



SMMT INTERNATIONAL BULLETIN



In This Issue

China Low Carbon Seminars & Shanghai Expo June 2010

China EVS 25, Shenzhen - November 2010

India SIAT 2011, Pune - January 2011

April 2010 Issue

CONTENTS

EDITORIAL	2
DIARY DATES FOR 2009	3
GENERAL ROUND-UP	3
UKTI BUSINESS OPPORTUNITIES	6
EVENTS & EXHIBITIONS AROUND THE WORLD	8
MARKET REVIEW	8
ALGERIA	8
BRAZIL	9
CHINA	9
DUBAI	11
GERMANY	13
INDIA	13
MEXICO	15
MOROCCO	17
RUSSIA	17
USA	17
READER ENQUIRY FORM	19

International Department

SMMT Ltd
Forbes House
Halkin Street
London SW1X 7DS

David Croxson, Head of International Department
Les Parfitt, Manager, International
Patricia Shaw, Administrator

020 7344 9230
020 7344 9233
020 7344 9260
Direct Fax 020 7344 675

dcroxson@smtt.co.uk
lparfitt@smtt.co.uk
pshaw@smtt.co.uk

EDITORIAL

Developing International business...an interesting example

SMMT International were recently at the Green Vehicle Congress in Newcastle and supported CENEX and UKTI with the International match making programme for a 35 strong delegation of overseas delegates. During this congress we met up with a wide range of UK companies interested in overseas development but one Northeast based company stood out as an interesting case study to demonstrate how to change an International business problem into a market success.....

The company was in fact an electric scooter manufacturer and their initial aim was to source this product from China and then sell this product into the UK market. Everything looked fine on paper and from examination of the initial samples, but longer term pilot trials revealed serious customer problems with both quality and durability. Many of the major electrical components were just not good enough to meet UK market requirements. The solution to the problem was not as you would anticipate. Rather than enter into discussions with the supplier on how to upgrade the components, he turned to the local supplier base in the northeast and was able to replace the key components with high grade, high quality alternative products. These products enabled him to significantly upgrade the performance and durability of the overall package and still keep within his cost targets for the end product.

A careful blend of UK high tech expertise within the region and the low cost base of the original core product enabled a market leading product to be brought to the UK customer base. Add to this the enquiries that they are now receiving from other EU countries for the product and the International business model becomes even stronger.

Moving on from this example and looking at the role of trade shows to develop International business, SMMT International recently took a small UK group to the Commercial Vehicle Show in Dubai. In addition to supporting the group the SMMT also fulfils the role of handling general enquiries that are received during the show and these business opportunities are then promoted to potential UK companies upon our return to the UK. One such enquiry was received on the need to locate a UK automotive bodybuilder for assistance with a large order in Dubai. When this opportunity was promoted to the UK industry, SMMT International received over 30 enquiries of interest from UK companies and a successful match has now been achieved. However, we were left thinking that if more UK companies had attended the event then they could have fielded this enquiry directly and not had to fight it out with 29 other competitors..!!! Add to this a UKTI TAP support grant of £1400 to assist UK SME's to attend the event and you are left wondering why more UK companies do not use this opportunity.

SMMT International are involved in a wide range of overseas shows and events and if you want to 'fastrack' your business direct to a wide range of overseas customers, then these events offer you an ideal opportunity to expand your business. All of our future events are outlined inside this month's International Bulletin so please feel free to give us a call to discuss how you could get involved with any of the events by talking to the 'SMMT International' Team members...

DIARY DATES FOR 2010

Customs & Tariffs Working Group will meet at 10.30 am on

Wednesday	16 March
Wednesday	16 June
Wednesday	8 September
Wednesday	8 December

Design Engineering Group will meet at 10.30 am &

International Business Group - will meet at 13.30 pm on

Tuesday	15 June
Tuesday	26 October

Electric Vehicle Group will meet at 10.00 am on

Thursday	27 May
Thursday	2 September
Thursday	25 November

GENERAL ROUND-UP

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>.

SMMT International Automotive Summit 2010

SMMT will be holding its second International Automotive Summit on Wednesday 30 June 2010 at the Royal Horticultural Halls in Westminster, central London. Building on the success of last year's introductory event at which Lord Mandelson and Ravi Kant provided the keynote speeches, SMMT is working to bring some of the brightest and best speakers from across the industry.

