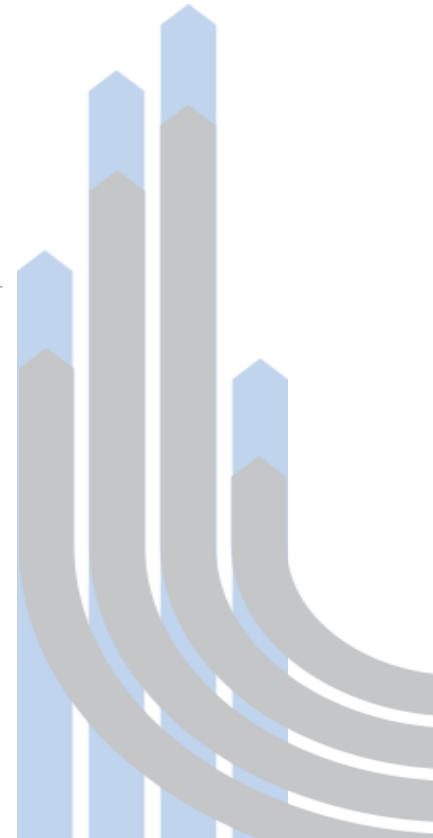


Make the most of your time at the Meet the Buyer - 7 June 2017 31 May 2017

Luke Hampton
Senior Supply Chain
Manager
SMMT

Loreta El-Khatib
Assistant Member
Services Manager
SMMT

Martin Wood
Director
Automotive Investment
Organisation



- During presentations (10:00 – 10:30) everyone will be muted so that only the presenters will be heard.
- The presentation will be followed by a Q&A session. Click on the hand symbol to show that you have a question.
- If you are experiencing any technical problems please call 020 7344 1673.

Contents

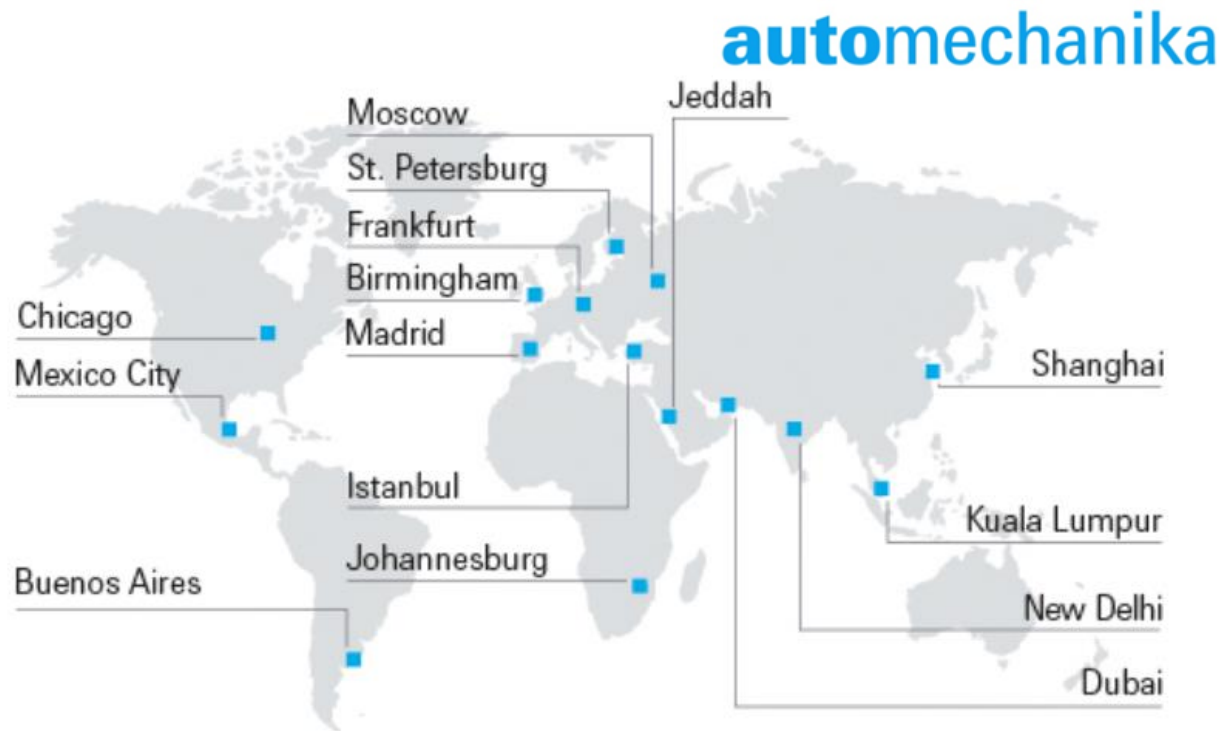
- Introduction to Automechanika Birmingham – Luke Hampton, Senior Supply Chain Manager
- How to make the most of Meet the Buyer – Martin Wood, Director
- On the day requirements – Loreta El-Khatib, Assistant Member Services Manager

