

IS THE SECOND

19TH INTERNATIONAL
GERPISA COLLOQUIUM
8/9/10 JUNE 2011
PARIS



AUTOMOBILE REVOLUTION ON THE WAY?





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**19TH INTERNATIONAL
GERPISA COLLOQUIUM
8/9/10 JUIN 2011
PARIS**

In 2007 Gerpisa launched its 5th international research programme on "the automobile industry and sustainable development".

In 2011, the characteristics of the post-crisis landscape of the automobile industry remain unclear. The current period is one of industrial transformation of a scale previously unimaginable.

On the one hand, emerging markets have grown significantly and the growth of the Chinese market, in particular, has become of central importance. On the other hand, environmental concerns have successfully highlighted the question of the sustainability of the automobile's continued development if it remains dependent on the internal combustion engine.

If the first automobile revolution was the mass development of the car itself, it is possible that the combination of these two factors will create the stage for a second automobile revolution.

The 19th International Colloquium of Gerpisa gathers in Paris the representatives of the international research and the main actors of the sector in France from the 8th to the 10th of June 2011.

Wednesday

8th of June, 2011

08:30 – 09:00

Welcome of participants

09:00 - 10:00

Opening session

ÉRIC BESSON – **Ministre chargé de l'Industrie, de l'Énergie et de l'Économie numérique** (*subject to availability*)

PATRICK BLAIN – Président du CCFA
PATRICK BAILLY – Président du CNPA
CLAUDE CHAM – Président de la FIEV

10:15 – 12:15

Plenary session I. Between greening and BRICs: trade offs and synergies

BERNARD JULLIEN, Ecole Normale Supérieure de Cachan
MICHEL FREYSSNET, CNRS
FRANÇOIS GAYRAL, Direction Marketing & Communication Monde, Renault
PASCAL FEILLARD, Direction Stratégie Produits Marchés, PSA

12:15 – 14:00

Lunch

14:00 – 15:30

Parallel sessions

Session n°: 1

Automobile industries

Chair : MICHEL FREYSSNET, CNRS

1. WANG, Hua & Chris KIMBLE

Business Model Innovation in the Chinese Electric Vehicle Industry

2. CHARUE-DUBOC, Florence, Christophe MIDLER, & Rémi MANIAK

The role of experimentations in managing Electric Vehicle deployment

Session n°: 2

Automobile manufacturers

Chair : BRUNO JETIN, Université Paris Nord

1. PARDI, Tommaso

Toyota: the crisis and beyond

2. PRIES, Ludger

With Workers' Participation through the Crisis and

beyond? Strategies of German Carmakers to cope with the impact of the financial crisis

15:30 – 15:45

Coffee break

15:45 – 17:15

Plenary session II. Reconfiguration of the value chains: old and new actors in the automobile system

BERNARD JULLIEN, Ecole Normale Supérieure de Cachan
JEAN-PAUL BAILLY, President of CECRA
PHILIPPE PAYEN, Director of Strategy, Research and Sustainable Development
OLIVIER MELIS, General Director of Mobivia

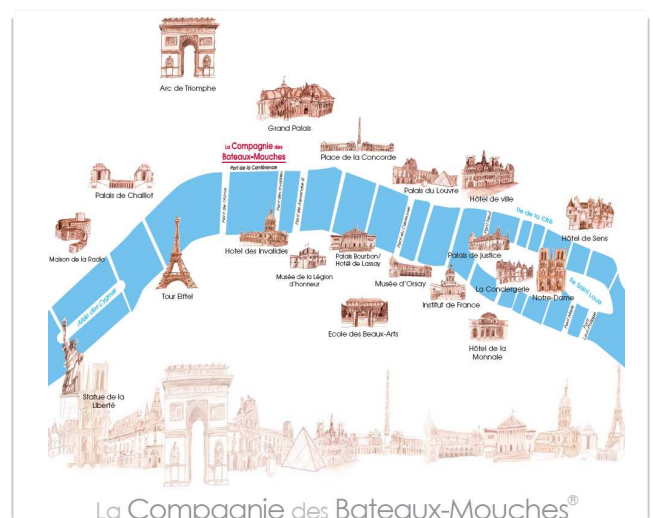
17:30 - 18:00

Closing session

NATHALIE KOSCIUSKO-MORIZET – **Ministre de l'Écologie, du Développement durable, des Transports et du Logement** (*subject to availability*)

