

AUSSEN  
WIRTSCHAFT  
AUSTRIA SHOWCASE  
**AUTOMOTIVE TECH DAYS USA 2020**

**ELECTRIFICATION, MOBILITY, USER EXPERIENCE, SMART PRODUCTION**

Wednesday, March 25<sup>th</sup>, 2020 – Friday, March 27<sup>th</sup>, 2020

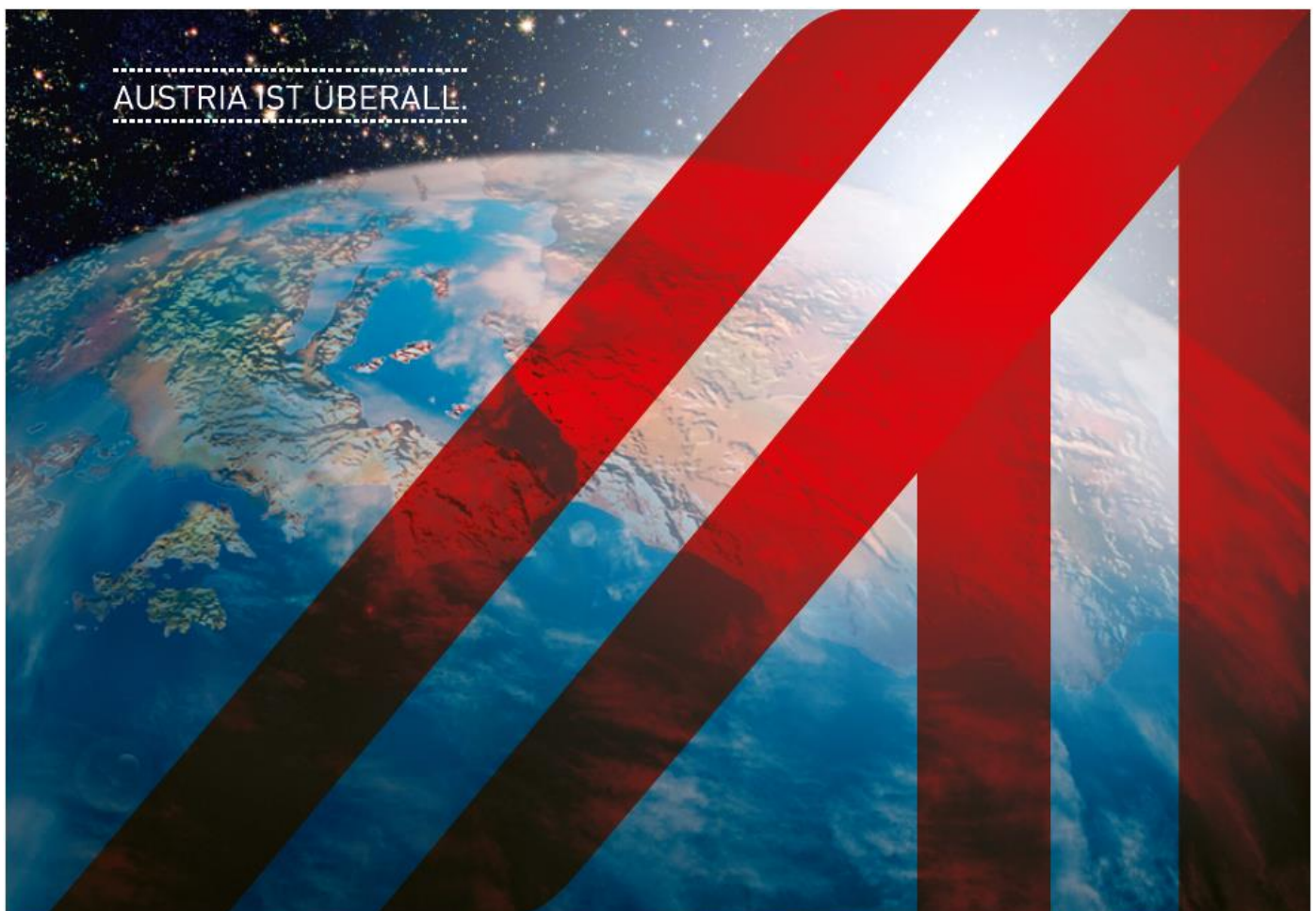
**PROGRAM**

Detroit, USA

Last update: January 21<sup>st</sup>, 2020 | Program may be subject to change



einer Förderinitiative des Bundesministeriums für Digitalisierung und Wirtschaftsstandort und der Wirtschaftskammer Österreich.



## AUSTRIA SHOWCASE

# ELECTRIFICATION, MOBILITY, USER EXPERIENCE, SMART PRODUCTION

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## PROGRAM

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Program language: English

### TUESDAY, March 24th, 2020

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#### INDIVIDUAL ARRIVAL OF AUSTRIAN COMPANIES

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All day

#### ARRIVAL IN MICHIGAN

We reserved rooms at a special rate at the below hotel for our delegation.

Sheraton Detroit Novi Hotel  
21111 Haggerty Road Novi, Michigan 48375  
Arrival: March 24th 2020  
Departure: March 27th 2020  
Rate: USD 176.00 per night (plus Tax and Fees)  
Breakfast included

Please provide own payment information upon check in for room cost and incidentals.

