

## TIGHTENING THE GLOBAL SUPPLY CHAIN

## 20 – 21 November 2007

Hilton, Prague

### Featuring Keynote Speaker Holger Kintscher, Member of the

Holger Kintscher, Member of the Board of Management Skoda Auto a.s. – Commercial Affairs

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# **ODETTE** 2007

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## **TIGHTENING THE GLOBAL SUPPLY CHAIN'**

IS THE THEME CHOSEN FOR ODETTE 2007

**European OEMs and major suppliers** have been rushing to build production plants in the countries of Central and Eastern Europe (CEE) and there are many more plans in the pipeline. These developments, together with a desire to source an ever increasing number of automotive components from emerging markets in Asia, have led to a vast extension of the traditional supply chain with both components and finished vehicles being shipped over much longer distances often using multi-modal transport. After many years of refining JIT delivery methods over relatively short distances in Western Europe, automotive companies now have to manage a truly global supply chain with a tremendous potential for tightening.

And where better to explore this 'tightening' theme than in Prague, capital of the Czech Republic which is considered by many to be the real centre for automotive production in the CEE countries with around 850,000 vehicles produced in 2006 and a capacity of over 1 million forecast for 2009.

With much of its production destined for export to Western Europe, the Czech Republic provides an ideal test bed for new concepts in logistics and information flows.

Odette 2007 will bring together more than 500 participants from around the world who want to learn more about the major challenges confronting the Industry and to take advantage of the all-important networking opportunities.

The event takes place over 2 days and includes plenary strategic sessions where automotive leaders will share their visions of the opportunities and threats facing the industry and the benefits to be gained by greater collaboration. These sessions are complemented by three interactive operational streams running in parallel, where around 40 speakers from OEMs and Suppliers will share their experiences of improving supply chain performance through collaboration in their different business areas.

It is a unique chance, not only for an update on the development and uptake of supply chain standards in the Industry, but also for a broader overview of trends in the global automotive sector.

The Exhibition, which runs in parallel, brings together more than 25 key software and services providers offering a range of the latest products designed to improve your business performance.

And if this is not enough, there is also an 'all inclusive' programme of site visits plus an entertaining evening dinner and networking event for all conference participants.

