

TAVOLO CANADA

CANADA-ITALY PARTNERS IN AUTOMOTIVE, CONNECTED VEHICLE & INNOVATION

WORKSHOP & B2B SESSION

Wednesday, 8th February 2012

Centro Congressi Torino Incontra

Via Nino Costa, 8 - 10123 Torino

North America is one of the largest and most lucrative **AUTOMOTIVE** markets in the world with annual sales of 20 million vehicles. A major global player, Canada's automotive industry constitutes 17% of NAFTA production with 2.6 million units per annum of which 84% is exported in shipments totalling \$70 billion in cars and components. Canada's largest manufacturing sector, the automotive industry employs 500,000 people and has 14 vehicle assembly plants and more than 1,000 parts and components plants. Ontario is North America's largest car making region producing 1 out of every 6 new vehicles and is home to international car makers like General Motors, Ford, Chrysler, Toyota and Honda, and Canadian tier-1s such as Magna International, Martinrea, Linamar and Meridian Technologies.

Canada is rapidly developing expertise in the **CONNECTED VEHICLE** sector through partnerships with global players in consumer electronics, automotive technologies, and infotainment. Specifically, Canadian companies are leaders in mobile media content distribution, content, network tools, security solutions, diagnostics, GPS, wireless solutions, fleet management and geomatics. In Canada, the ICT component of the automotive sector accounts for 80% of all vehicle innovation with average investments of \$1 billion in software development for each new car model constituting 70% of a car's final development costs.

A world leader in **AUTOMOTIVE** and **CONNECTED VEHICLE RESEARCH** and **INNOVATION**, Canada has 24 major R&D centres actively engaged in technology cooperation, applied industrial research and in scientific resource and talent exchanges with international partners. In Canada, R&D expenditure in these sectors averages over half a billion dollars a year.

WORKSHOP PROGRAMME

- 09:30** Workshop registration
- 10:00** Welcome address by **Alessandro Barberis**, President Turin Chamber of Commerce
- 10:05** ***Cooperation between Canada and Italy***
Ambassador James Fox, Canadian Embassy Italy
Gianfranco Carbonato, President, Unione Industriale di Torino
- 10:30** ***Automotive industry: collaboration opportunities***
Italy: Mauro Ferrari, Vice President & President of Components Group, ANFIA
Canada: Steve Rodgers, President, APMA
- 11:15** ***Connected Vehicle technology: collaboration opportunities***
Canada: Amir Khajepour, Executive Director WatCAR, University of Waterloo
Italy: Olga Landolfi, General Secretary, TTS Italia
- 12:00** ***Automotive & Connected Vehicle: innovation partnering***
Italy: Paola Carrea, Director of Telematics, Magneti Marelli
Paolo Mulassano, Vice Director Research, Istituto Superiore Mario Boella
Canada: Peter Frise, CEO & Scientific Director, AUTO21
Peter Mascher, Associate Dean, McMaster University
Azzedine Boukerche, DIVA Network Director, NSERC
- 13:00** Concluding remarks
- 13:15** Networking buffet lunch
- 14:30** B2B meetings session
- 18:30** End of session