

ICDP Autumn Forum 2008
Le Mas d'Artigny, St Paul de Vence, Nice, France
Wednesday 22nd – Thursday 23rd October
What future for a customer-driven system?

ICDP's Autumn Forum provides a unique opportunity for senior executives involved in all aspects of car retailing and distribution to immerse themselves in the critical ingredients of strategy. Only open to programme members and selected guests, the sessions are based on the presentation of rigorous and focused research, but with the accent firmly on group networking and debate.

The theme for this year's meeting is a highly topical question relevant to all involved in distribution and network strategy whether at a manufacturer, dealer, or service provider: *what future for a customer-driven system?* In a challenging marketplace, what will be the key elements for all industry players in developing and, critically, to maintaining a more customer-focused approach to new and used car sales and after-sales?

- We shall present the highlights of our major European study into the performance of new car supply systems within franchised networks, and will debate the broader implications for distribution strategy as well as areas for more immediate improvement
- We shall give an updated assessment of the status of the Block Exemption debate in the run-up to the expiry of the current regulation in 2010
- Our guest speaker, Kevin Gaskell, President of leading automotive data, solutions and business intelligence services provider EurotaxGlass's, will look at developments in the used car market across Europe, and in particular at the impact of changes in the new car market on used car sales and residual values. We shall also present and debate our latest methodology for analysing the effectiveness of manufacturer-backed used car programmes across Europe
- Finally, we shall give our assessment of the broad range of challenges facing the industry over the coming years, and then go on to outline our plans for the next phase of ICDP research, commencing in Spring 2009
- As usual, we shall start the meeting by holding optional round-table workshops on topical issues; this time there will three different topic areas to choose from:
 - Logistics mapping: looking at recent work we have been conducting measuring and analysing the logistics flows of finished cars
 - Dealer groups: exploring the research tools we are developing for categorising and analysing dealer group strategies.

- For those arriving early, we will hold a briefing session before the round-table workshops when we will look at:
 - Recent developments in car distribution in the USA, and at what lessons can be drawn for the industry in Europe (this session will be re-run at 4.30 p.m.)
- Jorge Navea, new business director of Bergé y Cia will give a brief after-dinner speech about Bergé's strategies in new markets, specifically China.

This year's Forum will be returning to Le Mas D'Artigny in Saint Paul de Vence near Nice. Le Mas d'Artigny is located approximately 20 minutes from Nice Airport, which has good connections to all the major European airports and is served by both the low-cost and the traditional carriers. Our Autumn Forum is always a popular event, so please complete and return the attached Booking Form to the Project Office in good time to secure your place.

WEDNESDAY 22ND OCTOBER – DRAFT AGENDA

- 3.15 p.m. **Optional briefing session** (This session will be re-run at 4.30 p.m.)
- Car distribution in the USA: what lessons for Europe?
Louise Bozon and Peter Bailey
Assessing the status of the auto sector in the USA, and drawing ideas and innovations for Europe

- 4.30 p.m. **Optional round-table discussion sessions**
- These round-table sessions are intended to allow and stimulate discussion among programme members, with only a brief introduction based on ICDP research and thinking.
- Logistics mapping – Ben Waller and Andrew Tongue
Giving headlines from new ICDP research into finished car logistics flows, based on close co-operation with selected manufacturers, and debating the implications for new car distribution
 - Dealer groups – Uwe Stratmann and Luca Montagner
Exploring the evolution of the spider analysis of dealer group strategies, and debating possible lessons for future dealer group development

The format has been modified in the light of experience and feedback, and space at each session will be limited - please indicate your order of preference on the booking form.

- 4.30 p.m. **Optional briefing session** (This session is a re-run of the 3.15 p.m. session)
- Car distribution in the USA: what lessons for Europe?
Louise Bozon and Peter Bailey
Assessing the status of the auto sector in the USA, and drawing ideas and innovations for Europe

7.00 p.m. Cocktails

7.30 p.m. Dinner, with guest speaker Jorge Navea, Bergé y Cia

Developments in the European used car market

Kevin Gaskell

President, EurotaxGlass's

Our guest speaker will look at developments in the used car market across Europe, and in particular at the impact of changes in the new car market on used car sales and residual values

Followed by Q&A session

Conclusions and next steps

John Whiteman

4.30 p.m. Close

4.35 p.m. Transfer back to Nice Airport

4.45 p.m. Strategy Panel

BOOKING FORM

PART ONE: Contact Details In order make a booking, please complete all parts of this form and fax it back to Jane Trace in the Project Office 00 44 1564 782 555, thank you.

Name			
Title			
Company			
Tel		Fax	
Email			
Special Dietary Requirements			
<i>If you do not wish your contact details to be passed onto another delegate attending the ICDP Autumn Forum, please tick the box</i>			

PART TWO: Round-Table Workshops We will run two round-table workshops on the first evening. We can only fit a limited number of people into each workshop, so please indicate your order of preference. If your first choice of workshop is full, we will ask you to attend your second choice instead. Please note that these workshops are designed to examine 'hot topics', so if a more pressing subject arises, we reserve the right to alter the workshop programme.

	Order of preference Please mark 1 or 2 against each
Logistics mapping	
Dealer groups	

PART THREE: Optional briefing session 'Car distribution in the USA: what lessons for Europe?' We will run this briefing session twice on the first afternoon: the first session will be at 3.15 p.m. for delegates arriving early, and again at 4.30 p.m. If you wish to attend one of these sessions, it would assist us to know which session you will attend.

	Order of preference Please mark 1 or 2 against each
3.15 p.m.	
4.30 p.m.	

PART FOUR: Credit Card/Purchase Order Bookings will only be accepted with a Visa, MasterCard or American Express number and expiry date, or a company purchase order number. Cancellations will not be accepted after Friday 10th October 2008 (unless a straight forward swap with a colleague). The price is €595 per package. Check-out from the hotel is **by 10.00 a.m.** on the day of departure when all extras should be settled directly with the hotel.

Credit Card No			
Expiry Date		Visa/MasterCard/ American Express	
Name on Card			
Purchase Order Number			

PART FIVE: Price and Package For this meeting, we are only offering one package. The price will be €595 per delegate and will include:

- Attendance at a workshop 22nd October
- Cocktail reception and dinner 22nd October
- Accommodation and breakfast at Le Mas d'Artigny 22nd October
- Meeting package on the 23rd October
- Transfer back to Nice Airport at 4.30 p.m. on 23rd October

If you wish to be accompanied by your partner, their package will include (price on request):

- Cocktail reception and dinner
- Double occupancy supplement and breakfast
- Transfer back to Nice Airport at 4.30 p.m. on 23rd October

Name of Partner	
Special Dietary Requirements	

PART SIX: Additional Accommodation Limited accommodation is available before and after the meeting at the special rate of €250 (B&B) for single occupancy (€300 for double). Please indicate below if you require any extra nights at the hotel:

Tuesday 21st October	
Wednesday 22nd October	Included in package
Thursday 23rd October	
Friday 24th October	
Saturday 25th October	

Please return this booking form to Jane Trace – fax no. 00 44 1564 782 555, thank you.