19:30

Gala Dinner



Port de la Conférence - Pont de l'Alma, Rive Droite – 75008 Paris

Thursday

9th of June, 2011

08:45 – 09:00

Breakfast

09:00 – 10:30

Parallel sessions

Session n°: 3

Automobile industries : Mexico

Room : F001-002

Chair : VINCENT FRIGANT, Université Montesquieu - Bordeaux IV

1. DAVILLE, Selva

Crisis, Restructuration and Territorial Configuration of the Automotive Industry in Mexico City 1993-2010

2. CONTRERAS, Oscar F., & Jorge CARRILLO

Local Entrepreneurship within Global Production

Networks: the Automotive Industry in Mexico (2000-2010)

3. COVARRUBIAS, Alex V.

The Mexican Auto Industry 2008-2010: From the Crisis to a Greater Regiocentric Sway

Session n°: 4

Technological transformations, systemic transformations

Room : L410

Chair : MARIO SALERNO, University of São Paulo, Ecole polytechnique

1. MCDERMOTT, Michael, & Denise LUETHGE

Brazil: Autos and Ethanol – marriage of international investors and local resources

2. AMATUCCI, Marcos, & EDUARDO E. Spers

Institutions, Technological and Commercial Innovations in the Brazilian Ethanol Industry

Session n°: 5

Automobile manufacturers

Room : JA01

Chair : TOMMASO PARDI, Ecole Normale Supérieure de Cachan

1. JO, Hyung JE, & Jong-sung YOU

A Dialectic Development of Korean Automobile Industry: Focusing on Hyundai Motor Company's Production Model

2. CHUNG, Myeong-Kee

Turning Crisis into Opportunity: Is Korean Automobile firms in the new century leap forward?

3. SHIMOKAWA, Koichi

The Global Automotive Industry - Past and Future

Session n°: 6

Transformations in demand

Room : JA05

Chair : BERNARD JULLIEN, Ecole Normale Supérieure de Cachan

1. ALVAREZ, Lourdes

The demand of automobiles in Mexico after the economic crisis

2. JETIN, Bruno

The US automobile market after the crisis: back to business as usual or birth of a new industry?

10:30 – 10:45

Coffee break

10:45 – 12:15

Parallel sessions

Session n°: 7

Automobile industries : the Mediterrean

Room : F001-002

Chair : JEAN-BERNARD LAYAN, Université Montesquieu - Bordeaux IV

1. TOUFIK, Said

Performances économiques et spillovers technologiques : quelle interaction pour le cas de l'industrie automobile au Maroc ?

2. DURUIZ, Lale

Turkish Automobile Industry

Session n°: 8

Technological transformations, systemic transformations

Room : L410

Chair : VINCENT FRIGANT, Université Montesquieu - Bordeaux IV

1. DOMANSKI, Boleslaw, Robert GUZIK, & Krzysztof GWOSDZ

Environmental pressure in the fragmented markets: the rise and the fall of bus-makers in Poland

2. SUSHANDOYO, Dedy

Vehicle maker-lead customer relationships in the development of environmentally friendly vehicles

3. BRANDES, Ove, Staffan BREGE, & Per-Olof BREHMER

The Strategic Importance of Supplier Relationships in the Automotive Industry

Session n°: 9

Automobile manufacturers : China (1)

Room : JA01

Chair : GIUSEPPE GIULIO CALABRESE, Ceris-Cnr

1. KUCHIKI, Akifumi

Flowchart Approach to Industrial Cluster Policy from the point of Sequence Economics

2. BALCET, Giovanni, Xavier RICHEL, & Hua WANG

Geely: a trajectory of catching up and multinational growth

Thursday

9th of June, 2011

3. LEE, Chunli

Industrial Policies, the Business Model of BYD and the Chinese "Green New Deal"

Session n°: 10

Transformations in demand

Room : JA05

Chair : BRUNO JETIN, Université Paris Nord

1. DIJK, Marc, & Jorrit NIJHUIS

Consumer attitudes towards alternative vehicles

2. MCDERMOTT, Michael

Social Media and the Automobile Industry: The Real Revolution

12:15 – 14:00

Lunch

14:00 – 15:30

Parallel sessions

Session n°: 11

Automobile industries

Room : F001-002

Chair : DAN COFFEY, University of Leeds

1. FRIGANT, Vincent

Egyptian pyramid or Aztec pyramid: what is the organisational structure of the automotive buyer/supplier relationships?

