

Make the most of your time at the Meet the Buyer

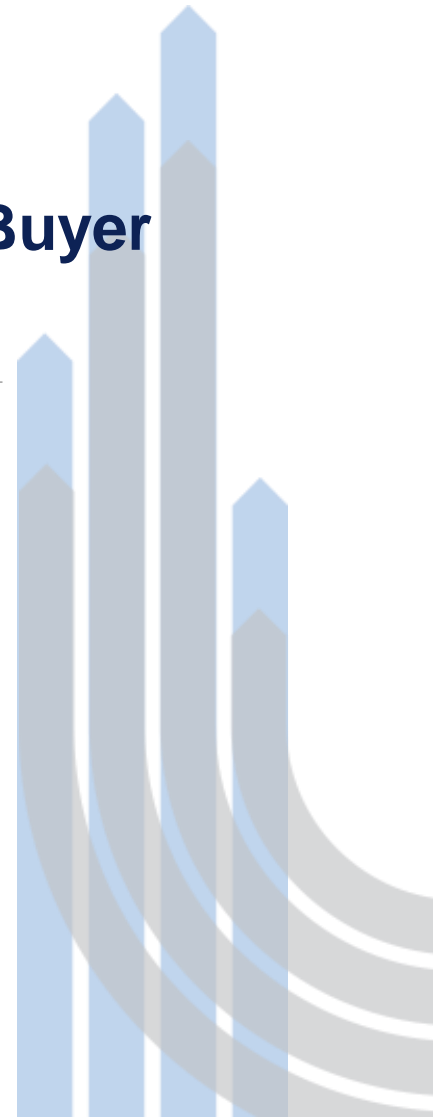
Taking place at Automechanika Birmingham 2016 (8 June)

24 May 2016

Sponsored by



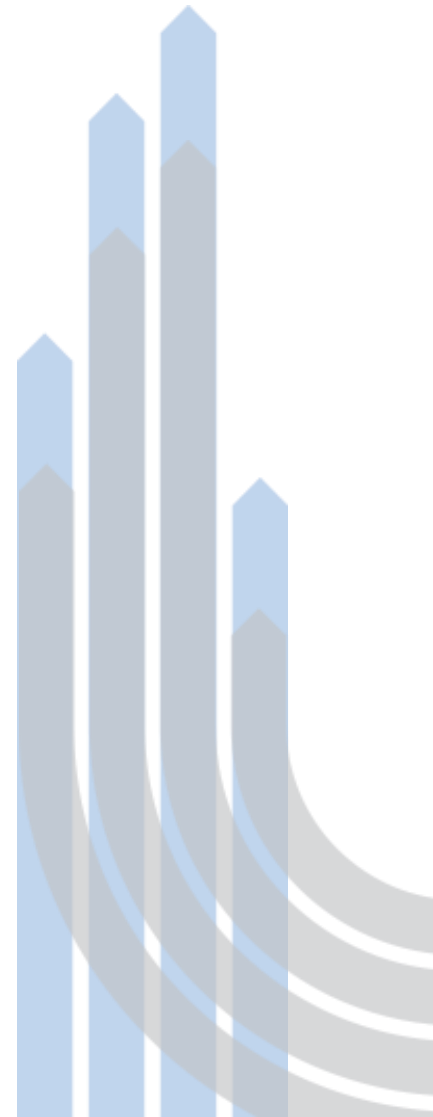
THE SOCIETY OF MOTOR MANUFACTURERS AND TRADERS LIMITED



- During presentations (10:30 – 11:00) 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.

