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Raul Ruan, Instituto Tecnológico de Monterrey, Campus Puebla
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GIS GERPISA INTERNATIONAL NETWORK
École normale supérieure de Cachan
61, avenue du Président Wilson
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The sixth international programme of GERPISA has put at the forefront of our research agenda the fast changing geography of the automotive industry. The location of key markets, assembly and production, as well as core automotive activities, such as R&D and design, are rapidly shifting. Borders are moving not only between regions but also within the value chain. As a result of this process, synergies between different regions, and between traditional and new players in the industry become central while new opportunities and risks arise at the frontiers of this new complex automotive world.

As part of the new GERPISA International Research programme that is currently being developed and to prepare the opening of the GERPISA’s 24th International Colloquium that will take place in Puebla, Mexico, we would like to invite social science researchers with an interest in the automotive industry to reflect upon the notion of “new frontiers” in the global automotive industry.

These can be understood literally as new emerging markets and industries, but also as new technologies, new innovation fields, new applications and regulations. Electric and autonomous vehicles, digital cars and big data, factories of the future, car sharing and car pooling... who are the pioneers involved in shaping these new territories of production, consumption and innovation? What are the transformations that they are triggering and pushing forward in all these fields and dimensions? Are we dealing with passing fashions or substantial and cumulative changes? What are their implications for the current trends and balances in the local, regional and global automotive systems and industries? And how will these transformations affect work and employment, beyond and within these shifting frontiers?
Tuesday
31st of May 2016

Factory tour
VW and Audi - Puebla

48 PEOPLE (WITH CONFIRMATION ONLY)

06:35
Meeting point at Hotel Camino Real Angelopolis

07:15
Meeting point downtown

07:30
Departure from downtown

08:45
Plant visit Volkswagen, Puebla (Entrance Puerta 2)

12:00
Lunch at the plant Volkswagen

13:30
Bus transfer to Audi, San José Chiapa

15:00
Plant visit Audi (Entrance Training Center)

17:00
Return to Puebla Downtown

Museum tour and welcome cocktail
All participants welcome

17:00-19:00 - Museo Internacional Barroco
Reserva Territorial Atlixcáyotl No. 2501 Puebla, Pue.
Guided visits starting from 17:00 (free)

19:00 - Welcome cocktail
Complejo Cultural Universitario, Salon 4 (BUAP)
Vía Atlixcáyotl 2299 Puebla, Pue.
Welcome of participants

09:00 - 09:30
Room: Auditorio del Parque Tecnológico
Welcome speech
RASHID ABELLA YUNES – Director del TEC, Campus Puebla
TOMMASO PARDI – GERPISA, IDHES CNRS
JORGE CARRILLO – El Colef
LUIS TORREBLANCA – Chief Strategy for Technological of the Automotive Industry, National Council of Science and Technology (CONACYT)

09:30 - 11:10
Room: Auditorio del Parque Tecnológico
Plenary session - Debate on innovation, employment and the future of the auto industry
Chair: BERTHA VALLEJO – University of Tilburg
Speaker: SUSAN HELPER – Case Western University
Discussion TOMMASO PARDI – GERPISA, IDHES CNRS

Coffee break
11:30 – 13:00

Parallel sessions 1 to 3

Session n°: 1 - room 1213
Production models and strategies, new locations and restructuring of value chains: between incremental and disruptive innovation (Theme 3)
Chair: MICHAEL SMITKA, Washington and Lee University
1. GIULIO CALABRESE
   Internationalization and performance: evidence from the Italian supply chain
2. LOURDES ALVAREZ, FRANCISCO JAVIER GARCIA PANDO, VIRGINIA M. MARTINEZ
   Trade of car parts in the NAFTA area
3. THOMAS KLIER & JAMES RUBINSTEIN
   Changing distribution and composition of Mexico's vehicle exports