This year's Summit will feature break-out sessions to cover specialist areas, highlighting the broad range of interests of the industry. SMMT invites all to complete an online survey on the subjects to be discussed so we can ensure the break-out sessions held are relevant, interesting and informative. The survey only takes a minute. Simply tick the suggestions you are interested in or provide further suggestions on speakers or subjects via a number of free text boxes. This is your chance to make yourself heard. The link is
<http://www.surveymonkey.com/s/3WRR8ZS>

Latest Industry News

This is a reminder that SMMT introduced a new service for members to access the latest industry news. The service is provided by Newspress and offers up to the minute news covering the wider automotive sector. The service also enables SMMT members to issue press releases at a discounted rate.

This newsfeed, which is currently housed within member services part of SMMT website (<http://www.smmt.co.uk/memberservices/newspress.cfm>) can be activated by using the same username and password to access the member's area of the SMMT website.

If you need help with access, please contact Jamie Harris at jharris@smmt.co.uk.

Independent Report - UK supply chain opportunities

SMMT launched a report which assesses the state of the UK supply chain and outlines the opportunities for UK-based suppliers.

The study, undertaken by research group AutoAnalysis in the final quarter of 2009, involved interviews with UK chief executives and senior purchasing managers with vehicle and component production sites including BMW, Ford, General Motors, Honda, Jaguar Land Rover, Nissan and Toyota.

Key highlights of the report:

- Around €8.4bn is spent by vehicle manufacturers within the UK.
- There is a genuine wish by vehicle manufacturers to source more components from UK-based suppliers.
- Opportunities exist for vehicles already being built and future models.
- Low carbon transportation presents a clear opportunity for UK suppliers.

The report also details components which vehicle manufacturers would like to source from within the UK.

The launch of the Automotive, Supply Chain and Technology Councils represents a new strategic approach to developing and promoting UK-based manufacturing with collaboration from industry and government.

Please visit SMMT website (www.smmt.co.uk) to download a free copy of the report.

Ian Henry, director, AutoAnalysis and author of the report recently participated in an SMMT webinar to present the interim results. To hear the presentation and download the slides please visit SMMT website.

New Website Goes Live

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 members, please contact Russell Murty at 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.

New Car CO₂ Report

A New Car CO₂ Report was launched in March. Average new car CO₂ emissions fell by their biggest ever margin in 2009, dropping 5.9% from the previous year as improved technology and the Scrappage Incentive Scheme impacted the market. The publication of this report provides a full analysis of these figures, demonstrating the sector's transparency in meeting the low carbon challenge.

If you would like a copy of the report please send an email to Jonathan Hawkings at jhawkings@smtt.co.uk.

West Midlands Manufacturing - new innovation support service

Manufacturers in the West Midlands can benefit from the new "Innovation Advisory Service" set up by AWM's Manufacturing Advisory Service.

It will provide guidance and support for innovating manufacturing companies, providing specialist help in areas such as market analysis, design of product and the manufacturing solution, prototyping, IPR, product compliance and testing.

A team of three specialist advisers will provide free innovation mentoring, from initial review of the product proposition, identification of risk and the creation of a development plan.

Complex projects will be taken through the Manufacturing Advisory Service's New Product Development (NPD) Gateway, which has been successfully supporting the development and commercialisation of new products since 2007.

£3.1million has been set aside for this intensive support programme and it is already helping thirty West Midlands manufacturers.

MAS-WM has also been successfully delivering the Automotive Response Programme to suppliers seriously affected by the downturn in that sector.

To find out if the Innovation Advisory Service can help you, please contact 0845 245 0845. Link to press release: <http://www.advantagewm.co.uk/news-media-events/news/2010/westmidlandsmanufacturerssettobenefitfrominnovationservice.aspx>.

Foundation Emissions Training Courses 2010

Emissions trading is alive, growing and adapting rapidly to the volatile post-Copenhagen market. Against this ever-changing background, the Consilience Energy Advisory Group is pleased to announce the dates of its 2010 Foundation Emissions Training Courses.

The courses, hosted by ICAP in Broadgate, London, and supported by the Lord Mayor of London, will take place throughout 2010. They are ideally suited to professionals in all sectors seeking high quality practical training in the legislative basis, the asset characteristics and the mechanics of the global emissions market.

The courses will include up-to-date news and the impact of new policies to extend the scope of emissions trading to cover new countries and new sectors.

For further information please contact Liz or visit the Consilience Store.

