

THE NEW FOCUS OF GLOBALISATION IN THE AUTOMOTIVE INDUSTRY

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Abstract

Through the fast and simple interchange of information and the reduction of international barriers, global commerce has become possible. The Automotive Industry has introduced international cooperation and participation for reducing costs, allowing them to be successful in markets for which, initially, their products were too expensive. This leads to a global presence of the OEM and their suppliers, which results in a steady change of the local industries. Productions are transferred, new locations are being choosed for local delivering to the customer and for having shares of foreign markets.

Today's most interesting automotive markets are the BRIC – Countries (Brazil, Russia, India, China). Especially China's and India's growth rates are the highest worldwide. On the other hand, these markets are very cost sensitive.

In the following we will find an answer to the questions:

- Where can we find the presence of the main OEM and how will this change in the future?
- Which are the main factors for localizing a foreign production?
- Who is who in the Chinese and Indian Automotive Industry?
- What chances and risks does the globalisation include?

Keywords

Globalisation, competitiveness, cost reduction, China, India