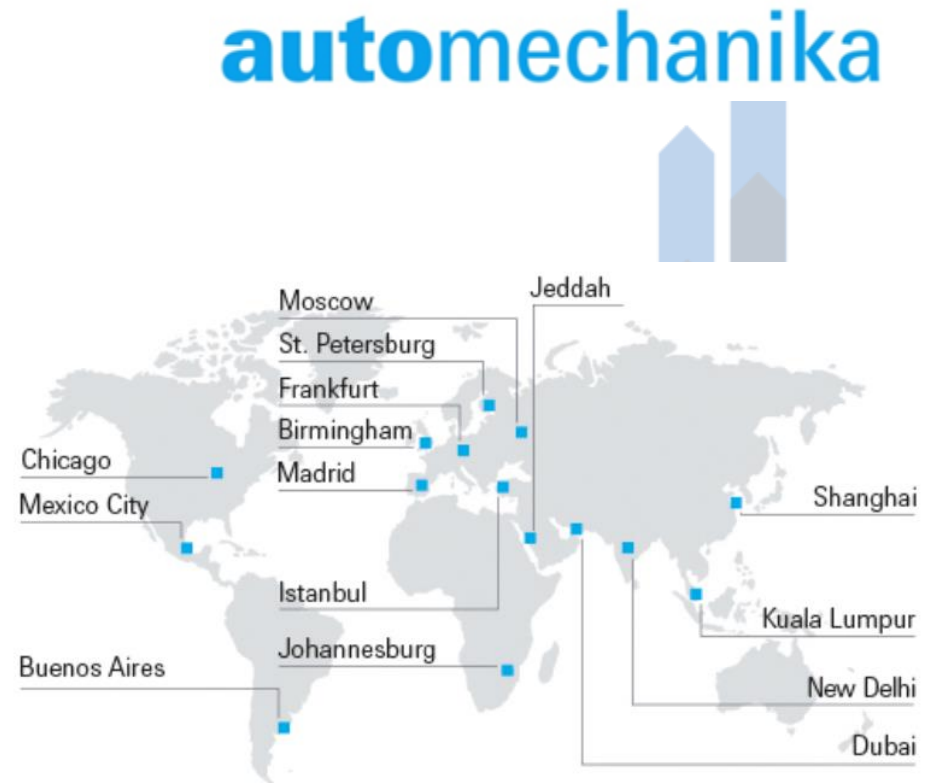
Luke Hampton

Society of Motor Manufacturers and Traders



What is Automechanika?

- The world's leading international trade show brand
- 14 existing shows in a global series
- 16,000 exhibitors; 600,000 trade visitors; 120 trade associations



Automechanika Birmingham

Key statistics

- 7 – 9 June 2016
- Halls 9, 10 & 11, NEC, Birmingham
- +550 exhibitors (62% UK, 38% international)

Key drivers

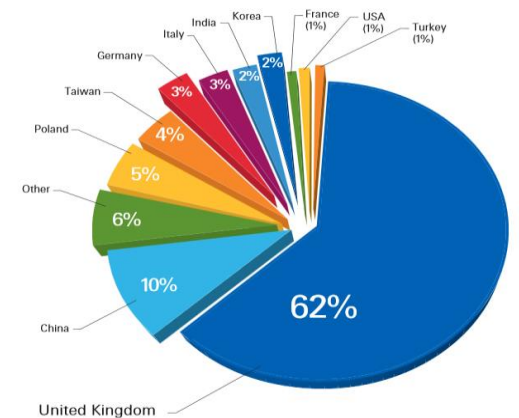
- Demand for a new UK automotive trade show
- The strength of UK automotive industry

Target audience

- Supply chain
- Aftermarket
- Service, maintenance and repair

automechanika
BIRMINGHAM

in association with
SMMT
DRIVING THE
MOTOR INDUSTRY

SMMT's role and responsibilities as the association partner

- Adding industry recognition by association
- Leveraging our networks to build a stronger visitor base
- Utilising our knowledge of the industry's priorities to ensure the show is relevant
- Providing opportunity for those involved to ensure a value add experience



