those of Canada. This harmonization of U.S. and Canadian requirements is being undertaken pursuant to ongoing bilateral regulatory cooperation efforts.

### USA

**G/TBT/N/USA/889**

**24 February 2014**

#### **Alternative Fuel Vehicles**

NHTSA is proposing to require badges, labels and owner's manual information for new passenger cars, low speed vehicles (LSVs) and light-duty trucks rated at not more than 8,500 pounds gross vehicle weight in order to increase consumer awareness regarding the use and benefits of alternative fuels. In the Energy Independence and Security Act of 2007 (EISA), Congress directed the Secretary of Transportation to develop and implement varied and wide-ranging consumer information and education initiatives related to fuel economy, greenhouse gas, alternative fuels and thermal management technologies. NHTSA is implementing these new information and education initiatives through several different rulemakings. This proposed rule would implement specific statutory mandates that manufacturers be required to: Identify each vehicle capable of running on an alternative fuel by means of a permanent and prominent

display affixed to the exterior of the vehicle; add proposed text describing the capabilities and benefits of using alternative fuels to the owners' manuals provided for alternative fuel vehicles; and identify each vehicle that is capable of running on an alternative fuel by means of a label in the fuel filler compartment.

**USA**

**G/TBT/N/USA/882**

**31 January 2014**

**Vehicle Child Restraint Systems**

This NPRM proposes to amend Federal Motor Vehicle Safety Standard (FMVSS) No. 213, "Child restraint systems," to adopt side impact performance requirements for all child restraint systems designed to seat children in a weight range that includes weights up to 18 kilograms (kg) (40 pounds (lb)). NHTSA is issuing this NPRM to ensure that child restraints provide a minimum level of protection in side impacts by effectively restraining the child, preventing harmful head contact with an intruding vehicle door or child restraint structure, and by attenuating crash forces to the child's head and chest. This NPRM is also issued toward fulfilment of a statutory mandate set forth in the "Moving Ahead for Progress in the 21st Century Act" (6 July 2012), directing the Secretary of Transportation to issue a final rule amending FMVSS No. 213 to improve the protection of children seated in child restraint systems during side impacts.

**USA**

**G/TBT/N/USA/870**

**29 November 2013**

**Test Dummy**

This document proposes to amend our regulations to add specifications and qualification requirements for an anthropomorphic test device (ATD) representing a 3-year-old child, called the "Q3s" side impact test dummy. The agency plans to use the Q3s to test child restraint systems to new side impact performance requirements which NHTSA will propose to adopt into the Federal motor vehicle safety standard for child restraint systems by way of a separate NPRM. Adopting side impact protection requirements is consistent with a statutory provision set forth in the "Moving Ahead for Progress in the 21st Century Act" (6 July 2012), that the agency issue a final rule to improve the protection of children seated in child restraint systems during side impacts.

**USA**

**G/TBT/N/USA/569/Add.1**

**29 November 2013**

**Occupant Crash Protection**

Final rule

Completing the first initiative of NHTSA's 2007 "NHTSA's Approach to Motorcoach Safety" plan and one of the principal undertakings of DOT's 2009 Motorcoach Safety Action Plan, and fulfilling a statutory mandate of the Motorcoach Enhanced Safety Act of 2012, incorporated into the Moving Ahead for Progress in the 21st Century Act, this final rule amends the Federal motor vehicle safety standard (FMVSS) on occupant crash protection to require lap/shoulder seat belts for each passenger seating position in all new over-the-road buses, and in new buses other than over-the-road buses with a gross vehicle weight rating (GVWR)

greater than 11,793 kilograms (kg) (26,000 pounds (lb)), with certain exclusions. By requiring the passenger lap/ shoulder seat belts, this final rule significantly reduces the risk of fatality and serious injury in frontal crashes and the

## USA

**G/TBT/N/USA/869**

**15 November 2013**

**The Uniform Tire Quality Grading Standards (UTQGS)** contain detailed testing procedures for generating consumer information about the treadwear, traction, and temperature resistance of passenger car tyres. To ensure the uniformity of treadwear grades, the grading procedures specify a 400-mile test course located near San Angelo, Texas. Two or four-vehicle convoys equipped with candidate tyres travel along this course to evaluate the tyre treadwear performance. Because flooding is currently affecting several water crossings along a portion of the test course, NHTSA is issuing this interim final rule to add an alternate treadwear test course route to avoid the inaccessible portions of the course. This change will not compromise the reliability of the treadwear grades, and will not impose or relax any substantive requirements or burdens on manufacturers. Although the addition of the alternative course route is effective immediately, in order to benefit from comments which interested parties and the public may have, the agency is requesting that comments be submitted to the docket for this rule. Following the close of the comment period, the agency will publish a document responding to the comments and, if appropriate, the agency will amend the provisions of this rule.