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### PROGRAMME SCHEDULE

08:00	Registration					
09:00	Welcome: John Sobeck, Chairman – Odette Int., Vice President Global eBusiness – ZF & John Canvin, Managing Director – Odette Int.					
09:15	Keynote Speech: Holger Kintscher, Member of the Board of Management Skoda Auto a.s. – Commercial Affairs Strategic Issues: Michael Gorriz, Vice-President, CIO Mercedes Car Group, Vans and Business Systems, DaimlerChrysler Andrew Zoldan, Group Vice President, Industry Business Unit, Oracle Corporation					
10:45	Coffee break/Visit to the Exhibition					
11:30	<b>BMW:</b> Leveraging Federation Services Standards for the Automotive Industry <b>Webasto:</b> Managing a global supply base with the help of the Odette PID recommendation <b>Compuware-Covisint:</b> Securing Global Business Networks through Federation	BLUE STREAM	Dacia/Acarom/USD/Taysad: Ramping up the standardisation of supplier exchanges in Central and Eastern Europe Toyota: Speaker to be announced	RED STREAM	<b>Volvo Logistics:</b> The Volvo approach to leveraging new AutoID technologies – including a live showcase demo	
13:00	Lunch/Visit to the Exhibition					
14:30	<b>Strategic Issues:</b> Åke Niklasson, President Jiri Cerny, Production Vi		), Volvo Logistics Corporation ident, Toyota Peugeot Citroën Czech			
15:30	Coffee break/Visit to the Exhibition					
16:00	Ford: Optimisation of container tracking using RFID: the OEM point of view IBM: RFID Developments and Enhancements for Container Management in the auto industry Mecaplast: Using RFID to manage the flow of durable containers: the supplier point of view Renault: RFID experiences in engine identification in the recycling process: the Renault pilot lessons	BLUE STREAM	<ul> <li>Robert Bosch: Supplier Development: a program to increase the competitiveness of key supply chains</li> <li>GXS: Where next for B2B trading environments?</li> <li>Fiat: Speaker to be announced</li> <li>Iveco: Optimising the supply chain: migration from a Business Unit model to a Process model</li> </ul>	RED STREAM	Odette: OFTP2 and pilots overvie BMW: OFTP2: First experiences of using the new Odette protoco Axway: New generation of B2Bi EDI platforms for OEMs and 1s tier suppliers Robert Bosch: Managing Securit Certificates in B2B exchanges	
18:00	Evening programme sponsored by	RA	CLE			
<b>EDNE</b>	SDAY 21 NOVEMBER					
09:00	Strategic Issues: Peter Schumann, Member Axel Wiklund, Logistics		Board & CIO, Schenker Division, PSA Peugeot Citroën			
10:00	Odette 2007 Awards		Star March			
10:15	Coffee break/Visit to the Exhibition		The set of			
11:15	Furopean Car-Transport Group: Challenges of Outbound Logistics covering longer distancesGeodis: Capability evaluation of carriers and logistics service providersDHL Exel: Challenges to delivering supply chain optimisation through an LLP outsource	BLUE STREAM	Hella, Snop, Renault, Opel, Odette: Benefits and limitations of standardisation: an open and frank forum on the experience with standards in the day-to- day business	RED STREAM	Odette: The development of XMI message standards for the automotive industry Axway: EDI or XML: which way forward for the automotive industry? SKF: XML Adaptation & Integration @ SKF	
12:45	Lunch/Visit to the Exhibition					
14:00	Volkswagen: Secure Supplier Communication at Volkswagen Renault: Simplifying supplier communication at Renault ENX: The network standard for the automotive industry. What's new?	BLUE STREAM	Renault: Logistics evaluation: customers expectations and best practice implementation PSA: Boosting PSA Peugeot Citroën performance using Logistics KPI Minerva/Fuji Koyo: MMOG/LE: raising supplier performance in the Czech Republic Galia: How to promote and	RED STREAM	DaimlerChrysler: SASIG Engineering Change Manageme JAMA: Digital Engineering Visualisation Volvo 3P: Implementation of XMTD (ENGDAT V3) SASIG: New potential projects	

### DAY 1 – MORNING

09:00 Welcome: John Sobeck, Chairman – Odette International, Vice President Global eBusiness – ZF John Canvin, Managing Director – Odette International

09:15



Keynote Speech: Holger Kintscher, Member of the Board of Management Skoda Auto a.s. – Commercial Affairs



Strategic Issues: Michael Gorriz, Vice-President, CIO Mercedes Car Group, Vans and Business Systems, DaimlerChrysler



Andrew Zoldan Group Vice President, Industry Business Unit Oracle Corporation

10:45 Coffee break/Visit to the Exhibition

11:30

### WHITE STREAM

### Leveraging Federation Services Standards for the Automotive Industry

Wolfgang Jodl, Product Manager Active Directory Services, BMW Most industries are facing enormous challenges today when it comes to supporting new business models (e.g. support for virtual companies, joint development programs, co-operations) with appropriate IT solutions which are easy to deploy. We see enterprise boundaries ("my infrastructure", "my accounts", "my development team") disappearing and being replaced by an "on demand" enterprise model.

BMW are meeting this challenge through the use of Federation Services.

### Managing a global supply base with the help of the Odette PID recommendation

Bernd Hase, Director Strategic Purchasing, Webasto

When Webasto decided to set up its supplier portal, it was important to find an affordable concept with high acceptance from suppliers and the flexibility to integrate additional applications as well as easy maintenance. This session will provide an insight to the way Webasto has integrated the Odette PID recommendation to their supplier portal, together with easy user administration, e-sourcing modules and contractual framework.

### Securing Global Business Networks through Federation David Miller, Chief Security Officer, Compuware-Covisint

Growth and innovation have become top priorities for business and IT leaders alike, causing security and collaboration initiatives to become a centrepiece of enterprise and business network IT strategies. Organisations and industries are investigating existing and emerging federation technology capabilities to better connect people, processes and information across business communities and networks, including external parties. Covisint Chief Security Officer, David Miller, will present real-life successes on how collaborative, federated technologies have connected automotive, healthcare, energy and public sector industry initiatives throughout the globe.

