

« *Location and competitiveness  
of firms in Europe* »

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Agenda

1. Preliminary remarks on globalization
2. Why localizing in Eastern Europe ?
3. The Dacia/ Logan experience



Preliminary remarks

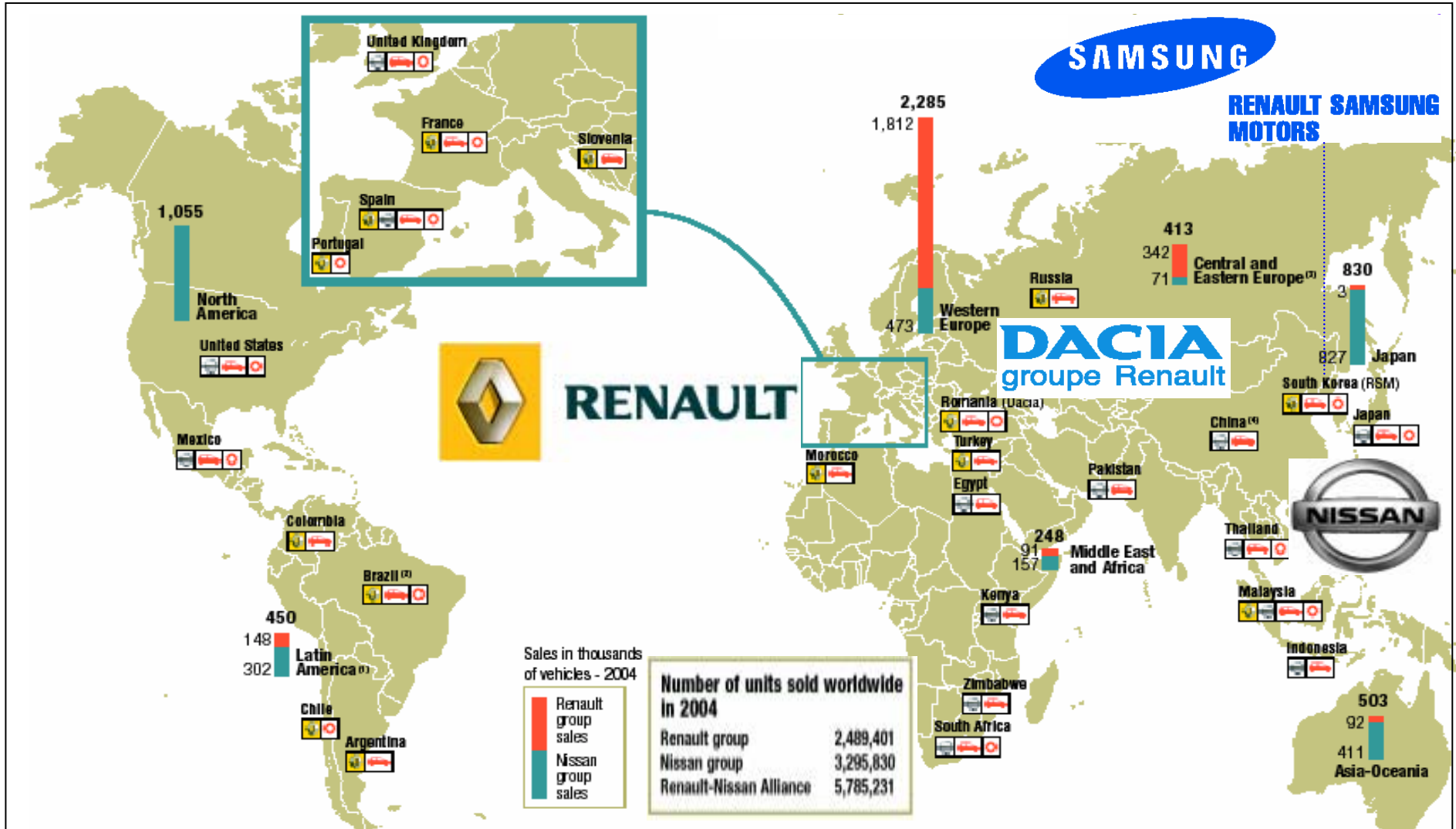
**Globalization**  
**(1/2)**

- Internationalisation does not only mean selling and/or manufacturing abroad...
- This is the **ability for a company to rethink the strategy and its organization** on a worldwide basis.
- The strategy of the OEM should take into account constraints and opportunities of **different regions / countries of the world**
  - for production
  - for conception (design, engineering...).