Floorplan

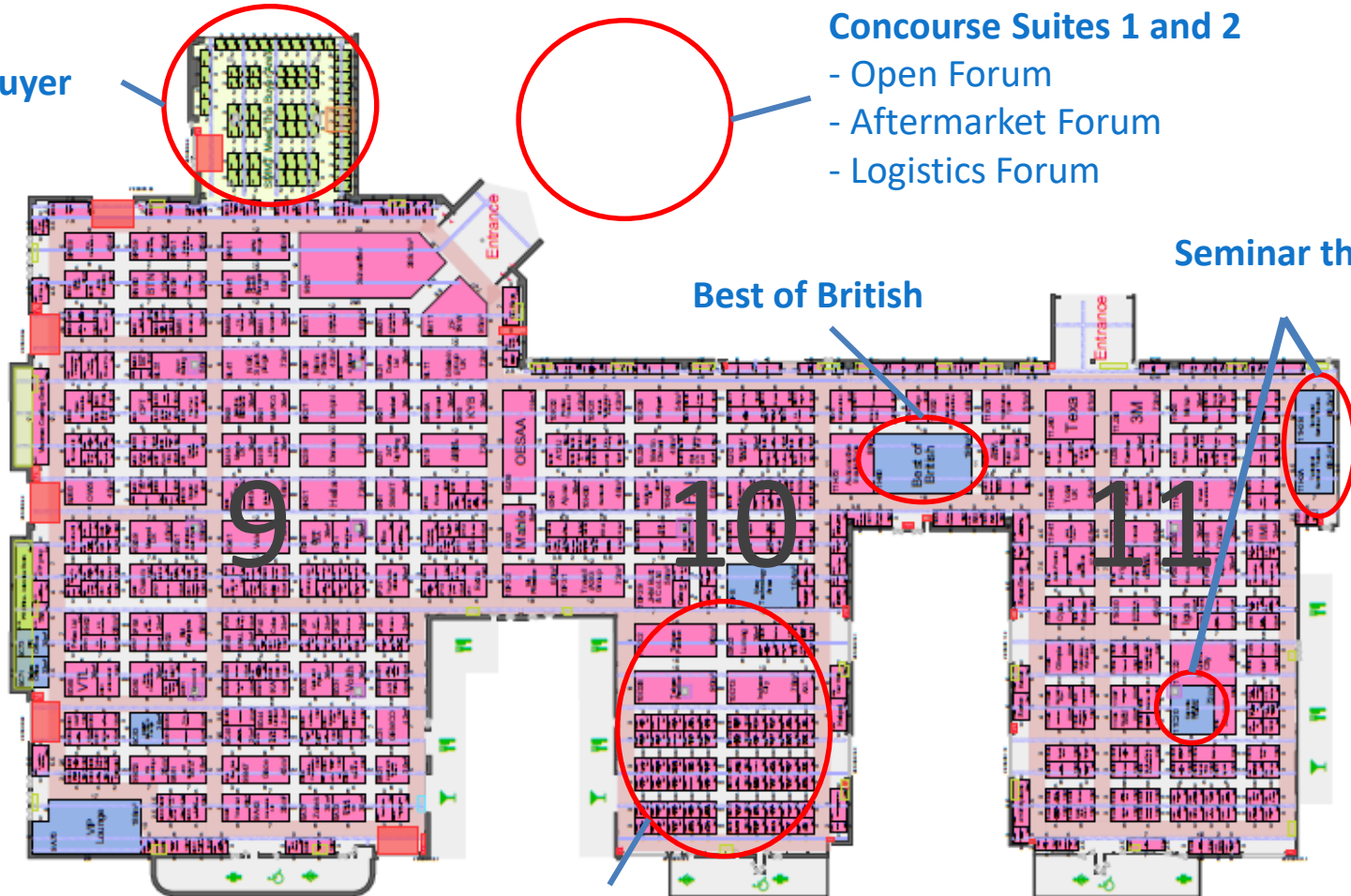
Meet the Buyer

Concourse Suites 1 and 2

- Open Forum
- Aftermarket Forum
- Logistics Forum

Seminar theatres

Best of British



International pavilions

Open Forum

Tuesday 7th June

- Biennial SMMT event with networking, exhibitions, keynote speakers and discussions surrounding the UK supply chain
- +500 delegates
- Industry led agenda
- Senior keynote speakers
- Purchasing focused discussion panel with vehicle manufacturers and tier 1s

SMMT **OPEN**
FORUM



Meet the Buyer

Wednesday 8th June

The largest Meet the Buyer ever:

- Targeting 25 buying organisations
- 70 individual buyers
- +300 supplier expressions of interest
- AIO partner to ensure a strong international element
- Targeting:
 - Key international organisations with potential FDI interests
 - UK suppliers with significant direct

SMMT MEET THE BUYER



UK Logistics Forum & Aftermarket Forum

Thursday 9th June

UK Logistics Forum (UKLF)

- An extended version of SMMT's successful UK Logistics Forum
- Focusing on key supply base issues
- Aimed at vehicle manufacturers, parts suppliers and logistics service providers

Aftermarket Forum

- An aftermarket-focused version of Open Forum
- Keynote speakers, panel discussions and Q&A sessions



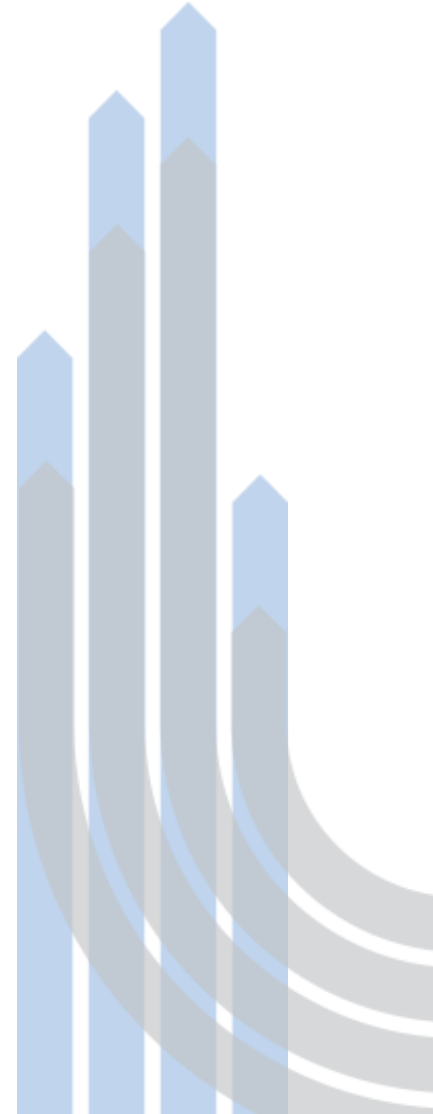
Additional activities

- SMMT stand
- SMMT Member's Lounge
- VIP tours
- Great British Manufacturing Stand
- Meet the Distributor
- Facilitated networking
- Drinks reception
- Seminar programme



Lawrence Davies

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 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