Liz Bossley (CEO)
Consilience Energy Advisory Group Ltd.
311 East Block County Hall, London. SE1 7GN
Tel. 0207 928 1222/3111. Website www.ceag.org

NanoMaterials 2010 Event 8 - 10 June London, UK

Programme will cover the following topics:

- Automotive applications
- Potential of nanotechnology and nanomaterials
- Single-walled carbon nanotubes
- Indium tin oxide
- Gas sensing and sensing of particulates in liquids and airborne particulates
- Measurement of particulates in dense media
- Nano-enabled advanced materials
- Engineering polymers

- Flame retardant nanocomposites
- Nano-adhesives
- Nano-ceramics from polymer precursors
- Filled polypropylene
- Intelligent packaging and anti-counterfeit packaging
- UV stable and abrasion resistant materials
- Self-lubricating and anti-fouling coatings
- Self-cleaning glass
- Functional additives
- Application of nanotechnology in pigments
- Application of nanotechnology in photovoltaics, power generation, energy storage and batteries, lighting and
- Ceria Fuel Additives
- Auto catalysts

For further information please contact Stacey Ludlow on 01372 80 2052, email: stacey.ludlow@pira-international.com. Web site: www.nanomaterials2010.com

Latest UKTI Automotive Sector International Opportunities

Austria - Tender for tyres

An Austrian governmental organisation is tendering for the supply of approximately 4000 tyres of 13 different brands for trucks, light trucks and cars.

Closing Date 8/4/10

Language to respond in: German

Contact Details :

Miss Verena Wasenegger

British Embassy

Jauresgasse 12. A - 1030 Vienna. Austria

Telephone: +43 1 716 13 6253 Fax: +43 1 716 13 2900

Email: verena.wasenegger@fco.gov.uk

China - Tangshan Seeks For Partnership in Heavy- Equipment Carrier Vehicles

Tangshan Caofeidian Industrial Zone looks for partnership in joint manufacturing of heavy-equipment carrier vehicles with annual capacity of 1,000 sets. The project is located in Automobile Parts Processing Park in Caofeidian Industrial Zone. The heavy- equipment carrier vehicles include 30-60 tonnage of all pavement engineering dumper/self-discharging car, port/terminal tractor, and engineering banjo/driving axle. The Caofeidian industrial park can provides steel of various specifications. They are with easy access, which also helps to lower the cost.

Contact Details :

Ms Xie Rong

CCPIT Tangshan

No.14 Meiyi Road,

Tangshan, Hebei Province, Tangshan. China 063000

Telephone:+86 315 2846787 Fax:+86 315 2846787

Email: Xr_608@yahoo.com.cn Website:<http://www.ccpitts.com.cn>

China - Tangshan Seeks For Partnership In Processing Auto Parts

Tangshan looks for partnership in processing auto parts/components in Luanxian County, by making make full use of local iron casting and human resources.

At present, Luanxian County has more than 30 steel and downstream processing enterprises with the production capability of 8 million tons of steel and iron. Main products include pig iron and steel feed. The annual output of 0.9 million tons of coke in Luanxian County can provide sufficient fuel for the project. Luanxian County possesses a large number of experienced casting workers and technicians.

Contact Details :

Ms Xie Rong

CCPIT Tangshan

No.14 Meiyi Road, Tangshan, Hebei Province , Tangshan. China 063000

Telephone: +86 315 2846787 Fax: +86 315 2846787

Email: Xr_608@yahoo.com.cn Website: <http://www.ccpitts.com.cn>

China - Tangshan seeks for partnership in automatic transmission

Tangshan Gear Group Co. Ltd seeks for partnership in joint manufacturing of automatic transmission, to meet the demands of automotive producers.

It is estimated that the total investment of the project is US\$35.94 million and US\$8 million expected from foreign investment. The project locates in the Tangshan High-tech Industrial District. It has convenient transportation, communication and supply of water/electricity/gas. With the total capital of RMB400 million yuan, Tangshan Gear Group Co. Ltd is the wholly state-owned company and a conglomerate in Tangshan. As a key companies of the auto parts/components in China, their main products include auto transmission, engine cylinder body and cap, camshafts, and special purpose vehicles.Co-operation Mode:

The foreign co-operative party invests with cash or technology, and Tangshan Gear Group with cash and land.

