



# CECIMO Spring Meeting 2009, San Sebastian June 5 - 9, 2009

## AGENDA FOR MONDAY JUNE 8<sup>TH</sup> 2009

### THE IMPACT OF THE ECONOMIC CRISIS AND HOW TO DEAL WITH IT

- **8.15 – 9.30 h: HOW TO MAKE USE OF AVAILABLE MACRO-ECONOMIC INDICATORS TO HELP FORECAST THE ACTIVITY IN THE EUROPEAN MT SECTOR**

- correlation between orders and business confidence indicators
- historical series of production, orders and confidence indicators in manufacturing and machinery
- purchasing managers index
- ...

**Mr. Peter Meier**, dipl. Ing. ETH USP.Consulting: "Sign of recovery in the European machine tool industry."

Mr Meier will focus on the expected turning point in our sector, leading to recovery. He will show what's the real impact of the crisis on our sector, how long this impact will take and what are the signs of recovery? He will explain how his model works to draw some forecasts.

**Mr. Uwe Häberer**, SIEMENS AG Vice President Machine Tools: "Siemens vision on the impact of the economic recession in the MT industry worldwide and their views on a possible recovery."

- **9.30 – 12.30 h: WORKSHOPS on HOW TO MAKE USE OF EU INITIATIVES TO COPE WITH THE ECONOMIC CRISIS.**

#### PARALLEL BREAK-OUT SESSIONS on possible actions

1° Make use of the EU incentives for Research and Innovation.

**Dr. Ing. Ricardo Bueno**, Director for the Scientific Policy FATRONIK – TECNALIA, will speak about the "Factories of the Future", a public-private partnership decided in the EU recovery plan (Nov.26, 2008) based on the JTI activities of the MANUFUTURE network and how to improve the attractiveness of EU financing programmes e.g. the Competitiveness and Innovation Programme.

2° Make use of EU initiatives to improve the general business environment (administrative, legal and even commercial) by e.g. boosting demand

**Mr. Filip Geerts**, Secretary General of CECIMO, will speak about initiatives like the "late payments directive", initiatives for environmentally and energy-efficient production and products, the Small Business Act and Better Regulation Package.

3° Lessons from the EU project "NEXT – Next Generation Production Systems" on New Business Models for a durable competitive advantage in the Machine Tool sector

**Mr. Giacomo Copani**, Researcher at the INSTITUTE OF INDUSTRIAL TECHNOLOGIES AND AUTOMATION - Italian National Research Council., will speak about the evolution of the business model of MT builders towards the offer of value added services and innovative finance which will be a fundamental key to survive successfully in the global market. He will focus on the machine tool companies' position about business model innovation, the existing barriers, success factors, threats and opportunities.

- **14.30 – 15.00 h: REPORT BACK AND CONCLUSIONS on the workshops**

- **15.15 – 16.30 h: HOW TO IMPROVE OUR IMAGE AND FINANCIAL COMMUNICATION AS A SECTOR TOWARDS THE FINANCIAL WORLD?**

- How do the Banks and Investors see our sector? What criteria / sources do they use to evaluate our sector?
- What is the sectorial situation concerning access to financing working capital needs and to investment loans? And that of our CUSTOMERS?
- What to do to improve our image and financial communication as a sector towards the financial world?

**Mr. Riccardo Masoero**, UNICREDIT, Head of Industries and Corporate Relationships - Marketing Head Office and **Mr. Sandro Bianco** - Head of Special Projects - UNICREDIT Corporate Banking Marketing Head Office: "MACLAB. An innovative program to enhance cooperation and business between an international banking group and the Italian machine tool industry"

**Mr. Patrick Rafaisz**, Bank VONTOBEL AG, Analyst Industrials / Chemicals: "The financial investors view on the machine tool industry."