# Preliminary remarks


## Globalization (2/2)





Preliminary remarks

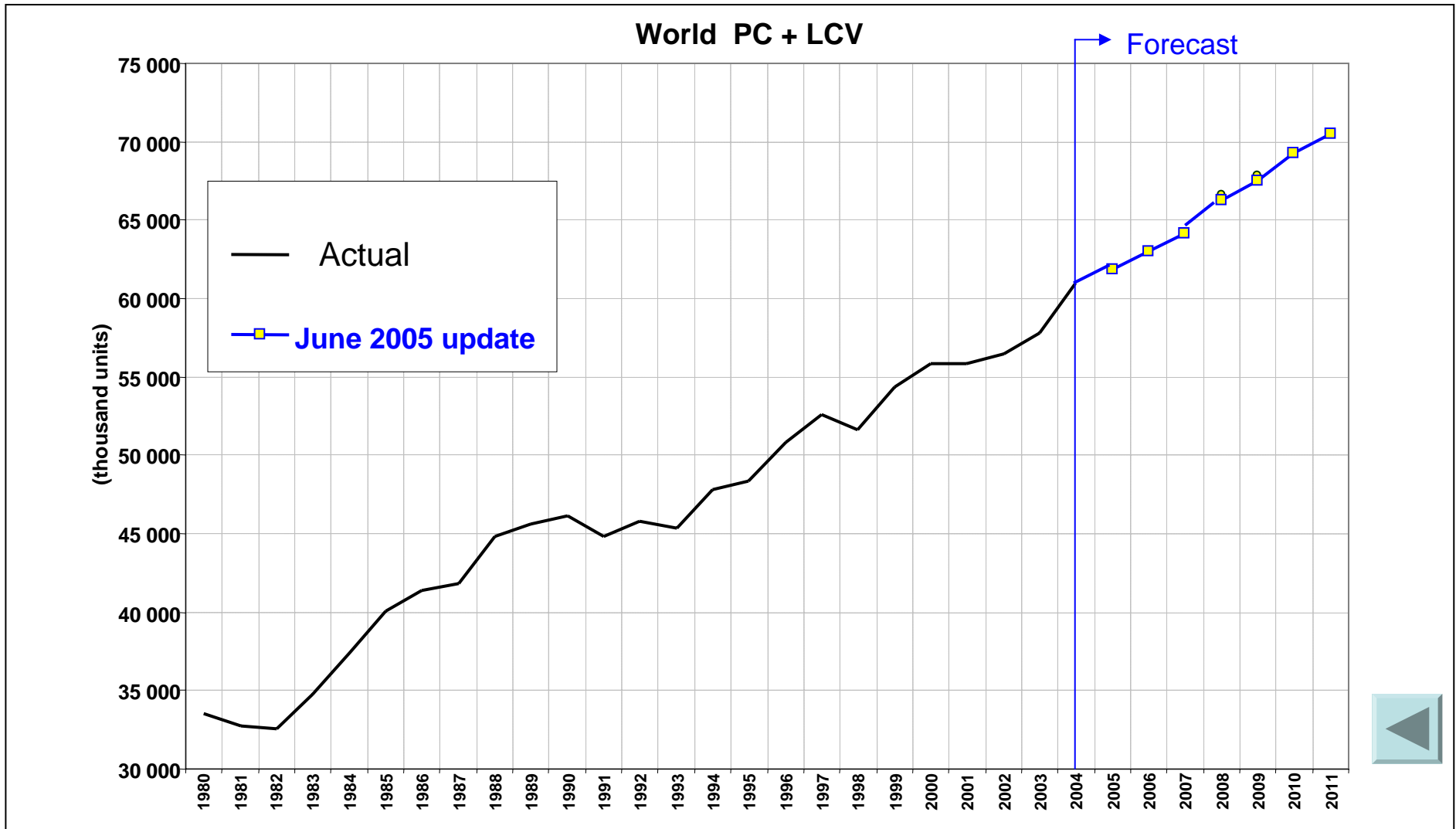
## **A context of growth of the automotive world market (1/2)**

- Internationalisation occurs in a favorable context of **global growth of automobile markets** all around the world. 
- The more integrated the European market is, the stronger the home market is. 