Session n°: 2 - room 1313
Embedding the automobile in societal contexts: new services, new applications, new integrated mobility systems, new business models (Theme 1)
Chair: BRUCE BELZOWSKI, University of Michigan Transportation Research Institute
1. HIDETADA HIGASHI
   Does “driving range” really matter? The hidden cost of gasoline vehicles and the potential value of electric vehicles: the case of agricultural enterprises in Japan
2. LUDGER PRIES
   The difficult way to change the trail Incremental innovation and path dependency of Diesel technology
3. MARCOS MARQUES DE CARVALHO, ERICO SILVA, FLAVIA CONSONI, FLAVIO MARIOTTO
   Electric Vehicles Total Cost of Ownership and Public Health Issues in Brazil

Session n°: 3 - room 1201
Public policies – national and regional clusters: between path dependency/inertia and structural change (Theme 5)
Chair: STEPHANE HEIM, Kyoto University
1. BISWAJIT NAG, DE DEBDEEP, SHAILENDRAM SINGH BERGGREN
   Is Indian Automobile Industry getting integrated with Asian Production Network?
2. HOLGER BUNGSCHE
   Integration of Production Networks in the Automobile Industry in the ASEAN Countries. A Comparison with the Automobile Industry in the EU
3. JUN AKABANE, HAJIME YAMAMOTO, YASUO TSUCHIYA, RYUCHIRO INOUE, YANG ZHUANG
   An Experimental Study on the Evolutionary Paths and Development of Capabilities of Local Asian Second Tier Automotive Parts Suppliers

12:30 – 14:00
Centro de convenciones
Lunch
14:30 – 16:00
Parallel sessions 4 to 6

Session n°: 4 - room 1213
Production models and strategies, new locations and restructuring of value chains: between incremental and disruptive innovation (Theme 3)
Chair: TOMMASO PARDI – GERPISA, IDHES CNRS
1. JUAN REYES ALVAREZ, DAZA GERMÁN SÁNCHEZ, MARÍA E. MARTÍNEZ DE ITALÉE
   Relocation strategy of Audi R & D activities: The case of San José Chiapa in Puebla
2. OSCAR CALDERON, ALFONSO ROBLES, ROGELIO SALCIDO GONZÁLEZ, BRANDON A. ESTRADA CERÓN
   Inclusive development is possible, based on the Automotive Industry? The experience of the plant VW / Audi in the state of Puebla, Mexico
3. SERGIO GODOY SANDOVAL, PABLO WONG GONZÁLEZ
   The innovation model Ford M.C. Hermosillo: between empiricism and systemic organization
**Session n°: 5 - room 1313**
Production models and strategies, new locations and restructuring of value chains: between incremental and disruptive innovation *(Theme 3)*
Chair: HOLGER BUNGSCH, School for International Studies, Kwansei
1. JAEHO LEE
   Growth Strategies of the Mega Auto Part Suppliers in Japan - A comparison of Denso and HAMS
2. DANIEL HELLER, MIHAIL MARINOV, YUMI KATO, NATSUMI SAKAMOTO
3. MICHAEL SMITKA, PETER WARRIAN
   From commodity to high tech: steel as a new player in the automotive supply chain

**Session n°: 6 - room 1201**
New technologies: sustainable mobility or new brave world *(Theme 2)*
Chair: GERY DEFFONTAINES, GERPISA, ENS Cachan
1. ARTURO LARA
   The new paradigm: Development of Autonomous Vehicles
2. CAROLE DONADA
   Managing A Disruptive Innovation: The Hybrid Air Case
3. RAQUEL TORRES PERALTA, FEDERICO GIRETT GALAN, ALEX COVARRUBIAS
   Challenges and possibilities for the introduction of autonomous vehicles in Mexico

**16:15**
Transport to Salón Barroco (Downtown)

**17:00 - 18:30**
Room: Salón Carolino, Ed. Paraninfo-BUAP

**Special session**
"15 years of productive models"
Chair: LOURDES ALCAREZ – UNAM
Speakers:
ROBERT BOYER – Institut des Amériques, Paris
MICHEL FREYSSENET – CNRS, GERPISA cofounder