## JCCC updates

### Customs Information Paper (14) 11

#### Community System of Duty Reliefs (CSDR) - Giveaway goods

Clarification of the requirements to enter goods to CPC 40 00 C32. Relevant to anyone involved in the import of goods to CSDR Giveaway goods CPC-40 00 C32. Effective immediate.

### Customs Information Paper (14) 10

#### Customs Warehousing Retail Sales

Customs Warehouse keepers should be aware that retail sales are only permitted in the following circumstances

- To travellers in traffic to third countries
- Under diplomatic or consular arrangements.
- To members of international organisations or to NATO forces.

Any retail sales other than in the circumstances described above will result in a customs debt.

### **Customs Information Paper (14) 09**

#### **Revised forms for CSDR (Community System of Duty Reliefs) - C920 and C1421 for claiming relief from duty and VAT on decorations and awards and inherited goods.**

Revised forms will shortly be available on the HMRC website to enable importers to claim relief from duty and VAT when importing decorations and awards or inherited goods

### **Customs Information Paper (14) 08**

#### **Revised form C & E 810 Application/Authorisation for Inward Processing.**

A revised C & E 810 will shortly be available on the HMRC website for applications / authorisations to use Inward processing. The C&E 810 has been updated and now includes notes on its completion on the reverse. Relevant to anyone wishing to apply for an authorisation to use Inward processing.

### **Customs Information Paper (14) 07**

#### **EU Council Regulation on the Suspension of Restrictive Measures against Iran**

New regulation suspending certain restrictive measures against Iran. Relevant to importers, exporters, shipping agents, freight forwarders, members of the oil and petrochemical industry and businesses trading directly or indirectly with Iran and Traders with significant Iranian, or Iranian-related trade.

### **Customs Information Paper (14) 06**

#### **CITEX Written Enquiries Team – change of address**

The CITEX Written Enquiries team deals with written enquiries relating to Customs, International Trade and Excise regimes. They are also responsible for reviewing certain penalties issued in respect of Machine Games Duty only – specifically those for late filed returns and late payment of duty. A new address has been introduced for postal enquiries effective immediate. Relevant to all those who make Customs, International Trade and Excise related general enquiries by post.

### **Customs Information Paper (14) 05**

#### **Completion of customs import declarations – Box 15a – Country of Dispatch (CoD)**

A reminder of the law/guidance in respect of completion of Box 15a of the customs import declaration (Country of Dispatch), and some examples of how the field should be completed in given circumstances. Relevant to those responsible for completing (or issuing instructions for the completion of) customs import declarations

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## **Trade Shows Around the World By month**

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**We are compiling a listing of auto sector related trade shows around the world as information is received from organisers or from internet searches. The list is not yet complete and will be updated. If you are aware of shows that we should add to the list, or are able to report on the show having previously attended please contact the SMMT International team.**

Below is a selection of key automotive events in the next 12 months. For further listing of events visit: [www.biztradeshows.com/automotive](http://www.biztradeshows.com/automotive).

**March 2014:**

**Algiers, Algeria**

Equip Auto Algeria

03.03.2014 – 06.03.2014

[www.equipauto.com](http://www.equipauto.com)

**Kassel Germany**

**Technorama** - Classic car exhibition

15.03.2014 - 16.03.2014

[www.technorama.de/](http://www.technorama.de/)

**Frankfurt, Oder Germany**

**Reisen & Mobil**

15.03.2014 - 16.03.2014

[www.mobil-reisen-plus.de](http://www.mobil-reisen-plus.de)

**International Machine Tool trade show 28 BIEMH**

**Bilbao, Spain**

2.6.2014 - 7.6.2014

<http://www.biemh.com/en/>

**Mexico City Mexico**

**GlassLat**

19.03.2014 - 21.03.2014

<http://en.neventum.com/glasslat-2013/>

**Jakarta , Indonesia,**

**IIBT and INAPA 2014**

19.03.2014 - 22.03.2014

**St Petersburg Russian Federation**

**Autoprom Russia**

12.03.2014 - 14.03.2014

[www.autopromrussia.ru](http://www.autopromrussia.ru)



**Taipei Taiwan**  
**MotorFueling Complex**  
12.03.2014 - 14.03.2014

**April 2014:**

**Klagenfurt Austria**  
**Auto & Bike**  
11.04.2014 - 13.04.2014

**Brazil AUTOMECA (Autoparts Intl Trade Fair)**  
16-20 April 2014  
URL: [www.automecfeira.com.br](http://www.automecfeira.com.br)

**Brazil AUTOMECA Heavy And Commercial Vehicles**  
1-5 April 2014  
[www.automecpesados.com.br](http://www.automecpesados.com.br)

