



**SOUTH AFRICAN
AUTOMOTIVE
WEEK**

2011

**GREEN CARS
PRESENT RISKS
AND
OPPORTUNITIES**

CONFERENCE

25 & 26 AUGUST 2011 EAST LONDON

“GREEN MACHINES: OPPORTUNITY & RISKS FOR SA AUTO INDUSTRY”

The South African Automotive Week Conference in 2011, is a pre-cursor to the comprehensive South African Automotive Week in 2012

It brings industry to a common understanding of the future direction, scope, speed, opportunities and pitfalls of the global green economy on automotive manufacturing.

It presents case studies around the “green” plans and projects of OEMs as well as opportunity for the diversification of manufacturers into the Renewable Energy boom from bolts to turbines.

WHY GREEN THEME?

- The present and future of manufacturing?
- Holds bottom line opportunities – eg. diversification
Many local firms already producing pumps, tanks, valves & piping, meters, switch gear and turbines. Also opportunities in aluminum framing, glass mirrors, reflective dishes, electronic components etc.
- Poses threats – who will control the drivetrain?
- New way of doing business – how do we read the signs and respond?
- OEMs all have advanced green engines
- Global Green regulations
- Lifestyle shift places us at a punctuation point in history

SITE VISITS

Delegates have the option of registering for site visits:

- ELIDZ
- Mercedes Benz SA
- Photo-voltaic cell factory
- Wind farm
- Makana bio-fuel project.

RATIONALE FOR PARTICIPANTS

- Market capitalisation of publicly traded renewable companies doubled from \$50bn to \$100bn in 2 two years (2005-2007).
- The African market remains largely untapped.
- Opening Legislation fresh. Exploit early mover advantages.
- Research shows that in conjunction with energy efficiency measures, 75% of South Africa’s electricity could be generated by exploiting renewable energy sources by 2050, slashing our CO2 emissions by 54% below 1990 levels.
- Wind, geothermal and photovoltaic energy projects make the total renewable market to be at least R3 billion a year by 2012.



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