**18:30 - 20:00**
Room: Salón Carolino, Ed. Paraninfo-BUAP
Honor cocktail
Chair: GIULIO CALABRESE, CNR-Ircres
1. BRENDAN SWEENEY
A Multi-Scalar Analysis of Restructuring in the Canadian Automotive Industry Supply Chain, 2005-2014
2. STEPHANE HEIM
Restructuring Employment Relationships in Period of Crisis: The Lessons From PSA Peugeot-Citroën, 2010-2014
3. TOMMASO PARDI
The future of work in the automotive sector: scenarios for mature countries

13:00 – 14:30
Centro de convenciones
Lunch

14:00 – 15:30
Parallel sessions 10 to 12

Session n°: 10 - room 1213
Production models and strategies, new locations and restructuring of value chains: between incremental and disruptive innovation (Theme 3)
Chair: BRUCE BELZOWSKI – University of Michigan Transportation Research Institute
1. YURONG CHEN, SHAMSUD CHOWDHURY, CAROLE DONADA, YANNICK PEREZ
Mirroring Hypothesis and Intergrality in the Electric Vehicle Industry: Evidence from Tesla Motors
2. EDGAR BARASSA & FLAVIA CONSONI
Potential development of electric vehicles production and market in Brazil: a discussion focused on automotive and electric sector strategies
3. HORTENCIA LACAYO & JORGE JUÁREZ
Main technological strategies of the world automotive industry to reduce air pollution caused by the use of the automobile: restrictions for their use on the Mexican market

Session n°: 11 - room 1313
Production models and strategies, new locations and restructuring of value chains: between incremental and disruptive innovation (Theme 3)
Chair: RAUL RUAN, Instituto Tecnológico de Monterrey
1. KOHEI MISHIMA
Strategies for Promoting Motorcycle Industry Development in Bangladesh
2. MADHURI SARIPALLE
R&D counter-cyclicalty, technology import and re-insourcing: case study of Indian Automobile Industry
3. SHINYA ORIHASHI
Capability Building in oversea subsidiary - Comparison between first & second generation of IMV in Thailand

Session n°: 7 - room 1213
Production models and strategies, new locations and restructuring of value chains: between incremental and disruptive innovation (Theme 3)
Chair: STEPHANE HEIM, Kyoto University
1. JORDY MICHELI & GERARDO GONZÁLEZ
Automotive Industry and urban crisis: A window of opportunity for Mexico?
2. LOURDES ALVAREZ & JORGE CARRILLO
3. SELVA DAVILLE
Crisis, restructuring, and local configuration of the car industry in Mexico's federal district, 1993-2010

Session n°: 8 - room 1313
New technologies: sustainable mobility or new brave world (Theme 2)
Chair: CAROLE DONADA, ESSEC
1. TAKUYA HASEGAWA & TAKAHIRO FUJIMOTO
2D Parts Revolution – How Electrochemical Power Generation Devices Bring Economic Opportunities
2. TATIANA BERMUEDEZ & FLAVIA CONSONI
Scientific and technological trends of lithium-ion batteries for electric vehicle: insights from the application of bibliometric and patent analysis
3. KAWABE YASUHIKO & AARON VERA
Research survey results for the efficient Central and South America auto parts suppliers for the North American region auto part

Session n°: 9 - room 1201
Employment and labour relations: between segmentation and convergence (Theme 4)
Chair: LUDGER PRIES – Bochum University-Colmex
Hosted by Año Dual Mexico-Alemania
Speakers:
HELMUT LENSE – Director, Automotive and Rubber, IndustriALL-Geneve
ARTHUR C. WHEATON – Director, Western NY Labor and Enviromental Programs, ILR School, Cornell University
GRACIELA BENSUSAN – UAM-Xochimilco
REY DAVID – Secretario General, VW Syndicat