Introduction to Automechanika Birmingham

Luke Hampton - Senior Supply Chain Manager
SMMT

What is Automechanika?

- One of the world's leading international trade show brand
- 15 existing shows in a global series
- 16,000 exhibitors; 600,000 trade visitors; 120 trade associations
- Primarily aftermarket focused



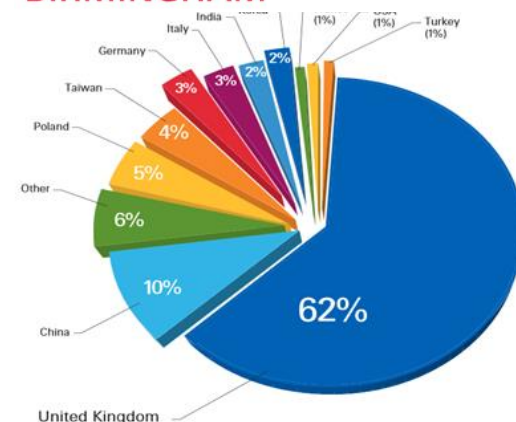
Automechanika Birmingham 2016

- 550 exhibitors
- 12,068 visitors
- 25% supply chain, 60% Aftermarket, 15% both
- Supply chain - 28% VM, 33% Tier one



automechanika

BIRMINGHAM



Automechanika Birmingham 2017

- Halls 6 + 17-20
- 70% growth in exhibition size
- +750 exhibitors expected
- New zoning



Open Forum – Tuesday 6 June

RICOH
imagine. change.

- Concourse Suites
- +300 people expected
- Supply chain and Future Technology focussed agenda
- Networking lunch at the Connected and Digital Technology Zone

08:30	Registration and networking
09:30	Session one
9:30 – 09:45	Introduction and welcome - Mike Hawes, CEO, SMMT
09:45 – 10:10	Supplying Nissan: A vision for the UK - Judith Richardson, VP Purchasing, Nissan Europe
10:10 – 10:35	Ford and the UK Supply Chain, Alan Draper, Director Purchasing Ford of Europe and Global Team Value Management, Ford
10:35 – 11:00	Transformative Trends Reshaping the Future of Automotive Aftermarket and Supply Chain - Sarwant Singh, Frost and Sullivan
11:00 – 11:30	Coffee break and networking
11:30	Session two
11:30 – 11:45	Future Automotive Technology and Market Trends - The View and Response of Adient, Micheal Flanagan, Vice President, Adient
11:45 – 12:00	As cars becomes computers on wheels where will they take us? Chris Turner, Director of Advanced Technology Marketing, ARM
12:00 – 12:15	The UK Supply Chain for Automotive Batteries – Prof David Greenwood, Advanced Propulsion Systems, WMG, University of Warwick
12:15 – 12:25	Panel Q&A
12:25 – 12:30	Closing comments, Mike Hawes, CEO, SMMT
12:30 – 15:00	Lunch and networking



