

THE BEST OF BOTH



BI-Fudan MBA Automotive Event 2015

A Brand's Affiliation with a Country as a Strength or Weakness

With The Economist's Mary Boyd and Rallycross Champion Petter Solberg

BI-Fudan automotive event 2015

In collaboration with Kongsberg Automotive, BI Norwegian Business School and Fudan School of Management MBA Program invites you to our 2015 automotive event. It is an industry packed with challenges – from soaring petrol prices, chocking traffic to parking space shortages. The 16% gain in 2013 was cut to a 9.9% growth of passenger vehicle sales last year. How can companies use their country of origin to win the heart of the Chinese costumers? How did Peugeot and Citroen become a success story in China?



Retail deliveries of passenger vehicles increased by 16% to 3.49 million units in February and January. Sales of SUVs and minivans surged 66% and 20%, respectively. However, the China Association of Automobile Manufacturers predicts sales to grow about 8% to 21.3 million vehicles, and states that despite the strong start, there is not a high expectation for growth to exceed projections for the entire year.

The strong governmental focus on environmental issues have led to concerns in the industry that cities may be pushed to cap the registrations of new vehicles. Among foreign automakers, General Motors Co. posted a 0.8% drop in combined January and February sales, while Ford Motor Co. deliveries increased 15% in the same period. South Korean producers have the highest utilization rate, followed by Europeans and Americans. Japanese automakers on the contrary, operates at a 77%.

The event is sponsored by the Royal Norwegian Consulate General, Shanghai.

Kongsberg Automotive



Kongsberg Automotive provides world-class products to the global vehicle industry, and is one of the 100 biggest suppliers to this industry worldwide. Their group consists of four major business areas: Interior, driveline, fluid transfer and driver-control. Kongsberg Automotive has a revenue of EUR 1 billion, employing 10000 people. The company's overall aim is to enhance the driving experience, making it safer, more comfortable and more sustainable.



Kongsberg Automotive came to China in 2004, but their expertise and experience in the Chinese automotive industry dates back to 1995 as Kongsberg Automotive when they bought an American company in 2007, that had already been established in Pudong in the mid- 90s

They run three operations in China with a total of 1000 employees; 1 in Wuxi and 2 in Shanghai producing gear shifters, electronic throttle pedals, steering columns, clutch servos, lumbar support, seat heating elements and air brake couplings.

"We believe it is very important to be present at this Automotive Event in order to promote and brand our products and values in China."

- Bent Wessel- Aas

Sr. Vice-President, Driver Control Systems.

[Read more about Kongsberg Automotive here](#)

BI-Fudan MBA Program

BI-Fudan MBA-program was jointly founded by one of Europe's largest business school BI Norwegian Business School and one of China's leading universities – Fudan University, School of Management. Our part-time MBA program is one of the longest running programs in China. Our students come from all over the world and are taught at our campuses in Oslo, Shanghai, Singapore, Berkeley and Madrid.



The BI-Fudan MBA program offers an International platform with a Northern European leadership perspective, well known for its egalitarian characteristics facilitating innovation and creativity.

The BI-Fudan MBA program is a well-rounded program that develops the participants holistically. Not only does the program equip the participants with the necessary technical skills through a well-balanced variety of courses, it also nurtures soft skills, communication and personality.

This two year, part-time MBA program is customized to fit a busy schedule for professionals. The program's 15 modules runs from Thursday to Sunday with approximately one module a month. 10 core modules are taught at School of Management, Fudan University in Shanghai, while three out of nine electives are taught abroad. The last module is conducted in Oslo, Norway, in conjunction with

A Global Experience

Get positioned for advancement and an international career while working. The participants are introduced to an international environment through experienced faculty and modules at famous partner universities abroad.



BI Norwegian Business School and School of Management, Fudan University are both EQUIS and AACSB accredited. BI was awarded AMBA in 2013.

We believe in the strength of networks. Social interaction and focus on experience sharing can broaden your mind beyond textbook knowledge. BI-Fudan MBA program has a strong student union, the Join and Share community.

[Learn more about our program by clicking here](#)



Petter Solberg

"Passion is crucial to succeed in any subject. I'm very pleased to be in Shanghai, one of the world's largest and most dynamic cities. I look forward to meeting players in the Chinese automotive industry, students and alumni at the BI-Fudan MBA program and speak to them about the subjects that I'm truly passionate about, cars and racing," says Petter Solberg.



Petter Solberg is a famous Norwegian rally and rallycross driver. Solberg became the first driver to win an FIA world title in two different disciplines last year when he added the Rally Cross crown to his 2003 World Rally Championship title.

Inheriting his interest for motorsports from his parents, he used to help out around his family's farm, rebuilding competition cars before he was old enough to drive. Solberg entered his first rally in 1992, three days after his 18th birthday and only one day after he got his driving license.

Throughout his career he has won prestigious international and national races and sports awards. As you will hear tonight, Petter Solberg is as far from the stereotypical, quiet and calm Scandinavian as you could imagine. The extravagant and amiable Norwegian talks and lives his life how he drives his cars – on the edge, with passion and panache.

Prof. Ragnhild Silkoset

Dean of Executive Programs and Professor at the department of Marketing at BI Norwegian Business School. She focus her research on strategic alliances and relationship between firms, networks and market oriented management, as well as marketing management and pricing strategies. Her research has been published in international journals such as Journal of Business Venturing, Journal of Business Ethics, European Journal of Marketing, and International Business review among others.



Prof. Ragnhild Silkoset is on her first trip to China as Dean, and are looking forward to speak at BI-Fudan MBA program automotive event. a very well hidden secret is her prior career as a car mechanic.

Country affinity and animosity and brand building. Brands are often connected by which country they origin from, and as individuals prefer one country over the other, the brand preference will follow. For many brands, this country-bond has been a strong part of their identity. What happens when parts of, or whole companies are bought by owners in other countries? How does transferred ownership across nations affect brands?

Program and Speakers

18:00

Registration



18:30

Mary Boyd
Director Corporate Network at The Economist Group in Shanghai. She has researched and published on economic development in China



They will share their views on China's economic future and how they see the new normal

Prof. Wang Xiaozu
Professor at School of Management, Fudan University and lecturing at the Corporate Finance module in the BI-Fudan MBA Program.

19:00



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Prof. Ragnhild Silkoset
Dean of Executive Programmes and Professor at the Department of Marketing at BI Norwegian Business School. She is responsible for the academic quality and development of the Executive Programs at BI.

19:45



Villanti will talk about marketing strategy for foreign automotive brands in China.

Stefano Villanti
Former Executive Director of Sales and Marketing at Qoros Auto. He joined the organization in 2008 and was a key staff member during the initial start-up phase. Prior to joining Qoros, Stefano was a senior consultant at McKinsey.

20:15



Petter Solberg
Norwegian rally and rally cross driver. Solberg became the first driver to win an FIA world title in two different disciplines last year when he added the rally cross crown to his 2003 World Rally Championship title.

20:45

Buffet Dinner



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