Coffee break
11:00 – 12:30
Parallel sessions 7 to 9

Session n°: 7 - room 1213
Production models and strategies, new locations and restructuring of value chains: between incremental and disruptive innovation (Theme 3)
Chair: LUDGER PRIES – Bochum University-Colmex
Hosted by Año Dual Mexico-Alemania
Speakers:
HELMUT LENSE – Director, Automotive and Rubber, IndustriALL-Geneve
ARTHUR C. WHEATON – Director, Western NY Labor and Enviromental Programs, ILR School, Cornell University
GRACIELA BENSUSAN – UAM-Xochimilco
REY DAVID – Secretario General, VW Syndicat
Session no: 12 - room 1201
Employment and labour relations: between segmentation and convergence (Theme 4)
Chair: TOMMASO PARDI – GERPISA, IDHES CNRS
1. ADRIANA MARTINEZ
Employees involvement and “observation”: a Lean tools for improving the effectiveness of Continuous Improvement Program in an auto-parts firm of Guanajuato, Mexico
2. CARMEN JIMÉNEZ TERRAZAS, LOURDES ALVAREZ
Worker creativity in the supply chain of the auto parts industry in Ciudad Juarez, Chihuahua
3. THOMAS JANOSKI, DARINA LEPADATU
Lean organizations in the advanced era of globalization - three types of lean production and their consequences for labor and inequality

Coffee break
16:00 – 17:30
Parallel sessions 13 to 15
Session no: 13 - room 1213
New technologies: sustainable mobility or new brave world (Theme 2)
Chair: LUDGER PRIES – Bochum University-Colmex
1. HUMBERTO GARCÍA-JIMÉNEZ, AUGUSTO RENATO PEREZ-MAYO, ALBERTO HERNANDEZ
Services and cycles of environmental innovation in Mexico automotive sector
2. RAFAEL SEIXAS REIS DE PAULA, RAONI BARROS BAGNO, MARIO SALERNO, ROBERTO MARX
Corporate innovation program in a powertrain firm: a case study of implementation and evolution phases
3. SERGIO MUNIZ & BRUCE BELZOWSKI
Platforms to enhance electric vehicles competitiveness: the strategies of VW and Ford

Session no: 14 - room 1313
Production models and strategies, new locations and restructuring of value chains: between incremental and disruptive innovation (Theme 3)
Chair: SIGFRIDO RAMIREZ – Max Planck Institute for European Legal History Frankfurt
1. BOLESLAW DOMANSKI, ROBERT GUZIK, KRZYSZTOF GWOSDZ
The place of Central Europe in the European automotive industry: mechanisms and barriers of upgrading
2. GIULIO CALABRESE
Internationalization and performance: evidence from the Italian supply chain

Session no: 15 - room 1201
Employment and labour relations: between segmentation and convergence (Theme 4)
Chair: TOMMASO PARDI – GERPISA, IDHES CNRS
1. FRIDO WENTEN
Employment relations at global automotive subsidiaries in China and Mexico – converging or diverging?
2. JUDITH WIEMANN
Export and Commercialization of German-Style Vocational Education. A Case Study in the Automotive Industry in Puebla, Mexico
3. PABLO WONG GONZALEZ, SERGIO SANOVAL GODOY
Automotive Industry in Mexico and China: Differentiated Roles in the Global Division of Labor?

17:30 - 19:00
Room: Salón R.I., Ed. Parque Tecnológico
Roundtable
The new geography of the automobile industry: trends and challenges
Chair: ALEX COVARRUBIAS – Red ITIAM-Colson
CHARLOTTE YATES – University of Guelph, Canada
Speakers:
THOMAS KLIER – Federal Reserve Bank of Chicago, USA
LUDGER PRIES – Ruhr-Universität Bochum/Humboldt Chair Colmex, Germany
ADRIANA MELO – Universidade Federal de Sao Paolo, Brazil
ROBERTO MARX – Universidade Federal de Sao Paolo, Brazil
**Friday**
3rd of June, 2016