Meet the Buyer – Wednesday 7 June

2017 MtB

- Excellent supplier opportunity
- 50% increase in EOIs vs 2016
- 21 buyers organisations confirmed
- No plenary

SMMT MEET THE BUYER

PROUD TO SUPPORT
INNOVATION IS GREAT
BRITAIN & NORTHERN IRELAND



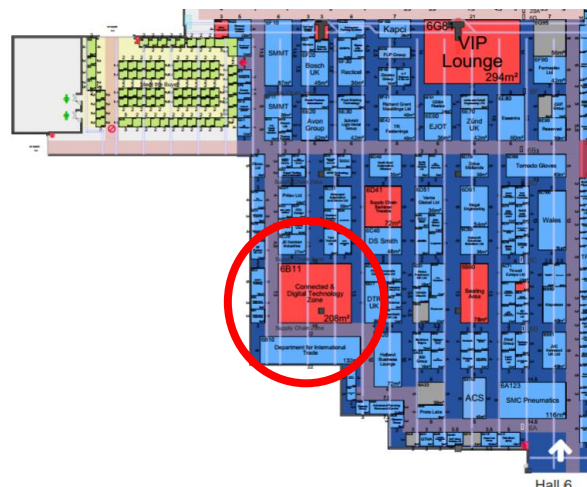

Connected and Digital Technology Zone

automechanika
BIRMINGHAM

Sponsored by:



- Adient – three seating assemblies
- JLR – Velar
- Kuka – Robotic arm
- Notts Uni – Facial recognition system
- Optis – VR experience
- Renishaw – Additive manufactured component
- Semcon Hololens
- WMG – Deliver-E

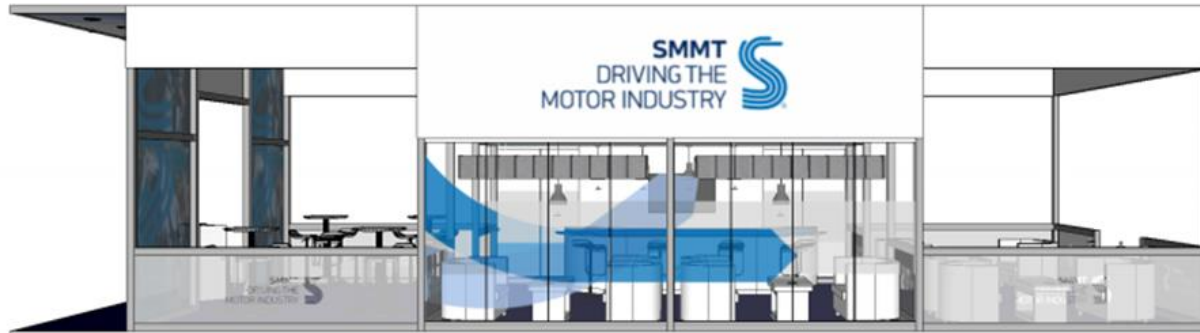


Supply Chain



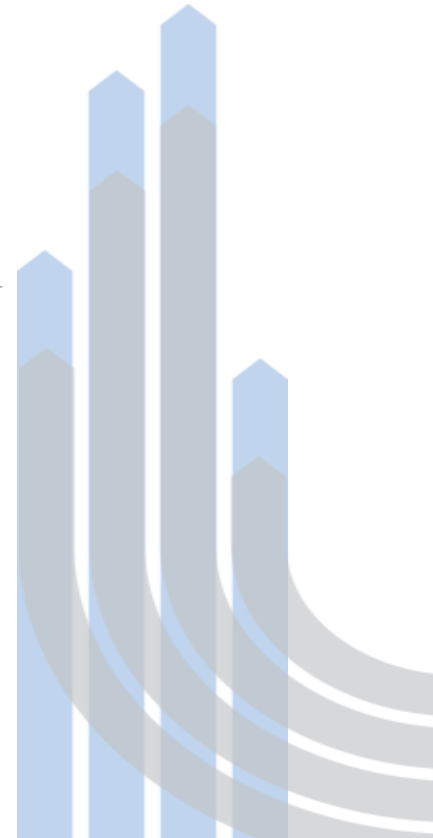
Additional activities

- VIP tours
- Networking drinks reception
- SMMT member's lounge
- Networking lunches