**BLUE STREAM** 

### Ramping up the standardisation of supplier exchanges in Central and Eastern Europe

Constantin Stroe, Vice-President, DACIA, & President, ACAROM\* Özlem Gulsen, General Secretary, Taysad\*

**Ercan Tezer**, General Secretary, **OSD\*** Odette has recently expanded Eastwards by adding 2 new member countries: Romania and Turkey. Learn how the competitiveness of local suppliers has considerably improved through concrete actions to support the deployment of Odette standards.

\* Acarom: Romanian Manufacturers & Supplier Association

\* Taysad: Turkish Suppliers Association

\* OSD: Turkish Manufacturers Association

Toyota: Title and Speaker to be announced

### **RED STREAM**

and ergonomics.

#### LIVE SHOWCASE DEMO

The Volvo approach to leveraging new AutolD technologies Fredrick Sinhart, Program Manager AutolD, Volvo Logistics Stina Ekhammar, Application Manager, Volvo Logistics The high potential of new AutoID technologies is indisputable. However, when it comes to deploying solutions the business case is not always obvious, sometimes leading to investments without returns. This session will give an insight into the approach applied by the Volvo Group to keep the business aspect as the driver when implementing new AutoID technologies throughout the Group. The approach will be illustrated by a case study featuring a live demo of an RFID solution applied to a racks sorting hub to increase efficiency, accuracy



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Strategic Issues: Åke Niklasson, President & CEO,Volvo

Logistics Corporation



Strategic Issues: Jiri Cerny, Production Vice-President, Toyota Peugeot Citroën Czech

### 15:30 Coffee break/Visit to the Exhibition

16:00

### WHITE STREAM

### Optimisation of container tracking using RFID: the OEM point of view Scott Blow, Manager, Advanced IT, Ford Motor Company

This session will give details of an AIAG RFID pilot project to track returnable containers between two supplier facilities. This pilot will provide data for the creation of guidelines and standards for the North American Automotive Industry. The purpose of the pilot is to demonstrate how RFID can reduce costs and improve supply chain communications between OEMs, suppliers, and trading partners.

### RFID Developments and Enhancements for Container Management in the Automotive Industry

### Kurt Rindle, Global Solutions Executive, IBM Germany

In 2006, proof of concepts showed that RFID technology was not ready for operation in container management because of uncertain business cases, generic hardware and non-specific software products. Meanwhile, significant progress has been made - business cases have been detailed and software has been adapted. Together with automotive OEMs and partners IBM has developed dedicated RFID tags for containers and enhanced infrastructure to ensure auto identification.

### Using RFID to manage the flow of durable containers: the supplier point of view

### Alireza Sarshar, External Logistics Manager, Mecaplast

This presentation will explain how RFID technology has been implemented in the management and control of durable containers in a closed circuit. An overview of the implementation goals, physical flows, usage of data and benefits will be provided.

### RFID experiences in engine identification in the recycling process: lessons learnt from the Renault pilot

### **Angelo Figaro**, Information Systems Manager, **Renault**

As part of the automation of the standard unit exchange activity at the Choisy le Roi site, Renault set up an RFID pilot to improve the reliability of data capture related to the flows of exchanged engines. This session will explain the strategy behind this approach, the difficulties encountered and the new opportunities arising.

### **BLUE STREAM**

### Supplier Development: a program to increase the competitiveness of key supply chains

### Claus Helber, Senior Vice President, Robert Bosch

Improving competitiveness, quality and delivery performance are the goals an automotive supplier has to constantly strive for. This challenge requires lean production systems. The Bosch Supplier Development Program is an initiative based on Bosch values to help key suppliers to participate in the lean thinking approach. All members of the supply chain benefit from a joint and holistic value stream design.

### Where next for B2B trading environments?

### Mark Morley, Director, Industrial Sector, GXS

This presentation will look at how today's B2B trading environments are likely to evolve, and how business processes will have to be adapted to embrace new B2B technologies. As companies look to restructure their business processes to realise significant cost savings, the use of software as a service and even outsourcing a whole B2B infrastructure will become more common place. GXS will also look at how electronic invoicing is likely to become a standard requirement for conducting business within European member countries and suggest the type of technology and services that will be required to support this.