2. DANKBAAR, Ben

The growing complexity of the car and relations between car manufacturers and their suppliers

Session n°: 12

Technological transformations, systemic transformations

Room : L410

Chair : SIGFRIDO RAMIREZ, Università Bocconi

1. BELZOWSKI Bruce, University of Michigan

Alternative powertrain strategies and fleet turnover in the 21st century

2. WALLER, Ben

Developing a new Plug-in Electric Vehicle ecosystem for automotive distribution

3. VERVAEKE, Monique

Industrial Design and New Mobility System

Session n°: 13

Automobile industries : Mexico (2)

Room : JA01

Chair : JORGE CARRILLO-VIVEROS, El Colegio de la Frontera Norte

1. CASTELLANOS, Julio, Julio

The impact of intra-firm trade in the automotive industry in Mexico

2. MARTIN, Victoria Ma. A.

The technological development of the auto industry in Mexico

Session n°: 14

Transformations in demand : Asia

Room : JA05

Chair : BRUNO JETIN, Université Paris Nord

1. TECHAKANONT, Kriengkrai, & Sittisak

LEELAHANON

Impact of Economic Crises on the Thai Automobile Industry

2. BUNGSCHE, Holger

Japan's Automobile Market and Industry after the Crisis – Back to Business as Usual or Further on the Way to Sustainability?

15:30 – 15:45

Coffee break

15:45 – 17:15

Parallel sessions

Session n°: 15

Automobile industries

Room : F001-002

Chair : BRUNO JETIN, Université Paris Nord

1. STAROSTENKOVA, Elena

The demand for cars in Russia: before and after recession

2. KLIER, Thomas, & Jim RUBENSTEIN

Reconfiguration of the North American and European auto industries - a study in contrast

Session n°: 16

Technological transformations, systemic transformations

Room : L410

Chair : GIUSEPPE GIULIO CALABRESE, Ceris-Cnr

1. DIJK, Marc, & Carlos MONTALVO

Firm perspectives on hydrogen

2. BERGGREN, Christian

Reducing automotive emissions. The potentials of internal combustion technologies and the power of policy

Session n°: 17

Technological transformations, systemic transformations

Room : JA01

Chair : BERNARD JULLIEN, Ecole Normale Supérieure de Cachan

1. WELLS, Peter

Resistance and resilience: the challenges for constructing benign path dependency in the automotive industry

2. GARIBALDO, Francesco

Urban mobility as the product of a systemic change

Thursday

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3. RAVINET, Pierre, & Walter PIZZAFERRI

Incremental and radical shifts in the automotive networks and innovative processes

Session n°: 18

Automobile manufacturers

Room : JA05

Chair : TOMMASO PARDI, Ecole Normale Supérieure de Cachan

1. BYOSIERE, Philippe, & Denise J. LUETHGE

Honda's Changing Balancing Act: Industrialized to Emerging Market Production

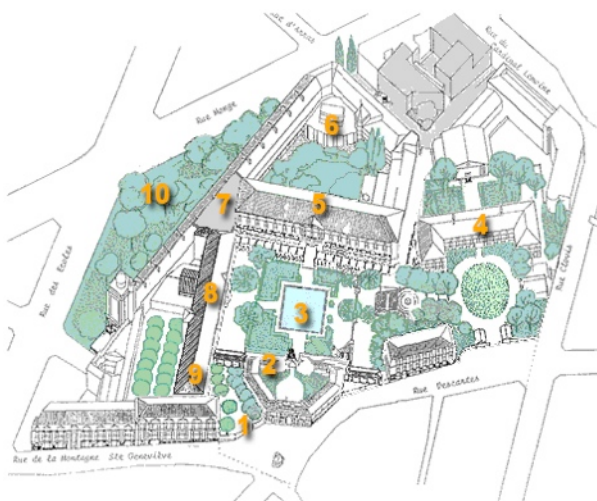
2. FUJIMOTO, Takahiro, Merieke STEVENS, &

Takahiro TOMINO

Nissan: Focus on Electric Vehicle

17:15 – 18:30

Cocktail



- 1 - Entrée rue Descartes
- 2 - Galerie de Navarre
- 3 - Jardin Carré
- 4 - Pavillon Boncourt
- 5 - Pavillon Joffre
- 6 - Jardin intérieur
- 7 - Rotule
- 8 - Pavillon Foch
- 9 - Piscine
- 10 - Square Paul Langevin