09:30 – 11:00

**Parallel sessions 16 to 18**

**Session n°: 16 - room 1213**
Production models and strategies, new locations and restructuring of value chains: between incremental and disruptive innovation (*Theme 3*)
Chair: LOURDES ALVAREZ, UNAM
1. LARA CHIU
Massive recalls in the automotive industry: using quality norms and Six Sigma methodology to preserve reputation
2. RICARDO MELGOZA
Automotive quality failures “recalls” in major manufacturing companies and its relation to quality systems
3. WILLEBALDO GOMEZ
Production models and productive restructuring in Mexican automotive industry: Ford Motors Company

**Session n°: 17 - room 1313**
New technologies: sustainable mobility or new brave world (*Theme 2*)
Chair: THOMAS KLIER, Federal Reserve Bank of Chicago
1. BRUCE BELZOWSKI
Powertrain Strategies for the 21st Century 2014-2015 Survey Results
2. GABRIELA SCUR, ADRIANA MAROTTI DE MELLO, LILIAN SCHREINER
Ecodesign Practices in Heavyweight Vehicles Development – A Case Study about the Impact of Euro5 emission standard in Brazilian Industry
3. MARCOS MARQUES DE CARVALHO, FLAVIA CONSONI
Mobility Ecosystems and the Role of Public Policy

**Session n°: 18 - room 1201**
Employment and labour relations: between segmentation and convergence (*Theme 4*)
Chair SIGFRIDO RAMIREZ – Max Planck Institute for European Legal History Frankfurt
1. ALLISON FORBES
The Power to Converge: New Apprenticeship Models in the U.S. South and Mexico
2. ARNULFO ARTEAGA-GARCÍA, AURORA MARCIAL FLORES, CARLOS HERNÁNDEZ RAMOS
Unionisms, labor relations and the financial earnings
3. JULIO CASTELLANOS
Role of industry automotive installed in Mexico in the struggle for markets starring major global vehicle manufacturers
4. CALDERON, OSCAR, ALFONSO ROBLES, BRANDON ESTRADA CERÓN, ROGELIO SALCIDO GONZÁLEZ
Labor relations workers confidence in four transnational auto parts companies in the state of Puebla, Mexico

**Coffee break**

11:30 – 13:00

**Parallel sessions 19 to 21**

**Session n°: 19 - room 1213**
Production models and strategies, new locations and restructuring of value chains: between incremental and disruptive innovation (*Theme 3*)
Chair: HOLGER BUNGSCHEN, School for International Studies, Kwansei
1. GREIG MORDUE
Enduring Public Policy Lessons from Automotive Foreign Direct Investment in Canada
2. HIROMI SHIOJI
Luxury Vehicle Market in Brazil - The Different Types of Development
3. MICHAEL SMITKA
From National to Regional to Global

**Session n°: 20 - room 1313**
New technologies: sustainable mobility or new brave world (*Theme 2*)
Chair: TOMMASO PARDI – GERpisa, IDHES CNRS
1. BERTHA VALLEJO & CARLOS MONTALVO
Technological trajectory changes and the integration of new systems. The case study of the auto industry
2. TAKAHIRO FUJIMOTO
An Architectural Analysis of Green Cars

**Session n°: 21 - room 1201**
New technologies: sustainable mobility or new brave world (*Theme 2*)
Chair BOLESŁAW DOMANSKI – Jagellonian University
1. ARTEMIO CHÁVEZ, ARTURO LARA
Agents and government of the invention of electric vehicles
2. TOSHIYUKI BABA
Developing model of auto parts in emerging economies: comparative analysis of the international competitiveness of auto parts in Mexico, Brazil and India from 1990 to 2014
3. ALEJANDRO VALENZUELA, PAULA SIORDIA-LACHICA, RICARDO RODRÍGUEZ-CARVAJAL
Innovation in Sonora SMEs and THE Entrepreneurs National Fund. An evaluation methodology of public policies from the local innovation systems perspective: a proposal
Friday
3rd of June, 2016