How to make the most of Meet the Buyer

Martin Wood, Director
Automotive Investment Organisation



The basics

Take sufficient business cards to the event

Take brochures to leave with the potential customer

1-2-1 meetings are 15 or 25mins, with 5 min switch over time. Be on time!

Have a structured presentation to get through the basics as effectively as possible

- company history, size, location(s) (one pager)
- commodities produced,
- current customers,
- accreditations,
- current QCD performance, design capability etc

Key message = 1 to 2 slides “Why source with us?”

Keep in mind that the purpose of the first meeting is to explore areas of mutual interest and opportunity

Leave a small pack with the buyer (no more than 1-4 slides)

What are potential customers looking for?

- QUALITY
- SERVICE
- DELIVERY
- TECHNOLOGY
- COST

Winning business with new customers

Typically suppliers have to

- **Adapt**

Automotive suppliers with an established competence in one commodity area, seeking to use those abilities to win business in another

- **Transition**

Tier-n suppliers wishing to come into direct Tier 1 business

- **Translate**

Established automotive suppliers trying to win business with a new customer or customer group

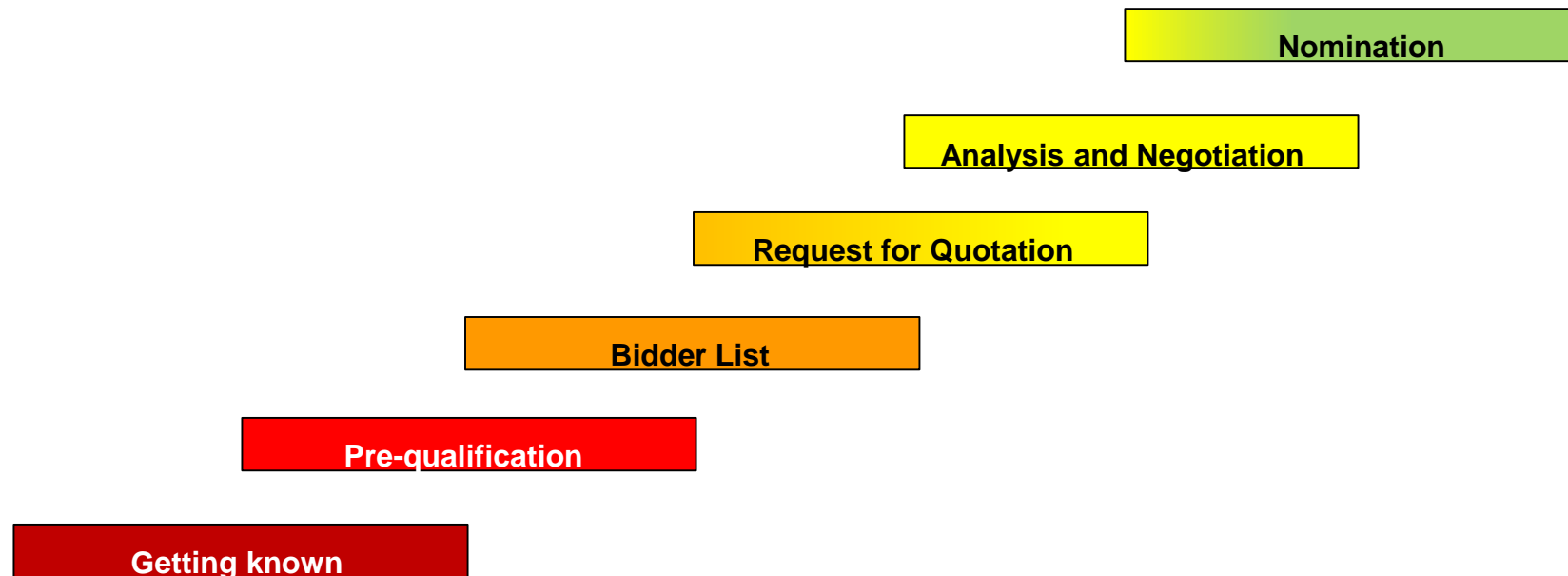
Translation

Learning to understand new customers

- **Understanding**
 - the opportunities
 - the decision process
 - the terminology and language
 - the culture
 - sources of data
 - how to present information
 - what is open for negotiation and what not

The key phases in winning a nomination

Translating potential into new business



The first step

