



### Registration

Please complete the enclosed registration form and return it to us by fax by March 1, 2010.

The seminar is free of charge.

### NRW.INVEST GmbH

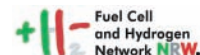
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LEADING REGION IN EUROPE  
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## Invitation

“Challenges of e-Mobility for the Global Automotive Industry – Powertrain, Battery & Fuel Cell, and Infrastructure Issues”

Tokyo

Venue Tokyo, Washington Hotel Ariake (from Tokyo Big Sight only 3 minutes on foot)  
Room “Iris” 3F

Date March 4, 2010

Time 10:00 - 18:30 (Seminar 10:00-17:00 / Get Together 17:00-18:30)



## Seminar

### “Challenges of e-Mobility for the Global Automotive Industry – Powertrain, Battery & Fuel Cell, and Infrastructure Issues“

“As Hybrid (HV), Plug-in Hybrid (PHV) and Electric Vehicles (EV) make their debut in major markets, global players and newcomers face various challenges and evaluate the opportunities of “e-Mobility” which is widely thought to bring about big changes in the global automobile industry.

In Japan, the successful market launch of eco-friendly hybrid cars for a price of about JPY 2m, widespread public and media attention as well as increasing government support have raised the profile of e-Mobility. Furthermore, efforts across national, academic and industry borders are aimed at securing a leading position in a future of e-Mobility based on renewable energies.

NRW Japan K.K., the Japan office of the Economic Development Agency of the German State of North Rhine-Westphalia (NRW), is pleased to host this seminar on March 4<sup>th</sup>, 2010, during the PV/FC/Secondary Batteries Expo at Tokyo Big Sight. The automobile industry's latest trends and topics in batteries, fuel cells, infrastructure and e-Mobility projects will be introduced from a global point of view with a special focus on developments in Europe, Germany / NRW and Japan.

NRW, the largest state of the Federal Republic of Germany with approx. 1/4 of the German population and GDP, is one of the most important automobile industry regions in Europe and seems predestined for the implementation of e-Mobility programs. The overall strengths of its economy, its automotive and chemical industry know-how, and its role as Germany's leading energy region were also reasons for the Federal Government to designate NRW as an e-Mobility model region in 2009.

Aiming for 250,000 EV/PHV cars by the year of 2020, the NRW state government promotes research and pilot projects in battery technology, vehicle technology and smart grid infrastructure. As e-Mobility expands, this represents great opportunities for EV related automobile makers and suppliers from within and outside NRW. A pioneering role in renewable energies and smart grid development also make this densely populated state an ideal model region for e-Mobility.

We are looking forward for your development in the promising future industry of e-Mobility between Japan and Europe / Germany / NRW.”

Organized by NRW.INVEST GmbH / NRW Japan K.K.  
Supported by Embassy of the Federal Republic of Germany, Tokyo  
Co-hosted by Fuel Cell and Hydrogen Network NRW

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#### Programme

- 10.00 Opening & Greetings**  
Georg Loeer, Representative Director & President,  
NRW Japan K.K.
- 10.10-10.30 The Automotive Cluster & e-Mobility in NRW**  
Dr. Johannes Bauerdick, Deputy Director,  
Ministry of Economic Affairs and  
Energy of the German State of North Rhine-Westphalia

#### FORUM I Car Technology

- 10.30-11.00 Electro- and Hybrid Vehicles - R&D Activities of IKA**  
Prof. Dr.-Ing. habil. J.-W. Biermann,  
Vice Director, IKA RWTH Aachen
- 11.00-11.15 Coffee Break**
- 11.15-11.35 Vehicle Electrification, Fuel Cells and Hydrogen - GM's Integrated Approach**  
George P. Hansen, Director Fuel Cell Commercialization  
Asia Pacific, General Motors
- 11.40-12.00 Hybrid systems for commercial vehicle**  
Prof. Dr. Eike Boehm, Member of the Board,  
Head of Product Engineering,  
Mitsubishi Fuso Truck and Bus Corporation
- 12.00-12.20 Q & A Session Forum I**
- 12.20-13.20 Lunch Break**

#### FORUM II Battery & Fuel Cell Technology

- 13.20-13.40 Fuel Cell and Battery - Electric Mobility Activities in NRW**  
Dr. Koch, Deputy Director,  
Fuel Cell and Hydrogen Network NRW
- 13.45-14.15 Exciting opportunities for R&D and Lithium-Ion-Batteries**  
Prof. Dr. Martin Winter, Muenster Electrochemical  
Energy Technology (MEET) Muenster University
- 14.20-14.40 Development of Lithium-ion battery materials for e-Mobility**  
Dr. Makoto Ue, Fellow, Mitsubishi Chemical Corporation
- 14.45-15.05 The Challenge of HyTReC as a Lodgment of Hydrogen Related Product Development**  
Shogo Watanabe, President,  
HyTReC Energy Test & Research Center
- 15.05-15.20 Q & A Session Forum II**
- 15.20-15.35 Coffee Break**
- #### FORUM III Model Regions, Infrastructure & Projects
- 15.35-15.55 Next Generation Vehicles: Recent Initiatives on Solving the Infrastructure Puzzle**  
Satoshi Nagashima, Partner, Roland Berger
- 16.00-16.20 Trends of EV / PHEV and charging Infrastructure**  
Yuki Tanaka, Senior Consultant Global Strategy  
Consulting Department I, Nomura Research Institute
- 16.25-16.45 E-Mobil NRW**  
Dr. Susanne Stark, Project Manager e-Mobility,  
Stadtwerke Duesseldorf
- 16.45-17.00 Q & A Session Forum III**
- 17.00-18.30 Get Together**