### Fiat: Title and Speaker to be announced

### Optimising the supply chain: migration from a Business Unit model to a Process model Guido Maina, Supply Chain Process,

Methods & New Developments, IVECO

In 2006, Iveco performed a major reorganisation and migrated from a Business Unit model to a Process model. The creation of a central supply chain function responsible for managing the entire process from customer to suppliers was one of the major changes. This session will describe the actions put in place to standardise processes, monitor KIP and improve all operational process performances (Order to delivery, Customer Service Level, Logistics Cost,....).

### **RED STREAM**

### **OFTP2 and pilots overview Dietmar Kaschmieder**, OFTP2 Project Group, **Odette**

OFTP2 has been developed as a new protocol for secure file transfer via Internet with the aim of becoming an international standard. This session will identify the advantages of secure data transmission using encryption. An overview of tests and pilots will be provided, together with first experiences and results, including the management of security.

### OFTP2: First experiences of using the new Odette protocol Reinhold Anzinger, Product Manager

EDI Services, **BMW** 

BMW are among the first group of OEMs wishing to implement the new Odette File Transfer Protocol. In this session BMW will describe the main features of pilot tests carried out with one of their major suppliers and will highlight the lessons learned in order to assist others who are about to implement.

#### New generation of B2Bi EDI platforms for OEMs and 1st tier suppliers

### **Dietmar Koch**, SVP Solutions Marketing, **Axway**

Axway has taken an active part in specifying the new OFTP2 standard which allows secure transfer of confidential data across the public internet. In this session, Axway provides an insight into first customer experiences with the new protocol and will answer questions from potential users.

### Managing Security Certificates in B2B exchanges

**Dr. Steffen Seufert**, Information Security and Privacy, **Robert Bosch** Secure data exchanges, using OFTP2 and other B2B tools, rely heavily on the use of Security Certificates. The massive rise in the number of exchanges of confidential and critical business data between partners has made it increasingly difficult to properly manage the exchange, installation and checking of these certificates. Odette has recently launched a project to develop a Recommendation for the Handling of Security Certificates in order to facilitate the management of security certificates for all partners in the industry. In this session, the Odette project leader will explain the concrete actions that are planned in order to achieve the objective.

### Associates



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### SITE VISITS

We are offering complimentary visits on Monday 19 November with limited availability. They take place simultaneously therefore only one can be selected per participant. If you apply for one of these visits, please plan to be at the Hilton by 13:00 when free transport to your chosen site will be available. Full joining instructions will be sent to individual participants. For the latest details, please go to **www.odetteconference.org** 

### **EVENING EVENT**

An entertaining evening event in an exceptional location, on Tuesday 20 November, sponsored by Oracle is offered free of charge to all participants. This is one of the highlights of the Conference and is an excellent opportunity to network and spend the evening with colleagues and customers in a relaxed atmosphere. For the latest details on the evening programme, please consult **www.odetteconference.org** 

### HOTEL ACCOMMODATION

A block booking has been made at the Hilton. To book your hotel room, please go to www.odetteconference.org

### REGISTRATION

You can register online for a speedier process. Alternatively, complete the form at the back of the brochure and fax it back.

### WHAT'S NEXT?

On registering, you will receive an acknowledgement of your booking with an invoice. On receipt of full payment, confirmation of reservation and joining instructions will be sent to you. We reserve the right to refuse entry if payment has not been received before the event.

### CANCELLATIONS

Cancellation of registration has to be made in writing and sent to Odette International. If cancellation is received before 2 November 2007, the registration fee less  $\in 100$ administration costs will be refunded after the Conference. If cancellation is received after 2 November, or if the registrants fail to attend, a cancellation charge of  $\in 400$  is due and will be invoiced separately. Substitutions can be made at any time in writing.

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Visit Axway on stand No 5/6 and attend our presentation on Tuesday afternoon to learn about the new generation of Automotive B2Bi Solutions for OEMs, Suppliers and their Service Partners.

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Aimtec, BMW, Data Interchange, ENX, ICD, Influe, iPointsystems, ITA, QAD, RedPrairie, Secorex, Seeburger, Siemens, SupplyOn, Wherenet, WSW ...

