

ONZIEME RENCONTRE INTERNATIONALE DU GERPISA ELEVENTH GERPISA INTERNATIONAL COLLOQUIUM

Les acteurs de l'entreprise à la recherche de nouveaux compromis ?
Construire le schéma d'analyse du GERPISA

Company Actors on the Look Out for New Compromises
Developing GERPISA's New Analytical Schema

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ASSEMBLING TOYOTA IN PORTUGAL

Tiago MACHADO,¹ António MONIZ²

A lot has been written over the last decade with regard to Toyota and the productive model associated to it (*toyota-ism*). In this paper we argue that within Toyota itself different models may co-exist – especially when delocalised – depending, amongst other factors, on the degree of Toyota participation – in terms of capital and technology transfer – in the local company and on the markets to be reached. To test this hypothesis a case study was undertaken at Salvador Caetano's Ovar Industrial Division (OID). This plant, located in the North of Portugal, assembles two Toyota light commercial vehicles: Dyna and Hiace. The main purpose here is to apprehend how, and to what extent, those features interfere with the format and the nature of the work system that was developed locally.

¹ Tiago Machado, UNINOVA-CRI – Institute for the Development of New Technologies-Centre for Intelligent Robotics, and IET – Research Centre on Enterprise and Work Innovation (FCT-UNL), tgm@uninova.pt

² António Moniz, IET – Research Centre on Enterprise and Work Innovation (FCT-UNL), abm@fct.unl.pt, and ISI-FhG, Karlsruhe, antonio.moniz@isi.fhg.de