

AUTOMOTIVE TRADE MISSION

TURIN AND MILAN, ITALY

DECEMBER 1ST – 6TH, 2009

CAR CONTACT

Bernard Swiecki, Cell. 734-717-5928

AMERICAN CONSULATE CONTACTS

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TUESDAY, DECEMBER 1st, 2009

12:00 pm For those people who arrive to the Malpensa Airport (depart DTW NW 0242)
Flight NW 8523 at 11:15, there is a private rented bus to TURIN

2:00 pm Arrive Turin and accommodation in Hotel

HOTEL PRINCIPI DI PIEMONTE*****
VIA GOBETTI, 15
10123 TORINO
TEL. +39 011 5636 8661 ; FAX +39 011 5176 305
EMAIL: prenotazioni@principidipiemonte.com
WEB: www.atahotels.it/principi/

Confirmation number: 264615
High speed Wi-Fi Internet connection with fee

7:30 pm No-host dinner. Bernard Swiecki of CAR, Rick de Lambert, Principal
Commercial Officer and Andrea Rosa, Commercial Specialist will brief the
delegation

Location: Hotel Principi di Piemonte restaurant

WEDNESDAY, DECEMBER 2nd, 2009

8:45 am Depart Hotel to Unione Industriali (meet in hotel lobby)
Location: Sala Piemonte – Via Fanti 17, Torino

Morning Session

9:30 am **PIEMONTE – USA SEMINAR**

10.00 am *Welcome Remarks by Authority: Piedmont Region*

Province and City of Turin

Opening remarks	SIMONE CROLLA , <i>Consigliere Delegato AMCHAM</i> GIANFRANCO CARBONATO , <i>Presidente Unione Industriale Torino</i>
10.45 am	ENRICOMARIA ROSSO , <i>Honorary Member AMCHAM Piedmont</i>
11.00 am	FRANK SPORTOLARI , <i>Managing Director UPS</i> FEDERICOMARTINI , <i>Managing Director AZIMUT YACHT</i> MARZIO RAVEGGI , <i>Managing Director JOHNSON Control</i> SEAN MCALINDEN , <i>Executive VP of Research and Chief Economist</i> CENTER FOR AUTOMOTIVE RESEARCH
12.00 am	<i>Conclusion</i> DAVID THORNE , <i>Ambassador of the United States of America in Italy</i>

Afternoon Session

CAR INVESTMENT WORKSHOP

Location: Unione Industriale - Sala Torino – Via Fanti 17, Turin

Simultaneous Translation available

Light Buffet

2:00 pm	Welcome Remarks Bernard Swiecki, CAR Rick de Lambert, Principal Commercial Officer, U.S. Consulate, Milan Enrico Rosso, Honorary Member, AMCHAM Piedmont
2:10 pm	THE INVESTMENT LANDSCAPE, THE AUTOMOTIVE PERSPECTIVE Dr. Sean McAlinden, Executive VP/Chief Economist, Center for Automotive Research (CAR), Ann Arbor, Michigan
2:30 pm	Round Table: Regional Prospective Moderator: Bernard Swiecki, Senior Project Manager, Center for Automotive Research (CAR), <ul style="list-style-type: none">• Illinois: C. Mark Williams• Indiana: Vicki Kellerman, Angelina Lindahl, Dale Buuck, Laura Sheets• Kentucky: Jim Hizer• Ohio, Wood County: Tom Blaha• Ohio, Lucas Country: Ford Weber• Ontario: Cephus Panschow
3:20 pm	How to build an industrial plant in the U.S.: Walbridge Aldinger, Detroit, Michigan
3:35 pm	How the Italian Ministry for Economic Development supports the Italian companies wanting to invest in the U.S. - Ing. Pio Pellegrini, Consulente SIMEST
3:50 pm	Q&A Session
4:00 pm	Conclusion (Rick de Lambert)
4:00 – 4:30 pm	Coffee break and Networking
4:00 – 5:30 pm	Optional B2B Meetings
5:30 pm	Depart to Hotel Principi

6:30 pm (TBD) Drinks with Mr. **DAVID THORNE**, Ambassador of the United States of America in Italy

THURSDAY, DECEMBER 3RD, 2009

9:00 am Pick up by private rented bus to FIAT MOTORVILLAGE (meet in hotel lobby)
Location: *Mirafiori Motor Village - Piazza Riccardo Cattaneo, 9 - 10137 Torino*

9:30 - 11:00 am Introductions and briefing

11:30 – 12:45 pm Visit to Motor Village

No-host lunch at MotorVillage

2:00 pm Depart from Motor Village to FIAT Plant Tour by bus
Location: Fiat Group Automobili S.p.A. - Corso Giovanni Agnelli, 200 - 10135 Torino

2:30pm - 3:45 pm Visit to FIAT Plant

4:00 pm Depart to Hotel Principi di Piemonte by bus

5:00 - 7:00 pm Possible B2B meetings according to agenda

No-host dinner

FRIDAY, DECEMBER 4TH, 2009

9:00 – 1:00 om One-on-one meetings according to agenda at Hotel Principi di Piemonte

No-host lunch

3:30 pm Departure to Milan by private rented bus

5:00 pm Arrive Milan and accommodation in Hotel

NH JOLLY TOURING HOTEL ****

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Confirmation number: 107516932

SATURDAY, DECEMBER 5TH, 2009

Mission concludes, visits to attractions in Milan

SUNDAY, DECEMBER 6TH, 2009

Departures