Friday

10th of June, 2011

08:45 – 09:00

Breakfast

09:00 – 10:30

Parallel sessions

Session n°: 19

Automobile industries : Brazil

Room : L214

Chair : JORGE CARRILLO-VIVEROS, El Colegio de la Frontera Norte

1. BAGNO, Barros, Ana DIAS, Maria PEREIRA, Thiago DE SOUZA, & Marina BACHOUR

Consolidating technological capabilities in mature Brazilian automotive subsidiaries: from local creativity to global institutionalization... and beyond?

2. IBUSUKI, Ugo, Paulo Carlos KAMINSKI, & Hideo KOBAYASHI

Localization of Product Development based on Competitive Advantage of Location and Government Policies: Case-study of Carmakers in Brazil

3. DIAS, Ana, Barros BAGNO, Otávio CAMARGO, Maria PEREIRA, & Gustavo BRITTO

Recent evolutions in R&D activities in the Brazilian automotive industry

Session n°: 20

Automobile industries

Room : L410

Chair : JEAN-BERNARD LAYAN, Université Montesquieu - Bordeaux IV

1. HAVAS, ATTILA

Innovation Strategies of Hungarian Automotive Suppliers

2. SCEPANOVIC, Vera

Institutional configurations and industrial dynamics in the Central and East European automotive sector

3. JIMÉNEZ, HUMBERTO GARCÍA, & JORGE CARRILLO

Transformation Mechanisms of the Mexican automotive industry: Evolution and Transitional Phases

Session n°: 21

Automobile industries : China (2)

Room : JA01

Chair : HUA WANG, Euromed Management

1. ALVAREZ, Lourdes

China and México: competition for the United State automobile Market

2. DONNELLY, Tom, Jason BEGLEY, & Clive COLLIS
Chinese automotive companies: Jumping over the Great Wall

3. AMIGHINI, Alessia

The international expansion of Chinese auto producers: typology and trends

Session n°: 22

Technological transformations, systemic transformations

Room : JA05

Chair : GIUSEPPE GIULIO CALABRESE, Ceris-Cnr

1. FOJCIK, Thomas M.

Ready for change in uncertain times - Organizational Capacity for Change in the Transition to New Forms of Motorisation

2. CAZENAVE, Franck, Susanne HAUBER, & Mueller JURGUEN

The mobility revolution: from car ownership to electric carsharing

3. LARA, Arturo, & Ernesto URBINA

Technological transition and exploration/exploitation strategy in advanced batteries: The Toyota case.

10:30 – 10:45

Coffee break

10:45 – 12:15

Parallel sessions

Session n°: 23

Automobile industries : China (3)

Room : L214

Chair : GIOVANNI BALCET, Università di Torino

1. PROFF, Heike

Managing the transition to electric mobility in Chinese automotive subsidiaries of MNCs

2. COLLIS, Clive

The Role of the Joint Venture mode of Foreign Direct Investment in the development of the Chinese automobile Industry

3. SHIOJI, Hiromi

Which Segment is the biggest Sales Zone in Chinese Automobile Market?

Session n°: 24

Automobile industries : East Europe

Room : L410

Chair : VINCENT FRIGANT, Université Montesquieu - Bordeaux IV

1. HEIM, Stéphane, & Nathalie RODET-KROICHVILI

Re-organization of design and manufacturing processes in the automotive industry at a global level: a comparison of European and non-European actors' strategies in Eastern countries and their consequences

Friday

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2. PAVLINEK, Petr, & Jan ZENKA

The Internationalization of Corporate R&D: Effects in the Automotive Industry of East-Central Europe

Session n°: 25

Production, work and industrial relations

Room : JA01

Chair : ULRICH JÜRGENS, WZB

1. KRZYWDZINSKI, Martin

Changing Industrial Relations in the Russian Car Industry

2. DE RUYTER, Alex, David BAILEY, & Gill BENTLEY

Precariousness of employment: an analysis of the labour market status of MG Rover workers after plant closure

Session n°: 26

Transformations in demand

Room : JA05

Chair : GIUSEPPE GIULIO CALABRESE, Ceris-Cnr

1. STAEBLEIN, Thomas, Katsuki AOKI, & Takahiro

TOMINO

External product variety, mass customization and order fulfillment in the automotive industry: A comparison between German and Japanese cases