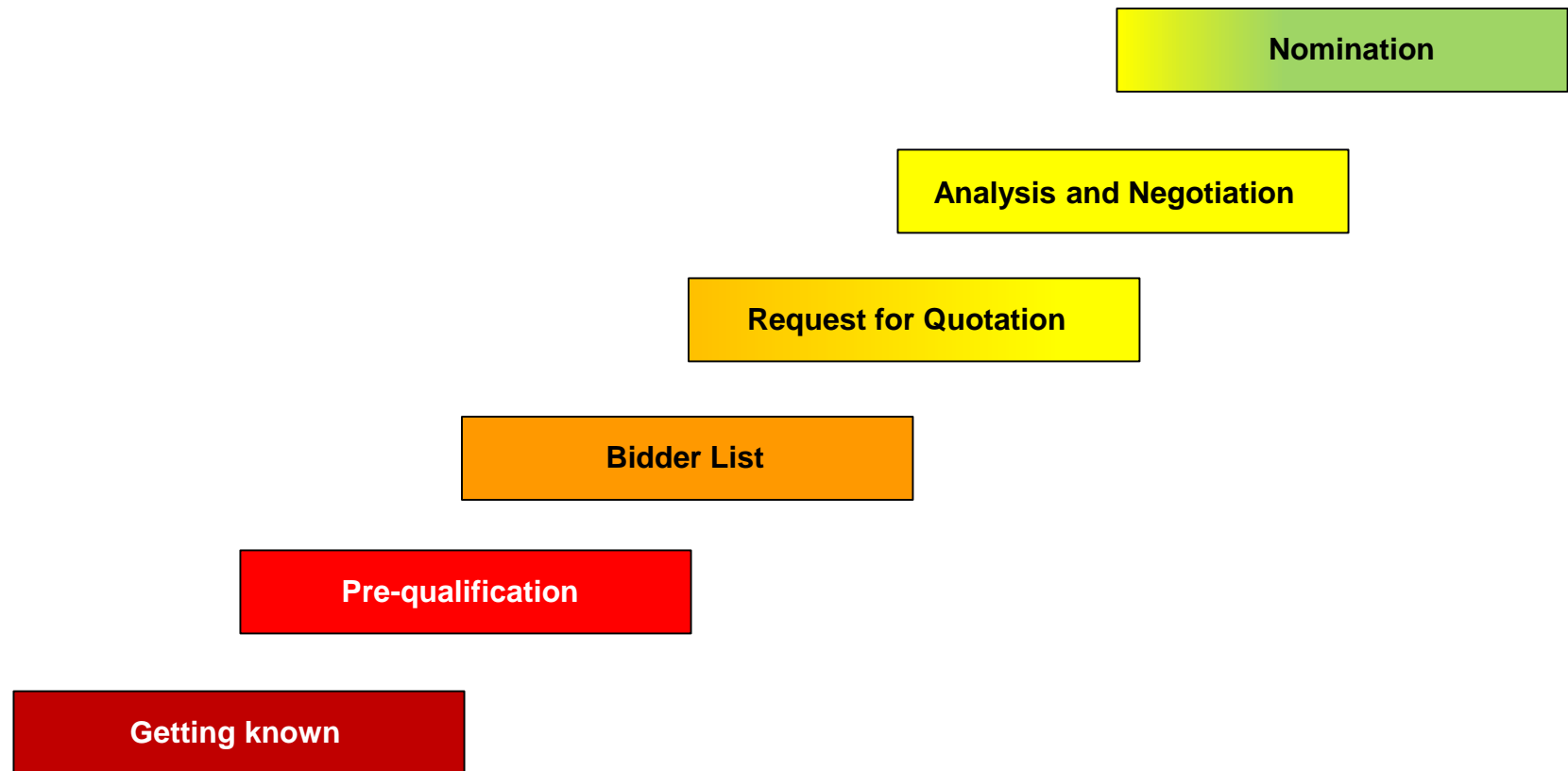
Translation

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’