Getting known

- This event is offering the opportunity for direct contact with potential customer's commodity leaders
- **Some dos and don'ts**
 - Don't focus on the "standard 100 slide company overview"
 - Identify specific opportunities
 - Understand and communicate your competitive position and USP

The first step

Getting known

- **Some dos and don'ts**
 - Demonstrate general competence, specific expertise, significant differentiation
 - Have a plan to interface with the customer's engineering office wherever it is based
 - Consider partnerships or collaborations
 - Have a realistic and credible expectation

Quoting

Be prepared for...

- Warranty Agreement
- IPTC (international purchasing terms and conditions)
- Confidentiality Agreement
- Spare parts standards
- Spare parts manual
- Confirmation of Concept Maturity Level
- Confirmation of producability
- Supplier Development Cost
- Tooling Analysis
- Logistics Analysis
- Patents

Summary

- Give thought to where you want to be in the supply chain
- Be professional in all aspects
- Understand that working with new customers is a process of translation
 - You have to learn their culture and “language”
- Having a “local” representative may help
- Being able to operate internationally is essential
- Invest in understanding and improving your competitive position
- Use your time well at the ‘Meet the Buyer event’

On the day requirements

Loreta El-Khatib, Assistant Member Services Manager
SMMT

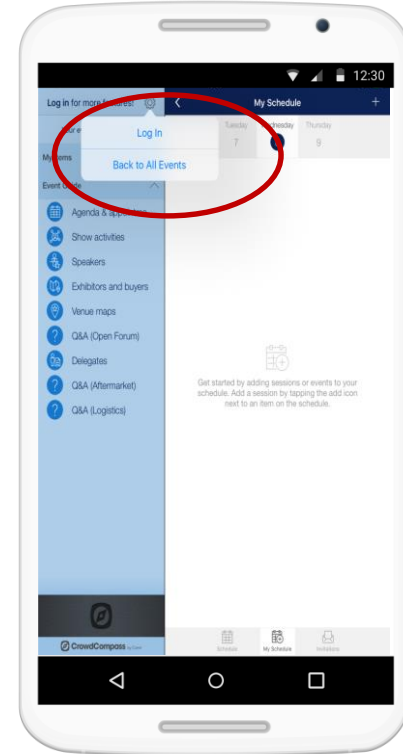
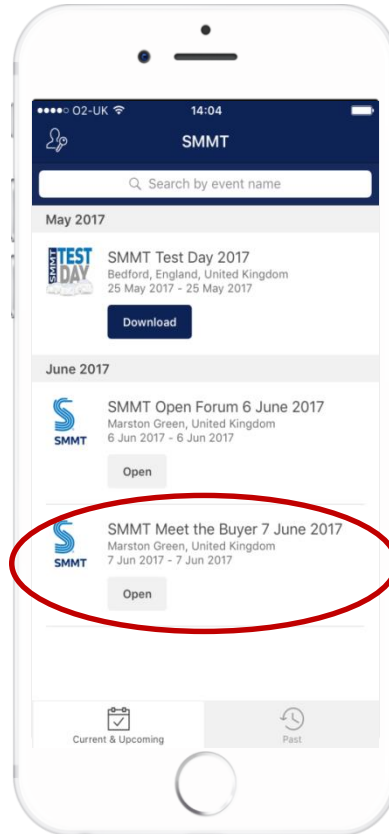
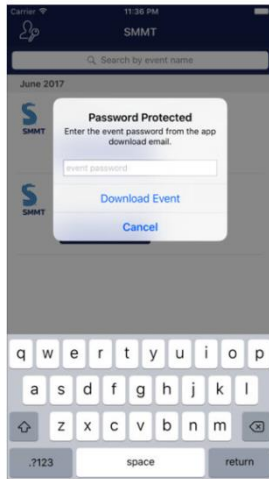
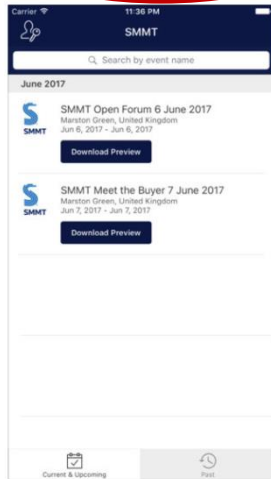
What to expect on the day