**Schweinfurt Germany**  
**Car Leisure Sports**  
04.04.2014 - 06.04.2014

**Nairobi Kenya**  
**Autoexpo**  
27.04.2014 - 29.04.2014  
[www.expoqr.com/kenyaauto](http://www.expoqr.com/kenyaauto)

**Taipei, Taiwan**  
**AutoTronics**  
09.04.2014 - 12.04.2014  
[www.taipeiampa.com.tw](http://www.taipeiampa.com.tw)

**Bangkok Thailand**  
**Thailand Auto Parts & Accessories**  
28.04.2014 - 01.05.2014  
[www.thailandautopartsfair.com](http://www.thailandautopartsfair.com)

**Istanbul Turkey**  
**automechanika**  
10.04.2014 - 13.04.2014  
[www.automechanika.messefrankfurt.com](http://www.automechanika.messefrankfurt.com)

**May 2014:****Beijing, China****EV China 2014 New Energy Auto Show**

7.05.2014 to 9.05.2014

Exhibition for EV and related infrastructures

**Dar-es-Salaam, Tanzania****17<sup>th</sup> AutoExpo Africa**

08.05.2014 - 10.05.2014

East Africa's International Automotive, Spares &amp; Accessories Expo

[www.exhibitcal.net/ta](http://www.exhibitcal.net/ta)**Bergheim Germany****Auto Motor Schau**

18.05.2014 - 18.05.2014

Auto show

**Essen, Germany****Reifen (Tire)**

27.05.2014 - 30.05.2014

[www.reifen-messe.de/en/reifen\\_messe](http://www.reifen-messe.de/en/reifen_messe)**Leipzig Germany****Amistyle**

31.05.2014 - 08.06.2014

[www.leipziger-messe.de](http://www.leipziger-messe.de)**Leipzig Germany****Amicom**

31.05.2014 - 08.06.2014

[www.amicom-leipzig.com](http://www.amicom-leipzig.com)

Exhibition for the in-car electronics industry

**Astana Kazakhstan****Autoworld Astana**

13.05.2014 - 15.05.2014

<http://www.eventseye.com/fairs/f-autoworld-astana-8170-1.html>

**June 2014:****Curitiba Brazil****Autopart**

04.06.2014 - 07.06.2014

**Dubai, UAEi****Automechanika**

03.06.2014 - 05.06.2014

[www.automechanika.messefrankfurt.com](http://www.automechanika.messefrankfurt.com)**July 2014:**

AAIA

Automotive Aftermarket Industry Association

**Latin Auto Part Expo**

Atlapa Convention Center

**Panama City, Panama**

09.07.2014 – 11.07.2014

A new exhibition that will provide manufacturers and distributors direct access to the Latin American and caribbean OEM, replacement parts, aftermarket parts, automotive remanufactured parts, and tuning markets

The automotive aftermarket business segment in Latin America is forecasted to grow over 30% in the next few years.

[www.latinpartsexpo.com](http://www.latinpartsexpo.com)**August 2014:****Moscow Russian Federation****Interauto**

28.08.2014 - 31.08.2014

[www.eng.interauto-expo.ru](http://www.eng.interauto-expo.ru)**September 2014:****Frankfurt, Germany****Automechanika**

September 16-20, 2014

[www.automechanika.messefrankfurt.com](http://www.automechanika.messefrankfurt.com)

**October 2014:****Oslo Norway****Oslo Motor Show**

10.10.2014 - 12.10.2014

[www.messe.no/en/Oslo-Motor-Show](http://www.messe.no/en/Oslo-Motor-Show)**November 2014:****Buenos Aires Argentina****automechanika Argentina**

12.11.2014 - 15.11.2014

[www.automechanika.messefrankfurt.com](http://www.automechanika.messefrankfurt.com)**Frankfurt, Germany****EuroMold 2014****25. 11. 2014 – 28. 11. 2014**

Moldmaking, Tooling, Design and Application Development exhibition.

**January 2015:****Salzburg Austria****AutoZum**

21.01.2015 - 24.01.2015

[www.autozum.at/](http://www.autozum.at/)**February 2015:****Lillestrom Norway****Automessen**

04.02.2015 - 07.02.2015

[www.messe.no/en/Automessen](http://www.messe.no/en/Automessen)**March 2015:****Kuala Lumpur Malaysia****automechanika Malaysia**

19.03.2015 - 21.03.2015

[www.automechanika.messefrankfurt.com](http://www.automechanika.messefrankfurt.com)

**Saint Petersburg Russian Federation****Autoprom Russia**

12.03.2015 - 14.03.2015

[www.autoprom.restec.ru/en](http://www.autoprom.restec.ru/en)**June 2015:****Nuremberg Germany****Automotive Engineering Expo**

09.06.2015 - 11.06.2015

[www.automotive-engineering-expo.com/](http://www.automotive-engineering-expo.com/)**October 2015:****Oslo Norway****Oslo Motor Show**

23.10.2015 - 25.10.2015

[www.messe.no/en/Oslo-Motor-Show](http://www.messe.no/en/Oslo-Motor-Show)

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