Contact Details :

Ms Xie Rong

CCPIT Tangshan

No.14 Meiyi Road, Tangshan, Hebei Province, Tangshan, China 063000

Telephone: +86 315 2846787 Fax: +86 315 2846787

Email: X r_608@yahoo.com.cn Website: <http://www.ccpitts.com.cn>

Germany-Automotive Products

A very experienced representative/consultant/agent is looking for new products in the automotive industry. He has excellent and longstanding contacts to automotive companies and a background in other products as well (for aerospace and electronics). He has an engineering, marketing and sales background and provides assistance with the evaluation of contacts, arranging meetings and accompanying the customer up to the point when the deal is made. The business is then dealt with directly between the British and the German customer.

Contact Details :

Mrs Monika Brand

British Consulate-General Munich

Moehlstrasse 5. Munich Germany 81675

Telephone: +44 89 21109134 Fax: +44 89 21109155

Email: monika.brand@fco.gov.uk

Mexico- Automotive Cluster in Tijuana looking to create a Training and Design Centre

The creation of a special centre for automotive design and training will improve the city's capacities in a sector of major importance. British companies could have the opportunity to participate in the building of this training and design centre as the UK has a strong reputation with regards to Research and Development centers.

Contact Details :

Mr Luis Calette

UK Trade & Investment Tijuana

Blvd. Sanchez Taboada 10488 | Piso 9, Oficina 923 | Zona Rio | Tijuana, B.C. México, 22010

Tijuana, Baja California Mexico. 22010

Telephone: +52 (664) 615-80-46

Email: tijuana@ukconsulate.org

Events supported by UKTI (for further information: www.uktradeinvest.gov.uk)

Germany - Bauma 2010 (Automotive) 19 April 2010

International trade fair for construction machinery, building material machines, construction vehicles and equipment. Attendance supported by UKTI via the Tradeshow Access Programme (TAP) offers significant benefits as it opens up possibilities for new business opportunities and the chance to assess new markets and develop useful contacts.

Japan - Electric Vehicle Development Technology Exhibition 2010 will be held at the Pacifico Yokohama, 14-17 July 2010.

Latvia - Baltic International Motorshow Riga 2010

From 29th April to 02 May Kipsala International Exhibition Centre will present the 2010 biggest automotive event in Latvia

UAE - Automechanika Middle East (Automotive) 25 May 2010

Automechanika Middle East is an ideal exhibition for the rapidly developing automotive aftermarket in the Middle East. Attendance supported by UKTI via the Tradeshow Access Programme (TAP) offers significant benefits as it opens up possibilities for new business opportunities and the chance to assess new markets and develop useful contacts.

UK - Commercial Vehicle Operator Show 2010 (Automotive) 13 April 2010

The Commercial Vehicle Operator Show presents a wide range of solutions to operating problems and a broad networking opportunity for industry professionals. Attendance supported by UKTI via the Tradeshow Access Programme (TAP) offers significant benefits as it opens up possibilities for new business opportunities, and the chance to assess new markets and develop useful contacts.

USA - UK Trade Mission to NASA (Advanced Engineering) 10 May 2010

UKTI in collaboration with the Sensors & Instrumentation Knowledge Transfer Network is pleased to announce a trade mission to the USA to visit two NASA centres in May 2010.

MARKET REVIEW

ALGERIA

**Equip Auto Algeria, Algiers
19-22 April 2010**

Equip Auto Algeria is the international exhibition for spare parts, equipment, services and maintenance for automotive and industrial vehicles. Now in its fourth year, the show has established itself as the show to attend in North Africa. In 2008, it welcomed 150 exhibitors and 5,000 visitors.

Algeria has more than 4.5 million vehicles on the road, growing by 30% a year as the country's 34 million people become mobile. The Algerian market is becoming the most important automotive market in North Africa, very strong in after-sales and garage equipment, with 30,000 repair workshops and 20,000 dealers worth €600 million, due to vehicles being 12 years old on average.

For further information and a quote please contact:

Bryna Black

Deputy Manager

Promosalons (UK) Ltd.

Tel (Dir): 020 8216 3104 Fax: 020 8447 1146

Email: bryna@promosalons.co.uk Web site: 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 & Shanghai Expo – June 2010

Following the successful work conducted in 2008/9, SMMT have now completed a detailed study of the Chinese Low Carbon market to identify the key areas of development and to establish potential areas of collaboration for UK companies. The detailed report on this study was launched at SMMT on Feb. 26 and a copy of the report can be viewed at www.uktradeinvest.gov.uk , follow the link from Export from the UK, advanced search and china automotive. Alternatively it can be viewed from the SMMT website www.smmt.co.uk under the member’s login area.

