15th GERPISA International Colloquium
20 - 22 June 2007

What have we learned about the dynamics of automobile firms and systems over the past 15 years?

Paris, Ministère de la Recherche
Paris, Palais du Luxembourg

PROGRAMME

WEDNESDAY, JUNE 20th 2007

Paris, Ministère de la Recherche
(1, rue Descartes, Paris 5ème)

8h45 Welcome of participants (Ministère de la Recherche)

9h30-10h45 : Plenary session

9h30 Plenary Session (Amphi Poincaré)

Conférence introductive :
Les travaux du GERPISA depuis 15 ans : méthodes et enseignements
Michel Freyssenet (GERPISA, CSU-CNRS, Paris, France)

10h45 Coffee break

11h00-12h30 : Parallel sessions

11h00 Session 1 (Amphi Poincaré)

Automobile firms trajectories lessons since mid 90s
The surpassed Giant

Freyssenet Michel (GERPISA, CSU-CNRS, Paris, France)
Presentation of the sessions « Automobile firms trajectories lessons since 1995 »
First drafts and the project of book

Walter McManus, Richard Senter
General Motors in an age of rapid change
(Communication presented by Bruce Belzowski (University of Michigan Transportation Research Institute - Office for the Study of Automotive Transportation))

Giuseppe Volpato (Università Ca-Foscari di Venezia)
Fiat auto 2008 – An arabian phoenix in the international auto industry

1 Traduction simultanée dans les Amphi Poincaré / The simultaneous translation in the Amphi Poincaré - La traduction simultanée ne sera pas assurée dans les Amphi A, B et Stourdé. / The simultaneous translation will not be available in the Amphi A, B and Stourdé.
Session 2 (amphi A)
Automobile companies' past and present forms of internationalisation

Uichi Asao, (Toho Gakuen University, Japan), Hikari Nohara, (Nagano University, Japan)
Inner and intra dialogue on the labor process: the comparison of team work in Japan and Sweden

Jacques Perrat, (ADEES, Rhône – Alpes, Lyon)
A new employment pattern? Hypotheses and realities

Session 3 (amphi B)
Automobile firms and systems' insertion into national or regional configurations

Holger Bungsche (Industrial Research Institute Kwansei Gakuin University, Nishinomiya, Japan)
Developing an automobile industry: China a model for other developing countries?

Otávio Silva Camargo (Federal University of Minas Gerais, Brazil), Mario Sergio Salerno (Polytechnic School, University of São Paulo, Brazil), Mauro Borges Lemos (Federal University of Minas Gerais, Brazil)
Modularity and profits: A study of assemblers and suppliers profits after ten years of tiering in Brazil

12h30 Lunch

14h15-17h30 : Parallel sessions

14h15 Session 4 (Amphi Poincaré)
Automobile firms trajectories lessons since mid 90s
What is the solution?
Chair : Giuseppe Volpato

Glenn Mercer (McKinsey & Company)
Ford 1993 to 2007: Losing Its Way?

Daniel Arturo Heller

Michel Freyssenet
Renault: globalization and doubts

Session 5 (amphi A)
Automobile companies' past and present forms of internationalisation

Eishi Fujita (Nagoya City University, Japan), Masaki Saruta (Chukyo University, Japan)
Yutaka Tamura (Toho Gakuen University, Japan)
Two trajectories of the transformation of Ford production system and tayloristic division of labor in postwar Japan and Sweden

Jun Hyunjoong, (Dongseo University, Busan, Korea)
Hyundai motor's form of internationalisation

Session 6 (amphi B)
The productive and technological division of labour in the automobile systems

Jorge Carrillo (Colef-Mexico), Oscar Contreras (Colson-Mexico), Ismael Plascencia (Uabc-Mexico)
The historical evolution of American Auto Firms in Mexico. Two models of local development: From local supplier networks to firm upgrading

Bruce Belzowski (University of Michigan Transportation Research Institute - Office for the Study of Automotive Transportation)
Inside India: Indians View Their Automotive Future

15h45 Coffee break
16h00 **Session 7** (Amphi Poincaré)
Automobile firms trajectories lessons since mid 90s
_Ist it possible to make all?
Chair: Takahiro Fujimoto (University of Tokyo, Department of Economics; Japan)

Holm-Detlev Köhler (Universidad de oviendo, Espana)
From the marriage in heaven to the divorce on earth. The DaimlerChrysler trajectory since the merger

Bruce Belzowski (University of Michigan Transportation Research Institute - Office for the Study of Automotive Transportation)
Can Chrysler Survive Its Re-invention?