- Appointments take place within **Hall 6**
- Either **15 or 25 mins**. Times are subject to change but we'll do our best to avoid this.
- Please **remain on time** and respect the privacy of those meetings before you.
- There will be no notifications to indicate the start and end of the meetings.
- Find your scheduled appointments in the **SMMT events app** under Appointments > My schedule > 7 June
- Search '**smmt events**' in your app store, wait for the code and verify per device you will be using at the event.
- Speak to staff on the **SMMT stand (6F10)**, if you are unsure of where you are meant to be.

SMMT events app

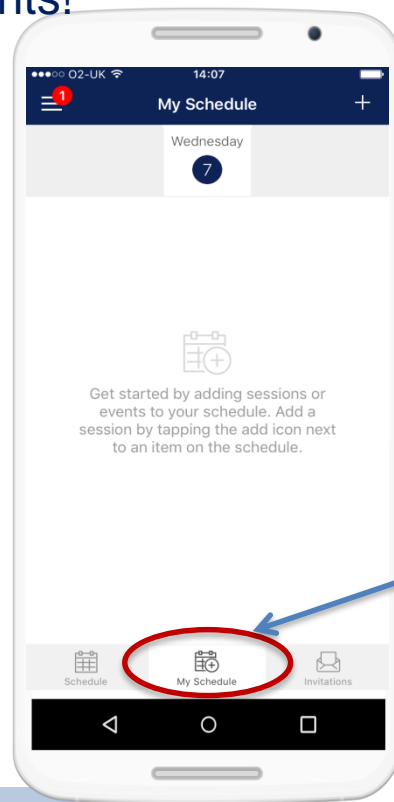
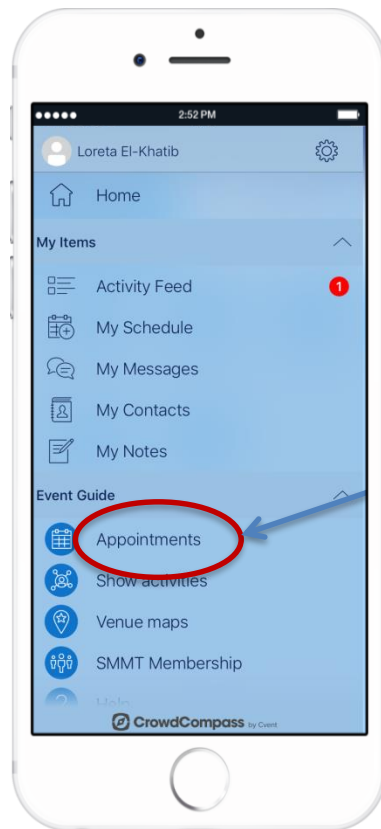
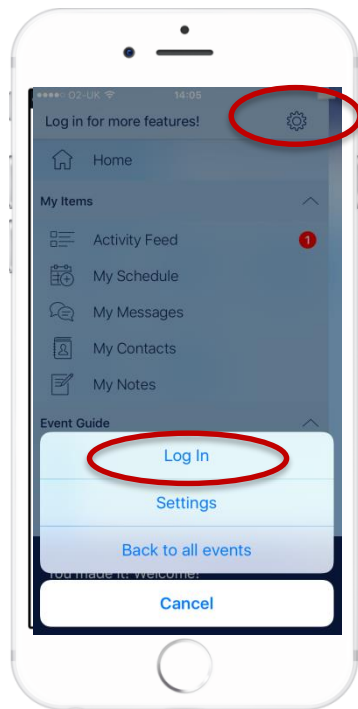