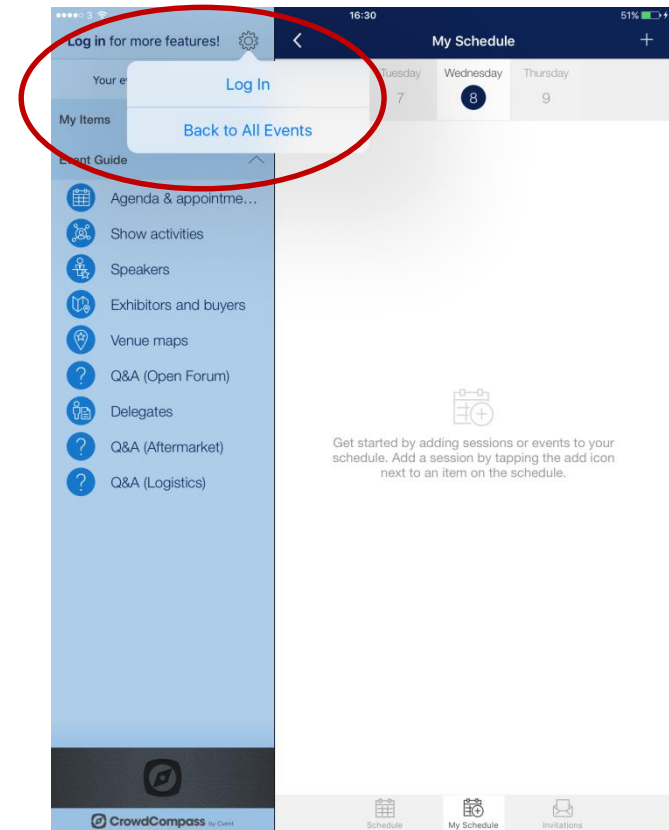
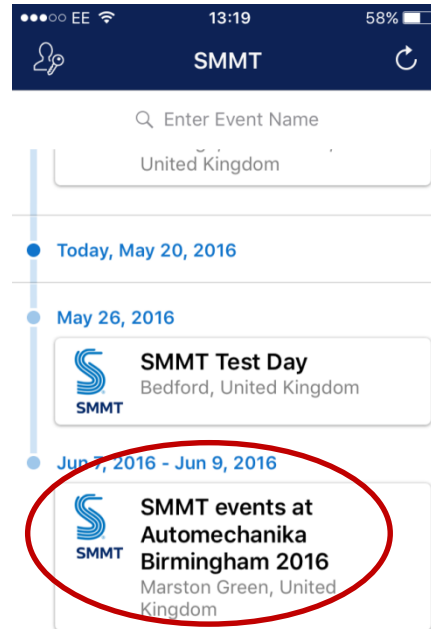
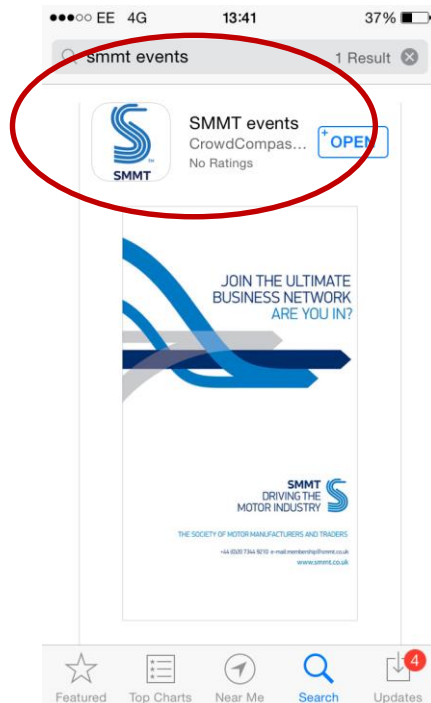
Nikki Huggett