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**THURSDAY, JUNE 21st 2007**

Paris, Ministère de la Recherche
(1, rue Descartes, Paris 5ème)

8h45-12h30: Parallel sessions

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**8h45** **Session 8** (amphi Stourdzé)
Automobile firms trajectories lessons since mid 90s
_The entreprise government compromises_
Chair: Bruce Belzowski

Merieke Stevens, Takahiro Fujimoto (University of Tokyo, Department of Economics; Japan)
Firm trajectories: Nissan
Contesting the convergence thesis to lean production

Ulrich Jürgens (Wissenschaftszentrum Berlin fuer Sozialforschung (WZB), Berlin; Germany)
The Volkswagen Trajectory over the Last Decade

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**Session 9** (amphi A)
Automobile companies’ past and present forms of internationalisation

Yannick Lung, (University of Montesquieu-Bordeaux IV)
Mercosur's place in carmakers' internationalisation strategies

Dario Ikuo Miyake (Universidade de São Paulo, São Paulo, Brazil)
The deployment of corporate production systems in auto-industry firms: a means to drive process improvements towards operational excellence

Vincent Frigant, Jean-Bernard Layan, (University of Montesquieu-Bordeaux IV)
La nouvelle géographie des équipementiers automobiles : une analyse de leur trajectoire récente en Europe de l'Est

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**Session 10** (amphi B)
The productive and technological division of labour in the automobile systems

Giovanni Balcet, (University of Turin, Italy), Flavia Consoni, (University of Sao Paulo, Brazil)
Global technology and knowledge management: product development in brazilian car industry

Arturo Angel Lara Rivero, Lluvia Ponce, Carlos Hernandez, (Departamento de Producción Económica, Mexico)
Modular production and supplier-user relation: the case Dana-Mexico

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10h45 Coffee break
11h00 **Session 11 (amphi Stourdé)**
Automobile firms trajectories lessons since mid 90s  
Coherency, recovery and supply chain  
Chair : Ulrich Jürgens (Wissenschaftszentrum Berlin fuer Sozialforschung (WZB), Berlin; Germany)  

- Ludger Pries (Fakultät für Sozialwissenschaft, Bochum; Germany)  
The BMW-family – from a regional carmaker to a global premium player  

- Shinya Orihashi  
Mitsubishi Motor Corporation : Emerging from its deep crisis  

- Vincent Frigant  
The similarities and difference of the world automobile suppliers. A ten years assessment of reorganisations  

**Session 12 (amphi A)**  
Automobile companies’ past and present forms of internationalisation  

- Hiroshi Kumon (*Hosei University, Japan*)  
Toyota motor’s plant operation in Czech Republic and Turkey – Transfer of the Toyota production system  

- Tommaso Pardi (*GERPISA, Paris*)  
The Toyota production system in Europe : A different story  

**Session 13 (amphi B)**  
The productive and technological division of labour in the automobile systems  

- Akira Takeishi, (*Hirosubatshi University, Japan*), Yoshihisa Noro, (*Mitsubishi Research Institute, Inc, Japan*)  
Determinants of firm boundaries: Empirical analysis of the Japanese auto industry from 1984 to 2002  

- Christophe Midler, R. Maniak, (*Ecole Polytechnique (CRG), Paris*)  
From co-development to co-innovation model: insights from two case studies  

12h30 Lunch  

14h00-16h00 : Parallel sessions  

**14h00 Session 14 (amphi. Stourdé)**  
Automobile firms trajectories lessons since mid 90s  
The newcomers  
Chair : Ludger Pries(Fakultät für Sozialwissenschaft, Bochum; Germany)  

- Hua Wang (*Euromed Marseille Ecole de Management*)  
Determinants on the formation of automobile clusters in china  

- Florian Becker-Ritterspach  
Maruti-Suzuki’s trajectory: from a public sector enterprise to a Japanese owned subsidiary  

- Michel Freyssenet (*GERPISA, CSU-CNRS, Paris, France*)  
Conclusions and orientations for the book
Session 15 (amphi A)

Automobile firms and systems' insertion into national or regional configurations

Marco Aurélio Santana, (Federal University of Rio de Janeiro - UFRJ); José Ricardo Ramalho, (Federal University of Rio de Janeiro - UFRJ); Iram Jácome Rodrigues (University of São Paulo - USP)

Automobile industry, regional development and workers' participation: comparing two regions in Brazil

Luciano Ciravegna, (The London School of Economics/INCAE Business School)

Turin's automotive cluster: Value chain restructuring and the emergence of a new sub-cluster

Bart Kamp, (Resource Analysis, Belgium)

Regional governments a shaping actors of automotive industry performance: a search after good practices

16h00 Coffee break

16h15-17h45: Plenary session

16h15 Session 16 (Amphi Stourdzé)

Conclusion – Programme GERPISA

Bernard Jullien, (GERPISA - University of Montesquieu – Bordeaux 4, France)

18h15 Cocktail
FRIDAY, JUNE 22nd 2007

Paris, Palais du Luxembourg
(15 rue de Vaugirard, Paris 6ème)

8h45 Welcome of participants (Palais du Luxembourg)

9h15-17h00 : Plenary session - (Amphi Médicis)²

9h15-10h15:

9h15 Session 17

Conférence : Automobile et développement durable
Bernard Jullien, (GERPISA - University of Montesquieu – Bordeaux 4, France)

10h15 break

10h30-12h15 :

10h30 Session 18

Round Table
Grands témoins :
- Thérèse Martinet (Déleguée au Développement Durable du groupe PSA Peugeot Citroën)

12h15 Lunch

14h00-17h00 :

14h00 Session 19

Quelques enseignements de la dernière décennie automobile / Some lessons from the last automobile decade
Yannick Lung (University of Montesquieu – Bordeaux 4, France)

15h00 break

15h15-17h00 :

15h15 Session 20

Round Table
Grand témoin :
- Patrick Pelata, (Directeur du Plan, du Produit et des Programme du groupe Renault)

17h00 End of colloquium

² Traduction simultanée dans l’ Amphi Médicis. / The simultaneous translation in the Amphi Médicis