### DAY 2 - MORNING



Strategic Issues: Peter Schumann, Member of the Board & CIO, Schenker



Strategic Issues: Axel Wiklund, Logistics Strategy Division, PSA Peugeot Citroën

### 10:00 Odette 2007 awards

### 10:15 Coffee break/Visit to the Exhibition

11:15

### WHITE STREAM

Challenges of Outbound Logistics covering longer distances Frits Mehrtens, President, European Car-Transport Group

One of the major challenges in CBU outbound distribution is to cope with the capacity constraints in every transportation mode. Production plants move to central and eastern Europe; distances are increasing and even more capacity will be required. It is of great importance for the OEMs to secure the route to the end consumer in order to maintain their market share.

### Capability evaluation of carriers and logistics service providers Stéphane Brackman, Project Manager, Geodis

In 2006, AIAG and Odette saw an opportunity to further build on the success of the Global MMOG/LE and adapt this continuous improvement tool for Carriers and LSPs. This evaluation tool is now completed and can be used by Shipper, LSP, Carrier, and Customer. The tool is applicable from the early development phases and throughout the product life cycle. It can be used for self-assessment or between business partners as an audit tool. This session will give an overview of tool and feedback from one user: Geodis

### Challenges to delivering supply chain optimisation through an LLP outsource

Martin Fleming, Solutions Director, Auto & Industrial, EMEA, DHL Exel

Despite being around for about 25 years the take up of LLP by the auto industry, as a means of delivering supply chain optimisation, has been slow & experiences have been mixed. What are the challenges & difficulties of LLP implementation? What common mistakes are made? How can the change management issues be best addressed. What lessons have been learnt?

### **BLUE STREAM**

### DISCUSSION FORUM

Benefits and limitations of standardisation: an open and frank forum on the experience with standards in the day-today business

### Damien Derlot,

Dominique de Bengy, Logistics Process and Organisation Manager, Renault

**Udo Thienelt,** Information Management Competence Center, **Hella** 

Opel: Speaker to be announced John Canvin, Managing Director, Odette International

EDIFICE: Speaker to be announced

Everybody recognises the benefits of standards and expresses their support for them but in real life (according to the old joke) the good thing about standards is that there are so many of them to choose from. Maybe there is a message for the standards bodies here?

This session will explore the experiences of implementing 'standards' (such as EDI messages and bar-coded labels) from both the customer and the supplier point of view, and the difficulties of extending standards throughout the global supply chain, before opening up the debate in an attempt to find some real solutions to the current problems.

### RED STREAM

### DISCUSSION FORUM

# The development of XML message standards for the automotive industry

### Joerg Walther, Odette Data Modelling Specialist, Gefeg

Why is XML "sexy" for B2B exchanges?

- The role of the Joint Automotive Data Model (JADM) in the harmonisation of business processes across the global automotive industry
- Using Odette XML to streamline the conversion of existing business knowledge into new formats
- Odette XML messages and their potential to support many different business scenarios
- Recent JADM developments and the implications for automotive XML standards
- Non-automotive XML specifications for B2B processes and their application in different regions and industry sectors.

### EDI or XML: which way forward for the automotive industry? Wolfgang Knaepper, Axway

This session will explain which XML technologies are in current use or planned for the near future and which of them may be relevant for the Automotive Industry.

- Standards (non-Odette) in use inside the Automotive Industry
- which are the most importar
  Web Services
- Service Oriented Architecture (SOA)
   beyond the hype.
- Semantic Web Technology – the vision

XML Adaptation & Integration@ SKF Hans Oléhn, Information Model Manager, SKF

Hans Björk, B2B Manager, **SKF** SKF is a major supplier to the Automotive industry with a long history of EDI. Over the past three years, SKF has been widely adopting XML technology for message exchange with external and internal trading partners. SKF chose to use OAGIS as the XML standard and have implemented some 40 IT projects using this technology. This session will show how SKF is implementing the OAGIS XML standard in a real industrial environment.

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### DAY 2 - AFTERNOON

#### 14:00

### WHITE STREAM

### Secure Supplier Communication at Volkswagen

### Harald Berg, Director

Telecommunication, **Volkswagen** This session examines the use of ENX in the context of the general security strategy at Volkswagen taking into account other network solutions and cost efficiency. This session will be of particular interest for all those involved in electronic communication with Volkswagen.