+ OPEN



Your scheduled meetings and buyer locations!

Allow the app to refresh with appointments!



What to expect on the day

Meeting requests process

- Advance schedule of one to one appointments
- Invitations have been sent and we'll continue to send in next couple of days
- Meeting request forms will be available from the SMMT stand on Tuesday and Wednesday morning. These will be collected at:
 - 12:00 and 15:00 on Tuesday
 - 5 mins to the hour on Wednesday until 12:30
- All will be presented to the buyers however Members will be prioritised where schedules are almost full



What to expect on the day

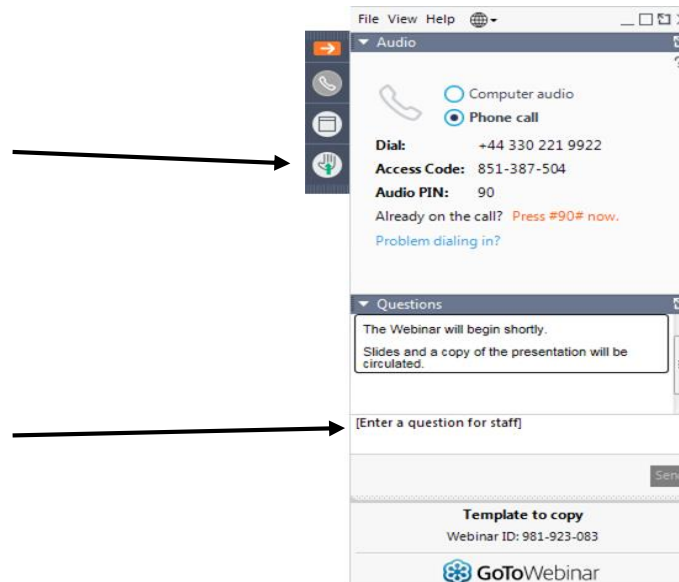
- [Buyers have the final say](#), SMMT cannot schedule a meeting unless instructed to by the buyers
- Buyer schedules may be full, but suppliers contact details will be shared where requested by the buyer after the event
- Make use of the [networking opportunity](#), visit the exhibitor stands and seminars taking place during the day.
- Speak to [SMMT staff available](#) on the stand and around the venue.
- Make sure your phone is switched on and [check for updates](#) on your meeting requests/cancellations
- [Wifi codes](#) will be made available in SMMT hot spots around the hall
- Please [complete feedback forms](#) which will be sent to you following the events.

Questions and Answers

Please click on the hand symbol to raise your hand if you have a question.

Please ensure that you are connected to the audio to ask a question.

Alternatively, you can type your question.



Email: **memberservices@smt.co.uk** with your questions after this session.

Slides emailed to participants after this session.

Thank You

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www.smmt.co.uk

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