



DATE: JANUARY 6, 2012

#2012-01

TO: ALL APMA MEMBERS

**FROM: VINCENT GUGLIELMO
VICE PRESIDENT**

APMA WINDSOR REGIONAL CONFERENCE

Thursday, February 16th, 2012

**Giovanni Caboto Club, 2175 Parent Avenue
Windsor, Ontario**

APMA's Windsor Regional Conference is set for **Thursday, February 16, 2012**. This event focuses on our members and automotive suppliers in South-Western Ontario and is undertaken in conjunction with the support of the **University of Windsor's Office of Automotive Vehicle Research (OAVR) and the Government of Canada's Department of Foreign Affairs and International Trade (DFAIT)**.

The event commences on the morning of February 16, 2012 at 8:30 a.m. and concludes after the luncheon's keynote presentation (approximately 2:00 p.m.) at the Giovanni Caboto Club in Windsor, Ontario. The agenda for this year's conference will focus on the competitiveness of Canadian suppliers in light of recent industry developments and those forthcoming such as the strengthening of the Canadian dollar; lagging productivity for Canadian suppliers vs. both Mexican and US suppliers; growth of Mexican vehicle production; the Brazilian automotive market place, domestic issues relating to the cost of raw materials and electric power and the upcoming September 2012 CAW negotiations. Our specific focus is on manufacturing competitiveness; innovation and emerging markets including hybrid and electric vehicles; Mexican opportunities and OEM expectations, Brazil as a market for consideration and Federal support mechanisms available to companies expanding globally.

The Conference will be followed the Canada-US Automotive Dinner, featuring Mark Reuss, Vice President and President, General Motors North America, at the Marriott Centerpoint, in Pontiac, Michigan. This dinner brings together Canadian and US automotive executives providing an excellent venue to meet and dialogue with industry colleagues.

Register for the APMA Windsor Regional Conference by completing the following page and faxing to APMA or by registering online from APMA's website. Registration for the Canada-U.S. Automotive Dinner is not part of this registration and must be done separately. Please visit APMA's website at www.apma.ca/calendar for more information.

Please see the **Agenda** on the following page.

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AGENDA

****Question and Answer Sessions will occur after each speaker/segment****

7:45 – 8:15 a.m.	Registration, Continental Breakfast
8:15 – 8:25 a.m.	Steve Rodgers, President, Automotive Parts Manufacturers' Association (APMA) <i>Introduction</i>
8:25 – 9:10 a.m.	Eduardo Solís, Executive Chairman AMIA (Mexico Automotive Industry Association) <i>Mexico auto sector and parts industry update and supply opportunities</i>
9:10 – 9:55 a.m.	Kimberly Davis Rodriguez, Principal KPMG LLP <i>The Brazil Automotive Market--Opportunity Awaits! Macro-economic and automotive overview, MERCOSUR, and the new tax regime</i>
9:55 – 10:25 a.m.	Networking Break
10:25 - 11:10 a.m.	Maria Stihovic, Regional Trade Commissioner, Ontario Region Marc Parisien, Deputy Director, Investment Cooperation Program (INC) Foreign Affairs and International Trade Canada (DFAIT) <i>The Government of Canada can assist you in expanding globally. The INC program is specifically designed to help you expand in emerging markets offering cost-shared contributions of up to 75% for eligible activities in areas of a : 1) Commercial Viability Study; 2) Adaptation and Demonstration of Technology; 3) Sustainability; and 4) Implementation</i>
11:10 – 11:55 a.m.	Kim Korth, President, IRN, Inc. <i>Strengthening the competitive position of automotive suppliers</i>
11:55 – 12:10 p.m.	Pre-lunch break
12:10 - 2:10 p.m.	Ignacio Altamirano Galera, Director, International Purchasing Office, Americas BMW Group <i>Supply opportunities with BMW Group</i>
2:15 p.m.	End of Program



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REGISTRATION FORM & INVOICE

Please register the following _____ individual(s) for the indicated portions of the event:

Cost: **APMA Members:** **\$200.00 + \$ 26.00 HST = \$226.00** per person
 Non-Members: **\$325.00 + \$ 42.25 HST = \$367.25** per person

Please note: Registration does not include access to the Canada-U.S.

Name: _____ Email: _____

Name: _____ Email: _____

Name: _____ Email: _____

Name: _____ Email: _____

Company: _____

Address: _____

City: _____ Province/State: _____ Postal/Zip Code: _____

Tel: _____ Fax: _____

Authorized Signature: _____ Date: _____

Bill my VISA / MasterCard / AMEX HST# 122758741

Please complete the following: Amount: \$ _____

Cardholder's Name: _____ Signature: _____

Card Number: _____ Expiry Date: _____ / _____

Please Register ONLINE at www.apma.ca or FAX your completed registration form with credit card information to APMA at 416-620-9730 or mail your payment with a completed copy of this form to: APMA, 10 Four Seasons Place, Suite 801, Toronto ON M9B 6H7. **Refunds cannot be provided after February 7, 2012. Substitutions may be made at any time.**

Hotel Accommodations: A block of rooms have been set aside for our group at the **Hilton Windsor**, 277 Riverside Dr. W, Windsor, Ontario. Direct Phone: (519) 973-5555 Worldwide: (877) 973-7829 or via the internet at www.hilton.com. Please refer to Group Code **ZNQ** to receive a special rate of \$119.00 plus taxes, per night. Please note this rate is subject to availability and will be honored until February 2, 2012.

