



**TOGETHER**  
*for a sustainable future*

## OCCASION

This publication has been made available to the public on the occasion of the 50<sup>th</sup> anniversary of the United Nations Industrial Development Organisation.



**TOGETHER**  
*for a sustainable future*

## DISCLAIMER

This document has been produced without formal United Nations editing. The designations employed and the presentation of the material in this document do not imply the expression of any opinion whatsoever on the part of the Secretariat of the United Nations Industrial Development Organization (UNIDO) concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries, or its economic system or degree of development. Designations such as “developed”, “industrialized” and “developing” are intended for statistical convenience and do not necessarily express a judgment about the stage reached by a particular country or area in the development process. Mention of firm names or commercial products does not constitute an endorsement by UNIDO.

## FAIR USE POLICY

Any part of this publication may be quoted and referenced for educational and research purposes without additional permission from UNIDO. However, those who make use of quoting and referencing this publication are requested to follow the Fair Use Policy of giving due credit to UNIDO.

## CONTACT

Please contact [publications@unido.org](mailto:publications@unido.org) for further information concerning UNIDO publications.

For more information about UNIDO, please visit us at [www.unido.org](http://www.unido.org)

06599

UNITED NATIONS INDUSTRIAL  
DEVELOPMENT ORGANIZATION

Distr.  
RESTRICTED  
UNIDO/IPPD. 191  
June 1975  
ENGLISH

---

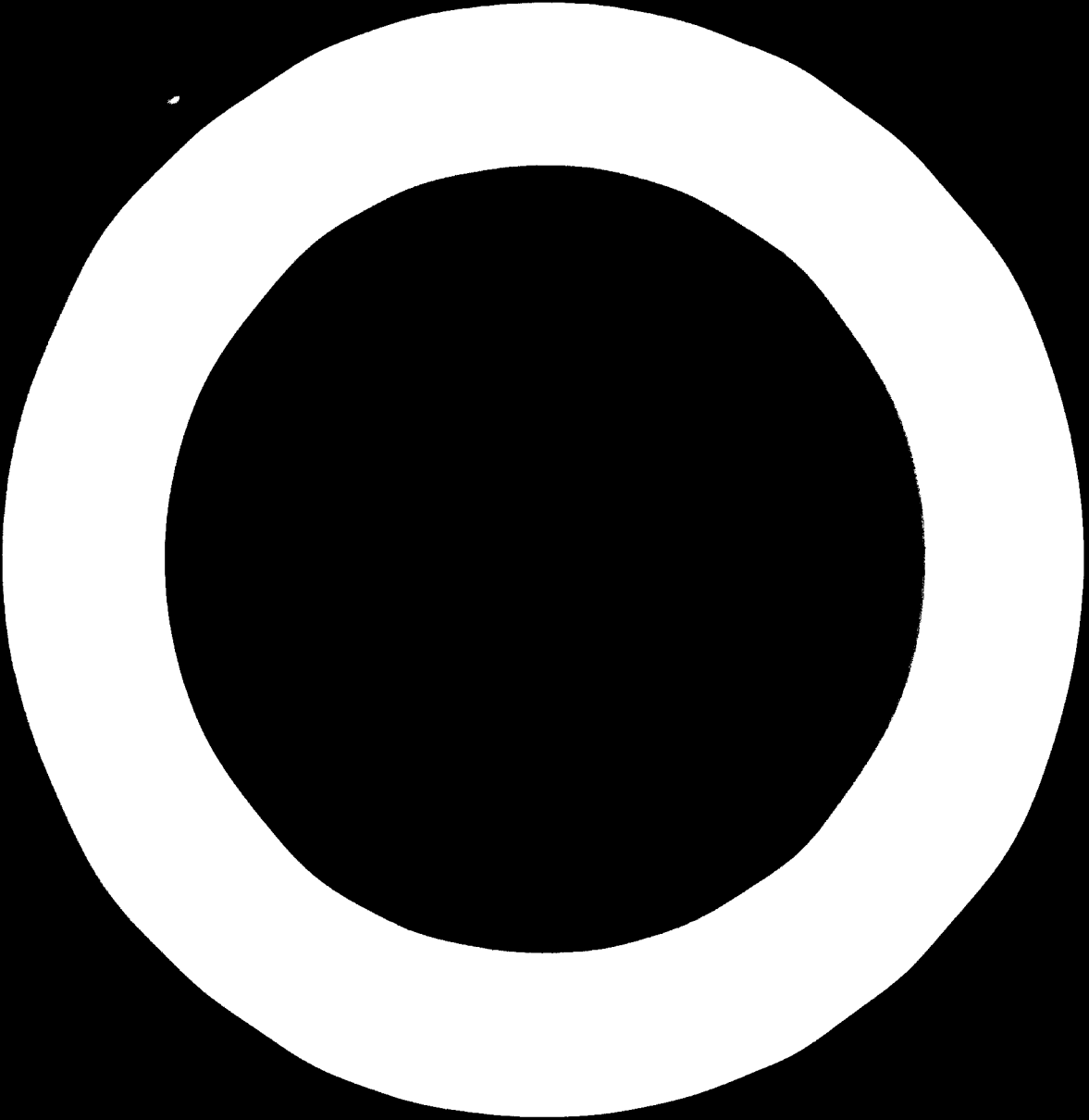
REPORT ON SITEV '75 <sup>1/</sup>  
SECOND INTERNATIONAL EXHIBITION OF  
SUPPLIERS FOR THE VEHICLE INDUSTRY  
HELD IN GENEVA, SWITZERLAND 27-31 MAY 1975  
BY S. ZAMPETTI

