



#CONNECT EUROPE

The first European and International Automotive Mobility Forum

20/09/2021 - EVIAN

Pourquoi participer à cet événement

- Exchange: promote European and International networking between associations, dealership groups, heads of trade and repair groups
 - Anticipate: review the major changes in the sector, whether technological, regulatory, environmental, societal or mobility oriented
 - Inspire: benefit from feedback from the field and identify business opportunities
 - 3 main themes crucial for employment, training and competitiveness : Green Deal and the future of mobility; Big Data & Connectivity; Contractual relationships between manufacturers, distributors and repairers
 - 3 plenary sessions, 12 workshops regular breaks, lunches and a gala dinner to pursue the debates and network
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DAY 1 PROGRAM

Registration and welcome breakfast

Meeting exclusively for national automotive dealers & repairers associations

Networking for dealership groups chairmen, head of independent trade & repair groups

Welcome speech

PLENARY SESSION #1 – Green deal

VIP video

Debate - Green Deal and the future of mobility: what is at stake

- Implementing the European Green Deal: incentives to expect and impact of the corona virus crisis
- European emission standards: what impact on cars' sales and repair, existing fleet renewal and your internal organization
- Urban and extra-urban transports: which energy source for what use? How to manage travel flows and roads' transformation
- Mobility as a service: what kind of partnerships establish with start-ups to develop innovative economic models
- How to promote employment

Lunch

WORKSHOPS #1 : Green deal

Urban mobility and traffic flow management

- Investments, financing, profitability and consumer behavior: a review of the European mobility market
 - International best practices (Singapore, Amsterdam, London, Scandinavian countries...): data sharing, surveillance, traffic regulation, new roads...
 - What future for European car dealers in big cities
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Mobility as a service

- Mobility as a service: what kind of partnerships establish with start-ups to develop innovative economic models
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European emission standards: what impact on sales and maintenance

- What source of energy for what use
 - What ROI for electric vehicles
 - What impact on existing fleet renewal and your internal organization
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PLENARY SESSION #2 : Connectivity and digital

VIP Interview

Debate - Connected vehicle: the stakes of a fair data sharing for the car distribution and repair sector, and the arising opportunities for innovation

- Data from extended vehicles and sensors: insights on the property system and the current legislation
- Connected vehicle data control: from upstream to downstream, a stake for the entire sector
- Individual initiatives: what are the best practices developed by manufacturers, dealers and repairers

- Discover the top emerging innovations disrupting the Automobile services
- Autonomous vehicle: what's the current state (test and experiments, technical and regulation challenges, social impacts...); what consequences on sales and maintenance

Networking break

WORKSHOPS #2 : Connectivity and digital

OTP : who manages the European platform

- Data ownership: to whom does in-vehicle data belong
 - How to secure connected vehicle data and address cyber risks
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Optimize employee training strategy and minimize costs in a digital post COVID-19 environment

- Define the most appropriate method according to the type of employee
 - Individualize the learner's path with artificial intelligence tools
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Reinvent and digitize your dealership, leveraging car data

- How can vehicle data bring you additional value and help you optimize your customer relationship, aftersales services and marketing strategy
 - Create innovative and playful experiences and allow your clients to customize their vehicle's configuration
 - Anticipate changes in your business
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Cocktail

GALA DINNER - VIP SPEECH

DAY 2 PROGRAM

PLENARY SESSION #3 : The future distribution models

VIP speech : EU regulatory framework about sales, aftersales & future distribution models

- The Motor Vehicle Block Exemption Regulation (MVBBER) : where we are in the renewal process and next steps.
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Debate - The future distribution models

- Agency, franchise or distribution contract: how to choose
- New business models: how to earn money
- Online sales, direct sales and maintenance: what share of value
- Impacts of COVID-19'

Networking break

WORKSHOPS #3 : The future distribution models

Rising concentration trend: what future for European and International car dealership

- Emergence of cross-borders, pan-European and transnational groups, mergers and acquisitions: towards a shared governance with manufacturers?
 - Catchment areas' extension: how to make economies of scale
 - Distribution contract, agent contract, dual distribution: differences, risks and opportunities
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What does the future hold for distribution contracts

- Agent/manufacturer: what relationship's evolution and what return on investment
 - What are the main regulations
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Distribution of trucks and industrial vehicles

- What energy for what use
 - How to replace used trucks
 - How to optimize your data
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WORKSHOPS #4 : The future distribution models

Focus on after-sales: what investment to choose to optimize your repair activities

- How to develop your after-sales activities and transform your internal organizations
 - Electricity and hydrogen: how to survive the changes in the automotive industry and what profitability to expect
 - Spare parts distribution: what return on investment to forecast
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How to develop your used cars sales and maximize your profits

- What value for the future of business
 - Labels: what gain for your sales
 - How are changes in the used car industry leading to a digital experience for operators and end users
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Online and direct sales : what is the share of value

- Webstores for new and used cars: how to stand out from pure players' competition
 - From your salespeople to your end customers: how to improve your user experience
 - Optimize your lifecycle value with a digital, flexible and cancellable subscription model
 - Direct sales: going beyond traditional codes
 - Car parts replacement, repackaging, storage, delivery : how to answer your customers' expectations
 - How much revenue expecting from a digital sales strategy
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PLENARY SESSION #4

VIP interview

VIP interview

DEBATE - Nurturing skills: the challenge for automotive industry

- How to modernize our professions' image
- How to recruit, engage and train future talent

Lunch

Free networking time

CECRA's GENERAL ASSEMBLY

Avec la présence exceptionnelle de

Professionnel(s) du secteur

Qui participe à cet événement

Independant car dealer. Independant repairer. Staff of a CECRA member association

Tarifs

- Car dealers & repairers : 1 000,00 €HT