## Preliminary remarks

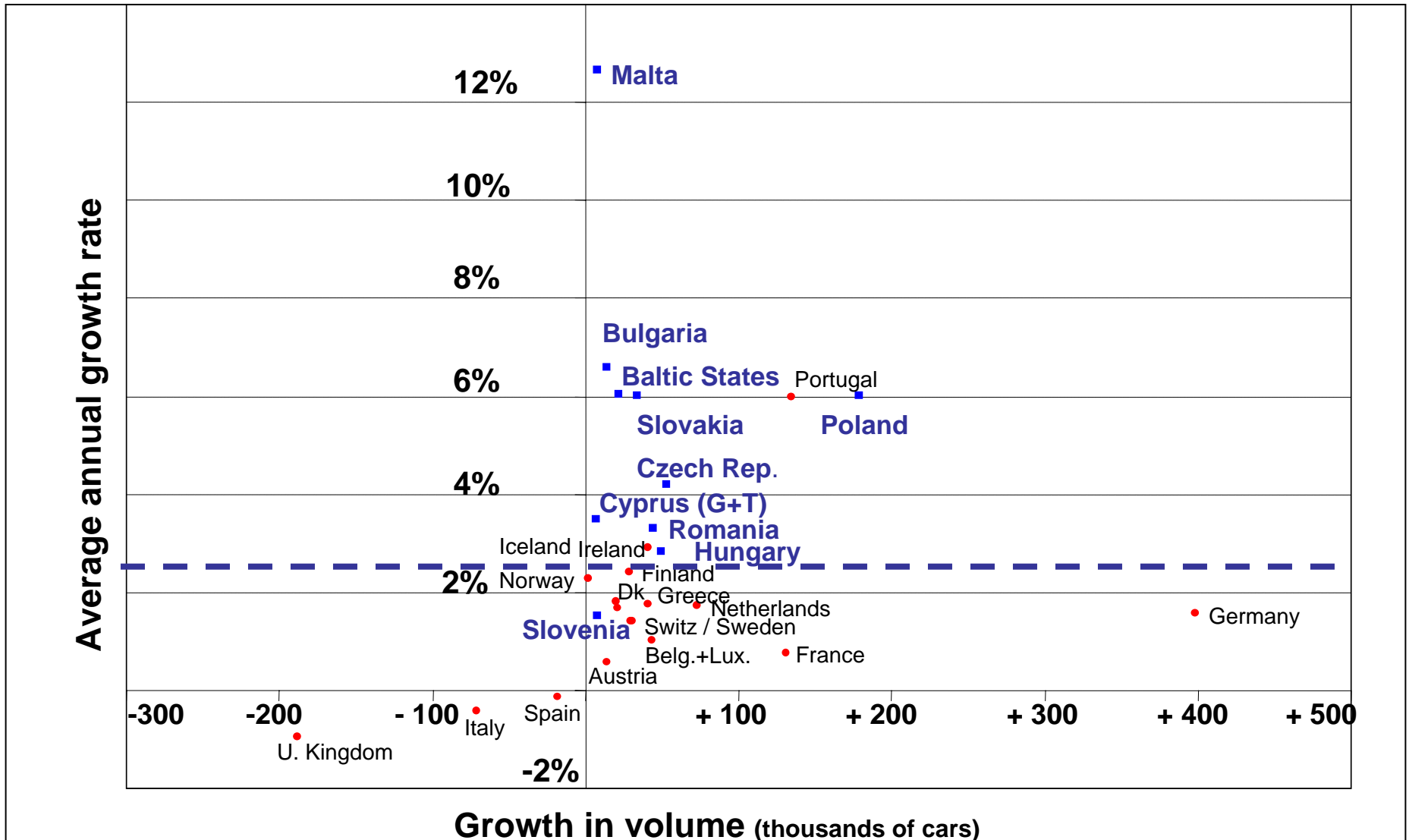
# A context of a favorable growth of the automotive market (2/2)





Location in Eastern Europe

## Growing automobile markets / Projections 2004 - 2011





Location in Eastern Europe / Focus on Dacia  
**... but also very significant investments**

**• 490 millions Euros of investments for the modernisation of the PLANT**

- Mioveni site : 2,9 millions m<sup>2</sup>
- 12.097 employees (end 2004) and 1 million hours of training (450 employees directly trained in the French Technocentre)
- Production of 600 Logan per day in 2005
- Objective for the year 2006 : 200 000 vehicles (more than half for exports) + 150 000 CKD

+ support and rationalisation of local suppliers (tier-1 and tier-2)

**• 200 millions Euros of investments for the LOGAN**





# Location in Eastern Europe / Focus on Dacia

## Results in Romania

Number of vehicles