The report highlights the focus by the Chinese VM’s on the rapid development of EV and HEV vehicles and their desire to find overseas partners to help them introduce this new technology into full scale production for the future.

To match this requirement to UK expertise, SMMT are just starting to recruit UK companies to take part in a three centre visit to China in June to showcase UK ability through technical seminars to the leading Chinese companies.

This event is timed to coincide with the high profile reputational showcase event on UK Advanced Engineering being held by UKTI at Shanghai Expo.

The UKTI support package which is aimed primarily at support around the Shanghai Expo event is as follows:

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.

To register your interest and to obtain further details on Shanghai Expo and the supporting events in Shenzhen and Chongqing, please contact Les Parfitt on email lparfitt@smtt.co.uk.

EVS 25 – World battery, hybrid and fuel cell EV symposium and exhibition 5 – 9 November 2010: Shenzhen, CHINA

The Electric Vehicle Symposium (EVS) is recognized as the global electric transportation industry's premier and largest forum, showcasing all forms of technologies in the market place and on the drawing boards--from low speed battery electric vehicles to fuel cell electric buses. The event attracts academic, government and industry leaders from around the world who are interested in exploring and understanding the technical, policy and market challenges to a paradigm shift toward use of electric transportation technologies.

SMMT have secured UKTI funding to allow a small group of UK companies to exhibit and present at this premier event to maximise the potential networking opportunities with global EV/HEV companies/academia.

For further details please contact Les Parfitt on telephone 020 7344 92633 or email lparfitt@smtt.co.uk.

DUBAI, UAE

Automechanika Middle East, Dubai 25 – 27 May 2010

SMMT has once again organised a UK pavilion at Automechanika Middle East 2010. This will be the third time the UK has exhibited as a group at this event – each year attracting an increasing number of exhibitors.

As a consequence of representations made to UKTI by SMMT, for suitable applicants TAP grant support of £1400, subject to terms and conditions, may be available for a maximum of five participating companies on a first applied basis.

Automechanika is the aftermarket trade event in the Middle East for automotive car and truck parts and systems, vehicle accessories and tuning, repair and maintenance, IT & management, service station & car wash, tyres, batteries and garage workshop equipment.

Held at the impressive Dubai International Convention & Exhibition Centre, Dubai, UAE the show is the Middle East region's largest automobile aftermarket show.

For further information please contact David Croxson on Tel. 0207 344 9230, email dcroxson@smtt.co.uk.

Commercial Vehicles Middle East

SMMT International led a small group of just 4 UK exhibitors to the new Commercial Vehicles Middle East Show held in Dubai 9-11 March.

Held for the first time in Dubai as a specialist commercial vehicle trade show for the Middle East, David Croxson Head of SMMT International said the UK exhibitors initially feared that with only some 56 exhibitors the event would be a disappointment but after the three days all UK exhibitors gave positive reports stating that both the exhibitor and visitor quality, particularly the CV focus, exhibition visitor attendance of senior government and fleet operator technically competent decision makers and an interesting range of international visitors from adjacent Middle East markets made the event very well worthwhile for UK exhibitors.

Lewis Brown of SMMT member Hartridge said "The show has been good, a bit slow at times as we expected from this first holding of the event, but the quality of people coming to our stand was excellent – more serious, more technically aware – and has allowed us to tap into a different element of fleet users and government departments. In general we are very happy with what we have actioned here, I hope they do it again next year. The UK stand facility and location were excellent and the organisation at the exhibition and venue cannot be faulted".

Stephen Geffen of SMMT member Roadlink/Capus commented: "The organisation of the show has been good. The contacts we have had have been good quality, not a vast amount of contact but those we have met should provide some good opportunity for us. The support from SMMT in securing a TAP grant was most helpful. Before the show started we questioned if we would come next year with such a limited number of exhibitors but at the end of three days we have secured some very good leads and would like to come back next time. Once we get a foothold in UAE there is a lot of potential for us. No-one else is exhibiting our product range and the UAE vehicle range suits our catalogue. Meetings with RTA and Emirates Transport which were arranged for us by the UAE organisers SM Marketing, during the exhibition have been very useful.