Society of Motor Manufacturers and Traders

What to expect on the day

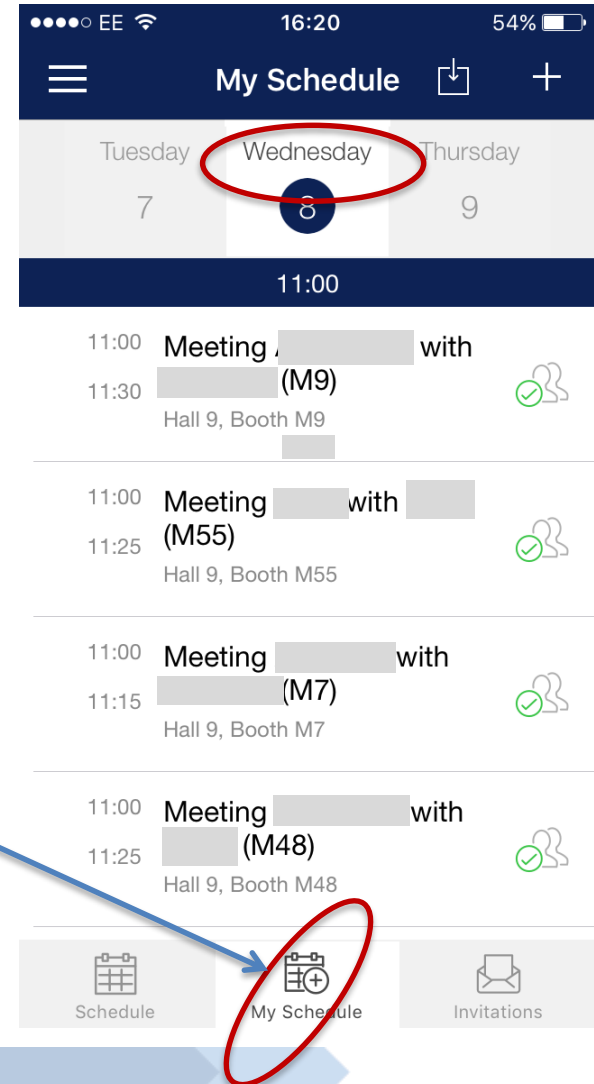
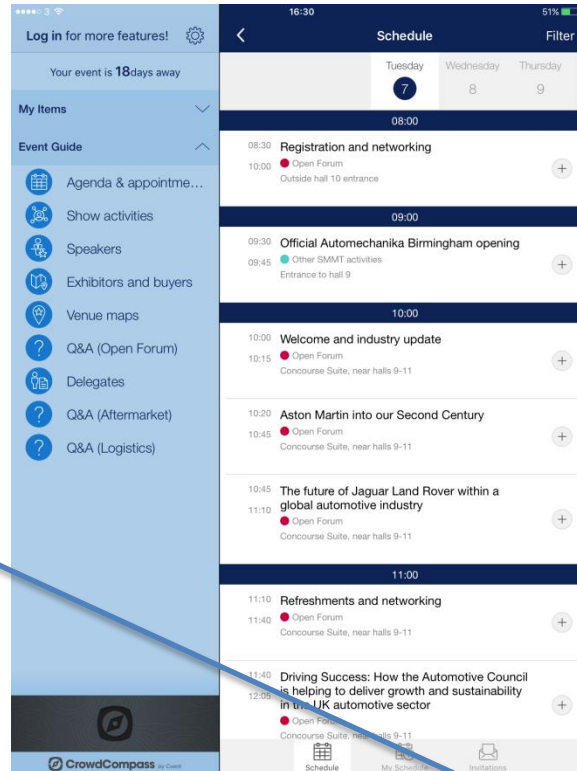
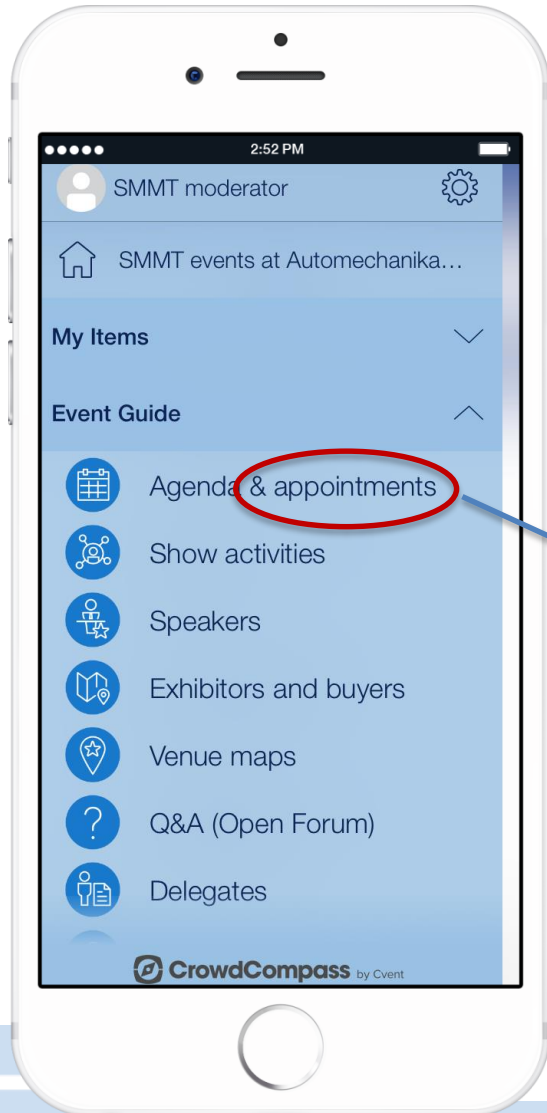
- Appointments take place within Hall 9
- Either 15 or 25 mins. Times are subject to change but we'll do our best to avoid this.
- Please remain on time and respect the privacy of those meeting before you.
- There will be no notifications to indicate the start and end of the meetings.
- Find your scheduled appointments in the SMMT events app under Agenda and appointments > My schedule > 8 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 (9H21), if you are unsure of where you are meant to be.