2. COFFEY, Dan, & Carole THORNLEY

Rethinking Kanban Systems: a complete formal exposition and assessment

12:15 – 14:00

Lunch

14:00 – 15:30

Parallel sessions

Session n°: 27

Automobile industries

Room : L214

Chair : BERNARD JULLIEN, Ecole Normale Supérieure de Cachan

1. BARNES, Justin, & Anthony BLACK

Multinational strategy, industrial policy and local capability: A comparison of automotive industry development in South Africa and Thailand

2. ORIHASHI, Shinya

The Future of automotive industry in Thailand

3. ZILBOVICIUS, Mauro, & Roberto MARX

What is the Role for Brazil in the New Automotive Industry? Threats and opportunities in a changing future for the car and its industry

Session n°: 28

Technological transformations, systemic transformations

Room : L410

Chair : BRUNO JETIN, Université Paris Nord

1. HILDERMEIER, Julia, & AXEL Villareal

Sustainable Development as a strategic challenge for OEMs: Policies on the Battery Electric Car in Germany and France

2. BEGLEY, Jason, Tom DONNELLY, Clive COLLIS, David

JARVIS, & Nigel BERKELEY

UK national policy and the development of the Low Carbon Vehicle Sector

Session n°: 29

Production, work and industrial relations

Room : JA01

Chair : ELSIE CHARRON, CNRS

1. HAUSER-DITZ, Axel, Valentina MÄHLMAYER, &

Ludger PRIES

Regulating cross border restructuring in the Automotive Supply Industry – any Role for European Works Councils?

2. DA COSTA, Isabel

Global Restructuring of Transnational Companies :

Negotiations in the Auto Industry

3. SEELIGER, Martin

‘One Best Way’ of Short-Time Work? A comparative perspective on the implementation of working-time accounts in Germany and South Africa during the financial crisis 2008/2009

15:45 – 17:15

Plenary session III. Towards a new international program: the new divisions of work

GIUSEPPE GIULIO CALABRESE, Ceris-Cnr

BOLESŁAW DOMANSKI, Jagiellonian University

BERNARD JULLIEN, Ecole Normale Supérieure de Cachan

BRUNO JETIN, Université Paris Nord

TOMMASO PARDI, Ecole Normale Supérieure de Cachan

LUDGER PRIES, Ruhr-Universität Bochum

17h15 - 17h45

Closing session

JEAN-YVES MERINDOL, Président de l'Ecole Normale Supérieure de Cachan

VALÉRIE PÉCRESSÉ – Ministre de l'Enseignement supérieur et de la Recherche (*subject to availability*)

20:00

Dîner

LA MOSQUÉE, 39, rue Saint-Hilaire, Paris 7500

GIS GERPISA

Groupement d'Intérêt Scientifique

Ecole Normale Supérieure de Cachan



MEIE (Ministère de l'Économie, de l'Industrie et de l'Emploi)

Yves ROBIN – Chef du service de l'Industrie à la DGCIS
Emmanuel CLAUSE – Chargé de mission en charge du développement

MEDDTL (Ministère de l'Écologie, du Développement Durable, des Transports et du Logement)

Régine BREHIER – Directrice de la recherche et de l'innovation au CGDD
Jean-François SANCHEZ – Chef de la Mission transports (CGD/DRI/SR4)
Daniel KOPACZEWSKI – Sous-directeur de la sécurité et des émissions à la DGEC



CCFA

Patrick BLAIN – Président du CCFA
Pierre-Louis DEBAR – Directeur économie, statistiques et transports du CCFA



CNPA

Patrick BAILLY – Président du CNPA
Sébastien BOUCHINDHOMME – Directeur du réseau territorial et de la communication du CNPA



FIEV

Claude CHAM – Président de la FIEV
Franck FONTANESI – Responsable économie et statistiques de la FIEV



ENS de CACHAN

Jean-Yves MERINDOL – Président de l'Ecole normale supérieure de Cachan



L'Université Montesquieu Bordeaux 4

Yannick LUNG – Président de l'Université Bordeaux IV
Vincent FRIGANT – Université Bordeaux IV



EHESS

François WEIL – Président de l'EHESS
Philippe CASELLA – Directeur du développement de la recherche de l'EHESS
Patrick FRIDENSON – Directeur d'études à l'EHESS



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