Other UK exhibitors included Matt Eisenegger of Campbells UK and Ian Godfrey of CIPD Auto who also gave a series of presentations to the well-attended Commercial Vehicle Conference that was also run alongside the exhibition. All UK exhibitors secured £1400 UKTI Tradeshow Access Programme grants to exhibit at the show and the UKTI trade official based in Dubai met with all the UK exhibitors at the show.

SMMT International will return to Automechanika Middle East held at the same venue in Dubai, UAE with a further UK exhibitor group 25 – 27 May. Further UKTUI grant support is also available for that event. For further information please contact David Croxson tel. 0207 344 9230..or email dcroxson@smmt.co.uk.

Business opportunity

Wanted - coach building materials

TVC - The Vehicle Converters (see www.thevehicleconverters.com) are vehicle convertors based in Dubai converting specialist bodies for sale into Middle East and Africa. They typically convert 400 vehicles per annum based on Toyota, Mercedes, GMC, Nissan, Peugeot vehicles. The range of vehicles includes maintenance vehicles, mobile workshops, utility vehicles, mobile banks, modular racking systems, catering vehicles, refrigeration vehicles, mobile hospitals, clinics and ambulances.

They are seeking to source from the UK coach building materials generally and in particular trim, electrical isolators for batteries, locks, hinges. Contact Eliot Hopley. Director. mobile: +971 507357743. e-mail eliot@thevehicleconverters.com

Wanted - new or secondhand equipment for manufacture / fabrication of special purpose truck bodies

Al Habtoor Motors co LLC (see www.alhabtoor-motors.com) is seeking to source from UK new or secondhand equipment for a new venture - the manufacture / fabrication in Dubai of special purpose truck bodies (like refrigeration units, auto delivery transporters etc). They are an established company and agents for Mitsubishi trucks, buses and passenger cars with sales

agency for Bentley, Aston Martin and Bugatti. Contact Trevor Hunter Bodyshop Development Manager Tel +971 48851141 e-mail trevorh@habtoormotors.com.

Wanted - automotive paints and chemicals

Rabih Ghaoui is a Dubai based distributor of automotive paints and chemicals. He is looking to source product from the UK - particularly abrasive sheet and car polish. Contact rabihghaoui@hotmail.com Mobile +971 504626185

For further information please contact David Croxson at dcroxson@smtt.co.uk tel 0207 344 9230.

GERMANY

Automechanika – Frankfurt – 2010

There are very few spaces left. If you would like to exhibit as part of SMMT please contact David Croxson at dcroxson@smtt.co.uk. Further information at www.smtt-expo.co.uk website.

INDIA

AutoExpo 2010 Report 5 – 12 January 2010

SMMT were pleased to lead the UK delegation to AutoExpo 2010 and wishes to thank the following supporting partners for their sponsorship and support which ensured the success of the event.

UK Trade & Investment (UKTI)
Business, Innovation & Skills (BIS)
NorthWest Automotive Alliance (NWAA)
Advantage West Midlands (AWM) & Birmingham Chamber of Commerce

AWM and the NWAA supported large regional groups at the event and the total delegation was over 70 strong, with 35 companies being represented. The show in itself covers everything new that is happening in the Indian automotive market and it featured a whole host of new products and new vehicle launches.

The theme of the UK stand was primarily Low Carbon technology combined with the secondary theme of UK Advanced Engineering. The central exhibit was a fuel cell motorcycle which drew both massive media and public attention and this was very strongly supported by the other UK exhibitors on the stand who were able to showcase a wide range of UK cutting edge technology.



2010 UK Stand - AutoExpo

In addition to the exhibitors, the UK stand also acted as a base for other UK companies visiting the show for the first time and as a 'safe haven' in which to rest from the many ongoing meetings and enquiries they received.

In addition to the show a wide range of supporting events also took place ranging from a VIP dinner with Ratan Tata organised by SIAM, through to an Auto Trade Dialogue on global developments and from the UK side a dedicated Low Carbon Seminar. This latter event which was opened by the CEO of UKTI, Andrew Cahn, also drew a substantial audience of Indian OEM's and senior industry decision makers. This event further highlighted the UK's skills base in low carbon technology and the strong support being provided by UK Govt. to establish the UK as a global centre for this technology. Whilst the event provided a unique showcase it also developed a healthy range of new business for UK Plc with orders worth over £ 2M being discussed with attending Indian companies.

Feedback from the delegation was very positive and several of the companies started planning their next visit back to India to firm up ongoing discussions, even before the show had finished.