13:00 – 14:30
Centro de convenciones
Lunch

14:30 - 16:00
Room: Auditorio del Parque Tecnológico
Roundtable
Is the export industrial model sustainable?
Views from the Assemblers
Chair: JORGE CARRILLO – Colef
Speakers:
JORGE VALLEJO – Director of Exports, Government Relations and International Affairs, Nissan
LEO TORRES – Director of Purchasing & Suppliers and Technical Assistant, Ford
THOMAS KARIG – Vice-President Corporate Relations, VW
EDUARDO SOLIS – AMIA, President

16:15 - 16:45
GERPISA General assembly

Saturday
4th of June, 2016

08:30
GERPISA
International Steering Committee

10:00
Historical Barroco City Tour
6 de Septiembre s/n, Centro, Puebla

19:00
Gala dinner
Casa de los Muñecos
Via Atlixcayotl 2299, Puebla
GIS GERPISA
Groupement d’Intérêt Scientifique
Ecole Normale Supérieure de Cachan

MEFI (Ministère de l’Economie, des Finances et de l’Industrie)
Christophe LEROUGE – Chef du service de l’Industrie à la DGE
Emmanuel CLAUSE – Chargé de mission Innovation/transport

MEDDE (Ministère de l’Ecologie, du Développement Durable et de l’Energie)
Laurent TAPADINHAS – Directeur de la recherche et de l’innovation
Jean-François SANCHEZ – Chef de la Mission transports (CGD/DRI)
Daniel KOPACZEWSKI – Sous-directeur de la sécurité et des émissions à la DGE

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

CNPA
Francis BARTHOLOMÉ – Président du CNPA
Xavier HORENT – Délégué Général du CNPA

FIEV
Arnaud de DAVID-BEAUREGARD – Vice-président de la FIEV
Franck FONTANESI – Responsable économie et statistiques de la FIEV

ENS de CACHAN
Pierre-Paul ZALIO – Président de l’Ecole normale supérieure de Cachan

L’Université de Bordeaux
Yannick LUNG - Vice-Président Recherche Université de Bordeaux
Vincent FRIGANT – Université de Bordeaux

EHESS
Pierre-Cyrille HAUTCŒUR – Président de l’EHESS
Sebastien LECHEVALIER – EHESS
INSTITUTO TECNOLOGICO DE ESTUDIOS SUPERIORES, TEC, CAMPUS PUEBLA
Rashid ABELLA, Director General Zona Centro

BENEMERITA UNIVERSIDAD AUTONOMA DE PUEBLA, BUAP
José Alfonso ESPARZA ORTIZ, Rector

RED INNOVACIÓN Y TRABAJO EN LA INDUSTRIA AUTOMOTRIZ MEXICANA, ITIAM
Alex COVARRUBIAS, Responsable Técnico

CONSEJO NACIONAL DE CIENCIA Y TECNOLOGIA, CONACYT
Enrique CABRERO, Director General

EL COLEGIO DE LA FRONTERA NORTE, COLEF
Tonatiuh GUILLEN, Presidente

UNIVERSIDAD NACIONAL AUTONOMA DE MEXICO, UNAM
FACULTAD DE CONTADURIA Y ADMINISTRACION
Enrique Luis GRAUE, Rector
Juan Alberto ADAM SLADE, Director

CENTRO DE INVESTIGACION EN ALIMENTACION Y DESARROLLO, CIAD
Pablo WOO, Director General

SERVICIO ALEMAN DE INTERCAMBIO ACADEMICO, DAAD
Margret WINTERMANTEL

Tilburg Univeristy,
Lex MEIJIDAM, Dean

SECRETARIA DE TURISMO, GOBIERNO DEL ESTADO DE PUEBLA
ROBERTO ANTONIO TRAUWITZ-ECHEGUREN, Secretario

CONSEJO ESTATAL PARA LA CULTURA Y LAS ARTES DE PUEBLA, GOBIERNO DEL ESTADO DE PUEBLA
Jorge Alberto LOZOYA, Secretario Ejecutivo

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