### Simplifying supplier communication at Renault

Michel Le Mero, B2B Connectivity Coordination, ENX, GALIA, ODETTE projects, Renault

- · Collaboration with Renault
- ENX as a standard
- ENX SSL via Internet for global use
- Sundown of older technologies: SITA and OFTP/ISDN

### Batch:

OFTP/X25 and OFTP/ENX for EDI OFTP/ENX for engineering

#### Interactive:

Internet for portal and general purpose applications

ENX (standard and SSL) to access in addition to more specialised applications (engineering, quality)

Interactive file download/upload will be available via Open DXM through Internet and ENX.

## ENX: The network standard for the automotive industry. What's new?

Lennart Oly, Managing Director, ENX Association

Managing Director Lennart Oly will give an update on the latest developments.

### **BLUE STREAM**

#### Logistics evaluation: customers expectations and best practice implementation

Denis Mozzo, Quality Manager Logistics, Renault

Renault has implemented the Global MMOG/LE for the production of the new Twingo. This session will highlight many of the commonly encountered inefficient practices and the corrective measures that have been put in place. Customers expectations of the suppliers will also be examined.

### Boosting PSA Peugeot Citroën performance using Logistics KPI Alice Lagarde, Manager Supplier Animation, PSA Peugeot Citroën

PSA wants to improve its logistics performance with its suppliers. To that end, the use of a limited number of shared logistics indicators should allow the day to day measurement of performance, and the development of a structured animation around 4 main actors: Assembly plants, Purchasing teams, Suppliers and Transporters. This session will explain how PSA animates logistics performance, the objectives and some results, and how the Odette LKPI recommendation is helping to achieve the goal.

### MMOG/LE: raising supplier performance in the Czech Republic Vladimir Bartos, Consultant, Minerva Ceska Republika

Miroslav Bali, Manager, Production Control & IT, Fuji Koyo Czech

The session will examine the critical links between the MMOG/LE tool and company information systems and will explore the real possibilities of the application of MMOG/LE. These possibilities will be further illustrated by a real life case study from the Japanese company Fuji Koyo in the Czech Republic.

### How does GALIA promote and implement Global MMOG/LE in the Automotive industry and beyond? Sébastien Caillau, Log & pi

Global MMOG/LE is the standard benchmark criteria to assess materials management and logistics operations within the automotive industry. Many companies already use it as a continuous improvement method to increase their capability to fit their customers' logistics requirements and to improve their operational performance.

### **RED STREAM**

SASIG Engineering Change Management Juergen Scharpf, Manager "Change Management Improvement", DaimlerChrysler

Standardised processes and software are necessary to achieve efficient management of engineering changes between partners. SASIG ECM Group will shortly release the first version of an international ECM standard. This session gives an overview of the objectives, current status and planned activities of the SASIG ECM group.

### Digital Engineering Visualisation Takamasa Tanaka, Senior Manager, Digital Process, SASIG plenary member, JAMA

Update on the current and future activities around DEV in the global Automotive Industry.

#### Implementation of XMTD (ENGDAT V3)

Joakim Hedberg, SASIG Plenary Member, Volvo 3P Update on the global implementations

of ENGDAT V3

#### SASIG new potential projects Akram Yunas, Program Manager, AIAG

This session will provide an insight on the key pain points that the SASIG Consortium will be addressing as potential projects. Long Term Archiving, ECM, Visualisation, Data Transfer Protocols are a few of the domains which will be explored.





### **ODETTE International Conference and Exhibition**

20 - 21 November 2007 - Hilton, Prague



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The fee for the Conference includes attendance on both days, Conference proceedings, lunches, refreshments and evening programme. To benefit from the Member rate, your company must be a member of one of the following National Organisations: Acarom, AIA (Odette CZ), AiAG, ANFAC, GALIA, JAMA/JAPIA, ODETTE Benelux, ODETTE Sweden, OSD, SMMT, VDA or ENX organisation.

### Please select one of the following prices

	Before 21 Sept	Before 26 Oct	After 26 Oct
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Any relevant information supplied by you will be held on our in-house database and may be used by us to keep you informed of future events and activities. It will not be released to any other organisations. If you do not wish to be informed of future ODETTE activities, please tick this box