

## 15<sup>th</sup> GERPISA International Colloquium<sup>1</sup> 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 20<sup>th</sup> 2007

Paris, Ministère de la Recherche  
(1, rue Descartes, Paris 5<sup>ème</sup>)

**8h45** *Welcome of participants (Ministère de la Recherche)*

#### **9h30-10h45 : Plenary session**

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**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**

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**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**

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<sup>1</sup> 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 Stourdzé. / The simultaneous translation will not be available in the Amphi A, B and Stourdzé.

**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 Kwansai 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**

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**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  
**Mazda Motor Corporation (1995-2007): Finding its own identity under Ford's big shadow**

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**

**Is it possible to make all?**

Chair : Takahiro Fujimoto (*University of Tokyo, Department of Economics; Japan*)

Holm-Detlev Köhler (*Universidad de Oviedo, España*)

**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?**

THURSDAY, JUNE 21<sup>st</sup> 2007

Paris, Ministère de la Recherche  
(1, rue Descartes, Paris 5<sup>ème</sup>)

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**

**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**

**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**

10h45 Coffee break

11h00 **Session 11** (amphi Stourdzé)

**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 Czeck 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, (*Hirosbatshi 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**

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14h00 **Session14** (amphi. Stourdzé)

**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**

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**16h15 Session 16** (Amphi Stourdzé)

**Conclusion – Programme GERPISA**

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

18h15 Cocktail

## FRIDAY, JUNE 22<sup>nd</sup> 2007

Paris, Palais du Luxembourg  
(15 rue de Vaugirard, Paris 6<sup>ème</sup>)

**8h45 Welcome of participants (Palais du Luxembourg)**

**9h15-17h00 : Plenary session - (Amphi Médicis)<sup>2</sup>**

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**9h15-10h15:**

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**9h15 Session 17**

**Conférence : Automobile et développement durable**

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

10h15 *break*

**10h30-12h15 :**

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**10h30 Session 18**

Rounde Table

Grands témoins :

- Thérèse Martinet (*Déléguée au Développement Durable du groupe PSA Peugeot Citroën*)

12h15 *Lunch*

**14h00-17h00 :**

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**14h00 Session 19**

**Quelques enseignements de la dernière décade automobile / Some lessons from the last automobile decade**

Yannick Lung (*University of Montesquieu – Bordeaux 4, France*)

15h00 *break*

**15h15-17h00 :**

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**15h15 Session 20**

Rounde Table

Grand témoin :

- Patrick Pelata, (*Directeur du Plan, du Produit et des Programme du groupe Renault*)

17h00 *End of colloquium*

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<sup>2</sup> Traduction simultanée dans l' Amphi Médicis. / The simultaneous translation in the Amphi Médicis