This early year event formed the ideal launch pad for 2010 and other events to build on the success of AutoExpo are currently in preparation for the future.

Symposium for International Automotive Technology (SIAT 2011) Pune, January 2011

If you are familiar with the globally renowned SAE events then this event is the Indian equivalent, which is backed by the SAE, and it is an event focused specifically on R & D and future global technology development. SMMT have taken exhibition space at the event, secured speaking slots for UK based presentations from leading UK companies and SMMT are also pleased to be able to offer UKTI funding support and assistance for UK companies to visit this keynote event.

SMMT can advise that this event, although scheduled for early **2011** is now open for bookings and interested UK companies will need to register ASAP in order to secure places at the event as speakers, exhibitors and visitors. As indicated above, SMMT have taken exhibitor space at this premium event and secured and paid for display space within a UK pavilion and presentation area for a limited number of UK companies. Exhibition pods are available on a 'first come, first served basis' and offer the ideal opportunity to showcase your expertise direct to the Indian VM's, key Indian tier 1's and leading Indian government organisations. Funding assistance is available for a small number of UK speakers and visitors and companies exhibiting within the UK pavilion at the event may also be able to claim a TAP grant for £1400 to assist with their costs.

If your company is involved in Advanced Automotive Engineering, then this is an ideal forum to present to the key players in the Indian market. To secure your place to attend this event, please contact Les Parfitt on Tel. 020 7344 9233 or email lparfitt@smmt.co.uk **Places are limited so book now.**

In-market Assistance

In order to provide SMMT International with direct on the ground assistance for the many enquiries it receives from UK automotive companies looking to develop business in India, SMMT have decided to widen out the range of support services offered to complement the UKTI introductory service called OMIS and have teamed up with a company called TMG Advisory. This specialist investment bank and consultancy service is able to handle a wide range of requests for ongoing market assistance, which can be as simple as sourcing product from India through to accessing specialist legal and investment advice services.

For further information on this in-market resource and assistance, please contact Les Parfitt on tel. 020 7344 9233 or email lparfitt@smmt.co.uk

Business Opportunity – UK distributor for automotive and tractor products

A leading Indian VM which is looking to expand their global footprint, wish to appoint a distributor for a range of products such as Automotive (SUV, SC, DC Pickups etc.) and Tractors .

The ideal UK partner company would be financially strong, a reputable automotive company /other and who could handle Automotive as well as Tractor business and synergize the Indian expertise in manufacturing with the rich experience of the UK market.

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

Virtual Powertain Conference 25 & 26 May, Pune

The Virtual Powertrain 2010 Conference is a new event specifically tailored to the developing opportunities for powertrain development in India. The event is being hosted by the UK based Cavendish Group.

It aims to offer professionals involved at any stage of Powertrain creation and engine simulation valuable first-hand knowledge of what to expect in the future concerning Powertrain simulation, engine creation, and simulated testing.

As a delegate you will acquire valuable insight, from world leading experts, as design companies, representatives from OEMs, and suppliers alike, present and display their vision of future engine design.

Who should attend:

Purchasing Managers

Department Heads

Testing Engineers

Design Staff

R&D Managers & Engineers

IT Solution Providers (Hardware & Software)

Leading speakers from around the world, including AVL, Cummins, Tata, Nissan, Magna and GM, have already been signed up and SMMT is able to offer UK based companies who are interested in attending the event a special discounted cost. Exhibition space for a 3 x 3 M fully built booth at the event is available at only £1400 plus a registration fee of only £150.

Companies just wishing to attend can also register for only £200 through the SMMT. (The savings offered are substantial compared to the cost offered by booking direct with the organizers)

For details on how to apply for this event, please contact Les Parfitt on tel. 020 7344 9233 or email lparfitt@smmt.co.uk.

MEXICO

Increase in Automotive production

Car production bounces back showing automotive sector is active and recovering after the 6.5% decrease in car manufacturing in 2009. *Market Pointers*

Business Opportunity - Market Pointers

Chinese Automotive Investment will trigger more business opportunities

Tijuana ´s automotive sector accounts for more than 15,000 jobs and its clusters and workshops are attractive to Chinese investors, who are considering installing a low cost vehicle plant in the city.

Automotive Investment in Tijuana

Automotive company to invest \$17 million USD in Tijuana and local government to improve the city's infrastructure.