**These rooms are on complementary hold and need confirmation until February 18<sup>th</sup>.**

After this date, we cannot guarantee availability or the above listed rate. All transfers will start and end at this property.

For questions regarding booking, contact the Advantage Austria office in Chicago.

Flight Option:

Tuesday United: Vienna -> DTW (via Frankfurt) 09:05 -> 15:20

Friday United: DTW -> VIE (via Frankfurt) 17:10 -> 10:10 (+1)

IMPORTANT! Cost for flights and hotel are not included in the program cost. We recommend the above listed hotel and will provide registered companies with a link to secure their rooms.

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04.00PM

#### BUS TRANSFER FROM DETROIT AIRPORT TO HOTEL & CHECK IN

Sheraton Detroit Novi Hotel  
21111 Haggerty Road Novi, Michigan 48375

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**07.00 – 09.00PM WELCOME AND BRIEFING**

Hotel Bar  
 Contact information:  
 Peter Sedlmayer – Advantage Austria – Trade Commissioner  
 Cell: +1-312-493-7152  
 Julius Bosak – Advantage Austria – Business Development Automotive  
 Cell: +1-312-887-9996

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**WEDNESDAY, March 25th, 2020**

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**06.30 – 07.30AM INDIVIDUAL BREAKFAST (INCLUDED IN ROOM RATE)**

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**07.30AM BUS DEPARTURE TO BORDRIN MOTORS**

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**08.00 – 08.30AM SET UP OF TECH DAY 1**

14925 W Eleven Mile Rd  
 Berkley, MI 48072

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**08.30 – 09.30AM TECH DAY 1 - BORDRIN MOTOR – VIP TOUR**

VIP tour and meetings with Bordrin decision makers

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**09.30AM – 12.00PM TECH DAY 1 - BORDRIN MOTOR**

Meetings with Bordrin technology representatives

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**12.30 – 01.30PM TRANSFER TO HONDA AND SETUP**

**IMPORTANT:** THE HONDA TECH DAY IS PENDING. HONDA WILL MAKE A DECISION ONCE THEY RECEIVE THE COMPANY PROFILES AND DESCRIPTIONS OF THEIR PRODUCTS AND SERVICES. IF HONDA CAN#E BE CONFIRMED WE WILL PLAN AN ALTERNATIVE. INDIVIDUAL MEETINGS WITH HONDA MAY BE REQUESTED BY THE OEM.

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**01.30 – 04.00PM TECH DAY 2 AT HONDA**

Meetings with Honda decision makers and technology representatives

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**04.00 – 06.00PM TRANSFER TO FCA AND SETUP OF TECH DAY 3**

Chrysler Drive, Auburn Hills

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**THURSDAY, March 26th, 2020**

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**06.30 – 07.00AM INDIVIDUAL BREAKFAST (INCLUDED IN ROOM RATE)**

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**07.00AM BUS DEPARTURE TO FCA**

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**07.00 – 07.30AM TRANSFER TO FCA**

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**07.30 – 08.30AM TECH DAY 3 – FIAT CHRYSLER AUTOMOBILES – VIP TOUR**

VIP tour and meetings with FCA decision makers

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<b>08.30AM – 02.00PM</b>	<b>TECH DAY 3 - FCA</b> Meetings with FCA technology representatives
<b>02.00 – 03.30PM</b>	<b>CLEANUP AND LOADING OF EXHIBITON MATERIALS</b>
<b>03.30PM</b>	<b>TRANSFER TO DETROIT REGIONAL PARTNERSHIP/ PLANET M LANDING ZONE</b> 1001 Woodward Ave Suite 800 Detroit, MI 48226
<b>04.30 – 05.30</b>	<b>INTRODUCTION OF DRP AND PLANET M LANDING ZONE</b>
<b>06.00 – 09.00PM</b>	<b>ABENDEMPFANG UND NETWORKING</b> Netzwerkempfang gemeinsam mit Delegation aus Belgien, lokalen österr. Unternehmen, Business Development Organisationen
<b>Option 2</b>	<b>NHL HOCKEY GAME</b> Detroit Red Wings vs. Philadelphia Flyers – Tickets included
<b>Time tbd.</b>	<b>TRANSFER TO HOTEL</b>
<b>FRIDAY, March 27th, 2020</b>	
<b>06.30 – 07.00AM</b>	<b>INDIVIDUAL BREAKFAST (INCLUDED IN ROOM RATE) &amp; CHECKOUT OF HOTEL</b>
<b>07.00AM</b>	<b>BUS DEPARTURE TO TOYOTA NA</b> South Platt Road, Saline
<b>07.00 – 08.30AM</b>	<b>TRANSFER TO TOYOTA NA AND SETUP OF TECH DAY 4</b>
<b>08.30 – 11.30AM</b>	<b>TECH DAY 3 – TOYOTA NA – VIP TOUR</b> VIP tour and meetings with Toyota decision makers
<b>11.30AM – 01.00PM</b>	<b>CLEANUP AND AIRPORT TRANSFERS</b>
<b>END OF PROGRAM AND INDIVIDUAL DEPARTURE OF GUESTS</b>	