

# SA Automotive Week Conference goes green in 2011

The South African Automotive Week Conference will take place from 25-26 August 2011 in East London. It is a pre-cursor to the comprehensive South African Automotive Week in 2012. The conference aims to bring the 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

For more information, go to [www.saaw.co.za](http://www.saaw.co.za).

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