Automotive Cluster in Tijuana looking to create a Training and Design Centre

Automotive Cluster in Tijuana is looking to create a Training and Design Centre to help promote foreign investment in Baja California.

Road Projects

The Mexican government is investing a considerable sum of money in road projects all over the country from expansion, brownfield projects, bridges and upgrades to green field projects. Places such as Nogales, Acapulco, Chamapa-Lecheria, Campeche, San Luis Potosi, Veracruz

Environmental Investment in Baja California

Ministry of Environmental Protection to invest in 18 projects in Baja California.

Engineering Company Seeking UK Provider to Design Oil And Gas Separators

Leading Mexican engineering company seeking UK provider to design oil and gas separators, filters, coalescent filters.

Lord Mayor's visit to Mexico, Columbia and Brazil, October 2010

The Lord Mayor of London will visit Mexico, Columbia and Brazil in October 2010.

Mexican Automotive Industry - An investment analysis

A report on "Mexican Supplier Report" covering the Leading OEMs in Mexico and Major OEM Developments in Mexico has been published.

One of the largest contributors to the country's economy has been the automotive industry. The industry has gained a strong position globally over the years and is expected to continue its contribution to the national economy.

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).

At the same time, the industry has created job opportunities for almost a million people in the country, accounting for 13.5% of the total industrial employment.

Nearly 55,000 people are employed with the OEMs and 433,000 in the auto component production sector. The automotive industry in Mexico is spread across the country. The automotive demand in the country is strong, with one million vehicles being sold per annum. The market is flooded with close to 40 brands and more than 300 different models of cars, including domestically produced and imported from outside markets.

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 ample growth opportunities for the auto parts suppliers.

MOROCCO

Morocco Trade Day

In the presence of HH Princess Lalla Joumala Alaoui, Ambassador of the Kingdom of Morocco to the United Kingdom, and HE Mr. Abdellatif Maazouz the Moroccan Minister of Foreign Trade, the Arab-British Chamber of Commerce and Maroc Export are presenting Morocco Trade Day.

The automobile industry is one of three key industry sectors being discussed with presentations from The Moroccan Trade Association: Federation de l'Automobile.

Monday 21st June 2010 from 8.00 am to 5.00 pm
InterContinental, Park Lane, London

For further information, please contact Adam Helmy Telephone: 020 7659 4863. Fax: 020 7659 4878 Email: adam@abcc.org.uk

RUSSIA

Patent conflicts in Russia

We recently learn from FIGIEFA that a trader in Russia has claimed to hold patents for shock absorbers (which were most likely copied from earlier models). He then pretended that foreign companies and Russian distributors would infringe his patent rights when trading shock absorbers on the territory of Russia. On the basis of his statements, police officers sealed up selected importers warehouses to carry out an examination.

The Russian trader then blackmailed representatives of parts suppliers that have activities in Russia, threatening that in case of refusal to conclude a "license agreement" with him, he would initiate criminal proceedings using his relationship with the Ministry of Internal Affairs and courts. The situation is considered by CLEPA as dangerous for the whole spare parts market, as the Russian authorities have taken the Russian trader's side. Moreover, he has since then declared he had patented other parts, such as brake pads and ball joint.

The European importers involved proposed to pool the necessary legal expertise and financial resources among parts suppliers to file a complaint in Russia, so as to avoid such situations and solve the problem. It was proposed that parts distributors operating in Russia join the group. Mr. Besting will coordinate the efforts of FIGIEFA Members, Mr. Fischer (VREI) and VDA (CLEPA). CLEPA has sent a letter to the Russian Ministry concerned and has not received any reply so far. For further interest please contact Bob Davis at bdavis@smmt.co.uk.

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*" in Detroit, 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@smtt.co.uk.



INTERNATIONAL BULLETIN - APRIL 2010 READER ENQUIRY FORM

(PLEASE COMPLETE USING BLOCK CAPITALS)

Name	
Position	
Company	
Address	
	Postcode
Tel	
Fax	
E-mail	
Web site	

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

- Automechanika Dubai, Middle East - May** ()
- Brazil Report** ()
- China Low Carbon Seminars & Shanghai Expo June** ()
- China EVS 25, Shenzhen - November 2010** ()
- Design and Engineering Report - Latin America** ()
- Design and Engineering Report Russia** ()
- International Business Group Meetings** ()
- India SIAT 2011, Pune - January 2011** ()
- International Programme** ()
- Membership** ()
- Mexico Report** ()

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**