SMMT events app



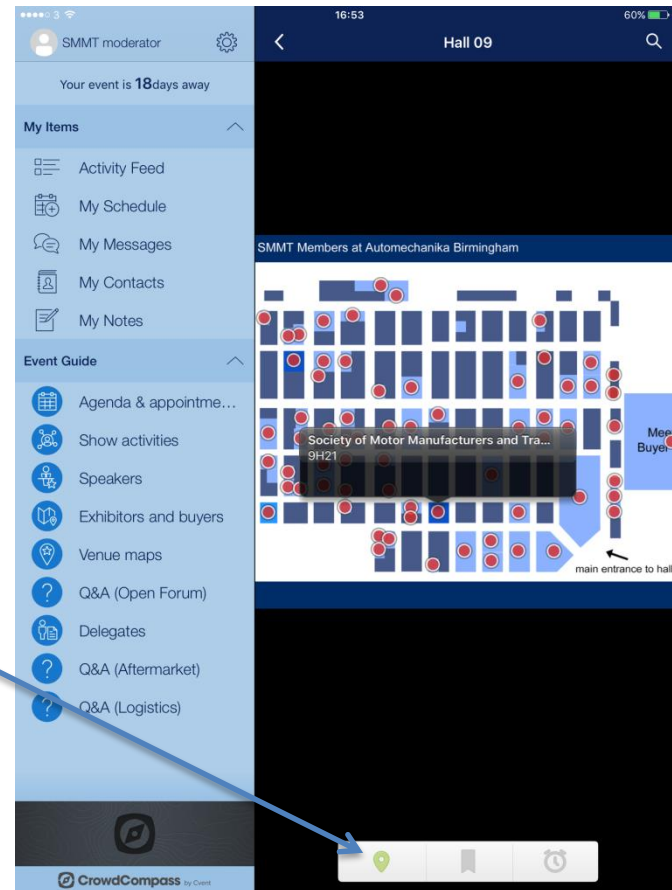
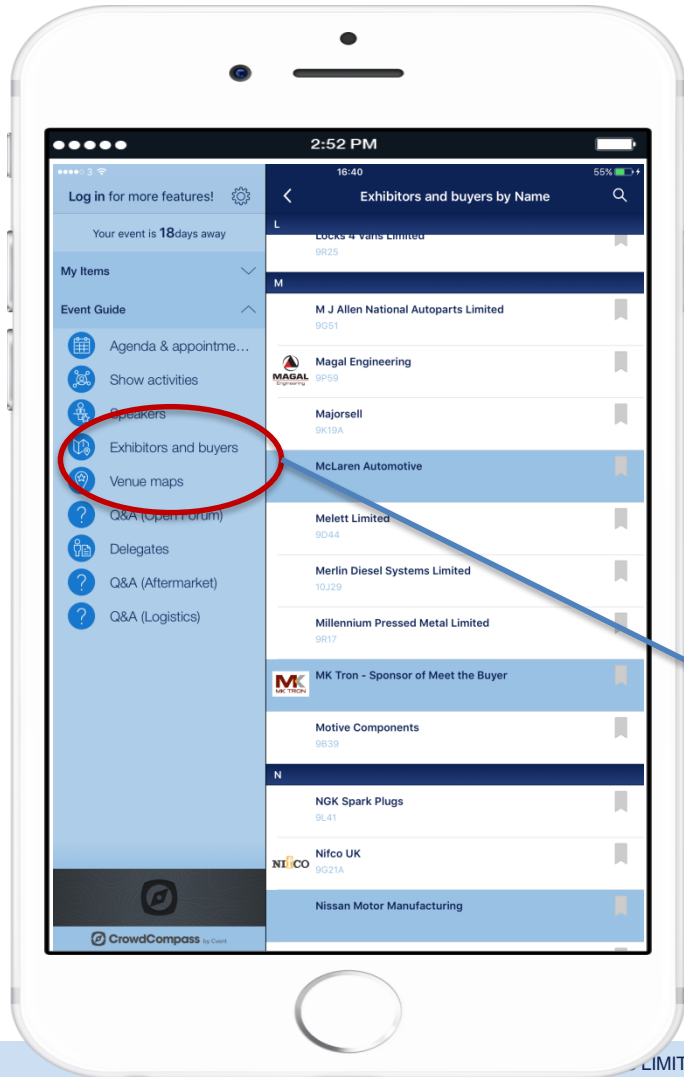
Your scheduled meetings and buyer locations!

Allow the app to refresh with appointments!

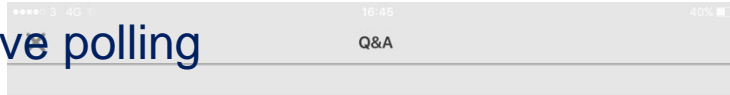
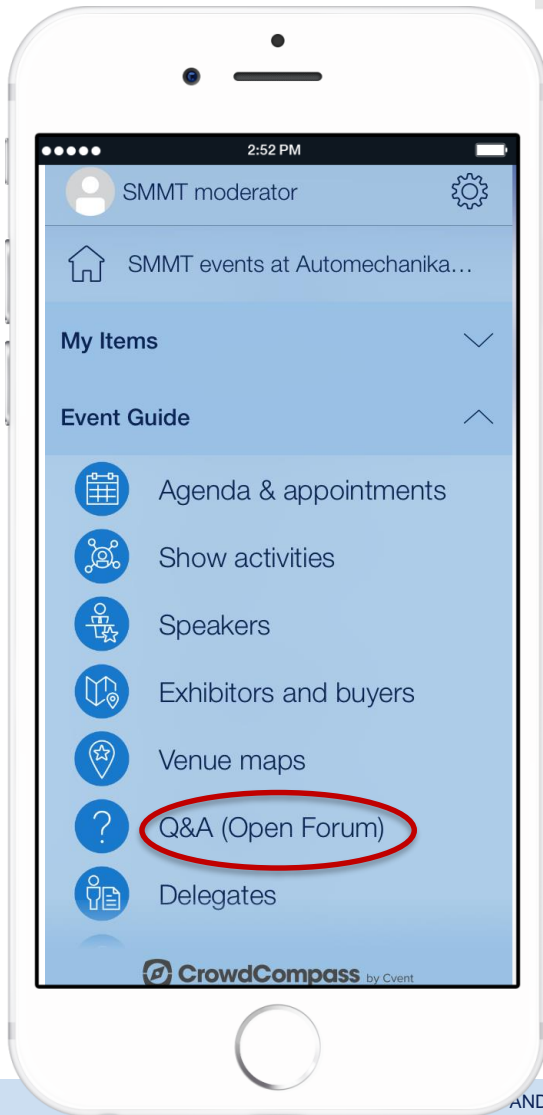


