



**TNO**  
Electric Variable Transmission



**TomTom**  
HD Traffic navigation



**NXP**  
FlexRay



**APTS**  
Phileas tram

## Dutch Automotive Business development & Innovation Mission to North America

**Detroit & Ontario Region**  
**17 - 21 may 2010**

The Dutch automotive industry is internationally renowned as highly innovative, flexible and as independent supplier of high tech products to companies all over the world. Dutch technology can be found in vehicles and components all over the world.

To stimulate cooperation between the North American and the Dutch Automotive sector, this mission is being organised. The main focus will be the introduction of High Tech innovations of the Dutch Automotive industry which can support the North American automotive industry in:

- **Becoming more fuel efficient and achieving low emission targets**
- **Developing lighter materials and lighter vehicles**
- **Engineering alternative powertrains and transmissions**
- **Accelerate the development and introduction of electric vehicles**
- **Active and passive safety for smaller vehicles**
- **Achieving intelligent transports like cooperative driving**

During the mission the US & Canadian automotive industry are able to meet Dutch manufacturers of vehicles (passenger, commercial and special vehicles), TIER 123 suppliers, potential (technology) partners, potential customers, associations, universities and knowledge institutes.

The program consists of collective company visits and tailor-made individual visits matching the goals of the participants. During the mission also a seminar and B2B matchmaking event will be organised in each region. At these events presentations about the automotive industries in the Netherlands, USA and Canada will be given covering the latest technology developments and R&D topics.

### Draft Program for the mission

- |                                  |   |
|----------------------------------|---|
| - Sunday May 16 <sup>th</sup>    | Flight to Detroit   |
| - Monday May 17 <sup>th</sup>    | Company visits ( OEM, TIER1/2/3)<br>+ B2B meetings with the relevant departments (Detroit region) |
| - Tuesday May 18 <sup>th</sup>   | Company visits ( OEM, TIER1/2/3)<br>+ B2B meetings with the relevant departments (Detroit region) |
| - Wednesday May 19 <sup>th</sup> | Seminar en B2B matchmaking (Detroit region)   |
| - Thursday May 20 <sup>th</sup>  | Company visits ( OEM, TIER1/2/3)<br>+ B2B meetings met management (Ontario region)                |
| - Friday May 21 <sup>st</sup>    | Seminar en B2B matchmaking (Ontario region)   |

The final program is depending on the individual goals of the Dutch participants and the possibilities in Detroit and Ontario.



**Ned Schroef**  
Automotive fasteners



**TTAI**  
Crash testing



**DAF**  
Euro 6 Diesel engine



**Philips**  
Car lighting

## Participation

You are most welcome to participate in (parts of) the program. Participation offers an ideal opportunity to establish new contacts with professional automotive organisations from both countries or to make existing contacts stronger. If you are interested in meeting the Dutch Automotive industry delegates the following options are available:

1. Invite the Dutch delegation for a company visit and if possible a plant tour
2. Invite one of the companies for a personal meeting
3. Join the B2B matchmaking events in Detroit or Ontario
4. Join the Mini congress in Detroit or Ontario

Please let us know what option you would prefer by sending an email or contact us by phone. Participation by the US & Canadian companies will be free of charge.

For information you can contact us:

- In the US: GlobalAutoIndustry.com, Mr. Ron Hesse, President, email: [RHesse@GlobalAutoIndustry.com](mailto:RHesse@GlobalAutoIndustry.com), office phone: +1 (248) 5263312
- In The Netherlands: FIER Automotive: Mr. Kudret Dedek, Consultant, email: [kdedek@fier.net](mailto:kdedek@fier.net), office phone: +31 492 562 480

The organisation of this mission is commissioned by AgentschapNL (agency for International Business and Cooperation under the Ministry of Economic Affairs). Organising partners are FIER Automotive, High Tech Automotive Campus & GlobalAutoIndustry.com

*FIER Automotive (The Netherlands) is a Dutch consultancy agency which assists businesses in the automotive industry in implementing plans in the field of innovation, international business development and market access. By bringing together the right partners, knowledge, subsidies and other financial resources, projects can be put into practice.*

*High Tech Automotive Campus (the Netherlands): a challenging and inspiring environment where automotive knowledge and business come together. It is a community for automotive companies and education institutes as well as public and private research centres, laboratories and test facilities in a spirit of cooperation, knowledge sharing and open innovation.*

*GlobalAutoIndustry.com (Detroit) connects the worldwide auto supplier industry with the resources to effectively do business globally. Through the web site, [www.GlobalAutoIndustry.com](http://www.GlobalAutoIndustry.com), auto supplier executives can find insight, solutions and strategies focused on doing business in the world's top automotive markets.*

*NL Agency is a department of the Dutch Ministry of Economic Affairs that implements government policy for sustainability, innovation, and international business and cooperation. It is the contact point for businesses, (knowledge) institutions and government bodies for information and advice, financing, networking and regulatory matters.*