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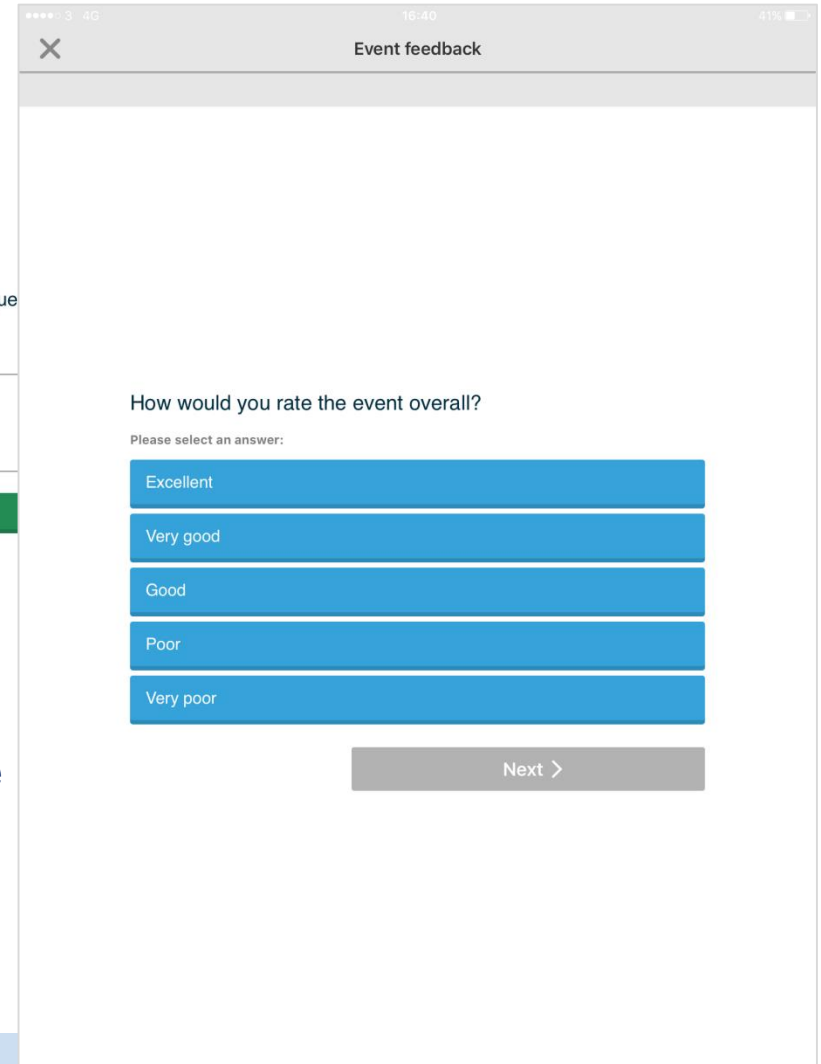
Find member exhibitors and buyer profiles on maps



Participate in Q&A and live polling



Feedback on the event overall



The tablet screen shows the 'Event feedback' interface. It has a title bar with a close button 'X' and the title 'Event feedback'. The status bar at the top shows '16:40' and '41%' battery. The main content area asks 'How would you rate the event overall?' and 'Please select an answer:'. Below this are five blue buttons: 'Excellent', 'Very good', 'Good', 'Poor', and 'Very poor'. At the bottom right, there is a grey button labeled 'Next >'.

What to expect on the day

Meeting requests process

- If you submitted your profile it has been sent to the buyers in advance to schedule one to one appointments
- Some invitations have been sent and we'll continue to send over the next couple of weeks
- If you have already booked interest through our ticket registration, Cvent, you should join us for the morning session even if you do not have appointments confirmed yet.
- Meeting request forms will be available from the SMMT stand on Tuesday and Wednesday morning. These will be collected at 1
 - 12:00 and 15:00 on Tuesday
 - 5 mins to the hour on Wednesday until 14:00
- 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 and concourse suite**
- **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@smmt.co.uk** with your questions after this session.

Slides emailed to participants after this session.

The Society of Motor Manufacturers and Traders Limited

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www.smmt.co.uk

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