---

<sup>1/</sup> This document has been reproduced without formal editing.

id.75-6607

We regret that some of the pages in the microfiche copy of this report may not be up to the proper legibility standards even though the best possible copy was used for preparing the master fiche.



## INTRODUCTION

SITEV '75, which has been organized for the second consecutive year, is a specialized exhibition for suppliers for the vehicle industry and in particular for subcontractors manufacturing all products employed by manufacturers of all kind of vehicles such as semi-finished products, component parts, subcontracted and converted products, production items, body work, upholstery, mechanical, electrical and electronic equipment. Some three hundred enterprises from France, Belgium, Federal Republic of Germany, United Kingdom, Sweden, Switzerland, Italy, Spain, Portugal, United States were exhibiting at the fair, covering some 4000 square meters at the Geneva Palais des Expositions. Only professionals and experts were allowed to visit the fair.

### (1) Preparations for the Fair

At the beginning of 1975 SITEV contacted UNIDO in order to ascertain whether we would be interested in an active participation in the exhibition. This move was motivated by the fact that we could assist SITEV in obtaining a participation from developing countries' firms and organizations, on one hand, and on the other, actively take part with two position papers at the discussion panel held simultaneously with the exhibition.

The developing countries present at SITEV '75 were Morocco, Turkey, ..... India and Mexico. A list of participants is attached.

In this venture SITEV provided for a 130 square meters exhibition space and the erection of a modern stand with rectangular design, hosting two of the participating countries, namely Turkey and Morocco.

UNIDO contribution to the project consisted in selecting firms and organizations to participate in the exhibition. This was made through the ISP International Subcontracting Programme roster of subcontracting industries. The contribution to the discussion panel covered the following topics: "UNIDO's role in promoting industrial cooperation in particular joint-ventures and international subcontracting", "UNIDO in the automotive industry, and in particular low-cost vehicle production in developing country".

(2) Running of the Fair

About 50 manufacturing enterprises from developing countries were represented at the exhibition. Two from India, and 14 from Morocco made arrangements individually, while the Mexican Institute of Foreign Trade took a stand for about 20 firms and the Istanbul Chamber of Commerce took space on behalf of 15 Turkish firms.

Indian producers showed gauges, dashboard instruments, shock absorbers, carburettors, while among those from Mexico were safetyglass for windscreens, radiators, bumpers, switches, cigarettes lighters, engines blocks, piston casings, ball bearings, radiators, lighting systems, condensers and axle joints. Moroccan firms showed tyres, wiring systems, winches, steel pressing, truck parts, safety belts, batteries, aluminium components, safetyglass, exhausts, etc. and Turkey was able to present pistons, wheels, safety belts, oil containers, light fittings, pressure valves, brake linings and radiators.

(3) Results

The SITEV '75 exhibition was rather successful for most of the participants from developing countries. Several hundreds of professional visitors and businessmen in representation of all major vehicle manufacturers and large engineering electrical and electronic firms came at SITEV. The number of enquiries and contacts made at the exhibition was ..... satisfactory high (see attached list). The vast majority of the visitors came from the various European countries, though some of them represented overseas companies. The enquiries to developing countries participants came from enterprises in Algeria, Belgium, Brazil, Finland, France, Federal Republic of Germany, Greece, India, Italy, Netherlands, Norway, Spain, Sweden, Switzerland, United Kingdom, United States, and Venezuela.

Business enquiries for subcontracting included practically all products displayed by the participants. In particular, there was a wide range of requests for various car instruments, radiators, pistons, safety belts and fully machined light casting.

(4) The Discussion Panel and Seminar

Simultaneously to the running of the exhibition a programme of talks, seminars and a discussion panel was organized by SITEV. Apart from exposés of purely technical nature, conferences and discussions were held on topics, such as the development of the purchasing function, the spare parts distribution on international scale, the needs in term of components of developing countries, the contribution of standardization at the international level.

Representatives of major vehicle industry underlined during these seminars some of the most current problems which they experienced in dealing with export of vehicles or parts in developing countries or establishing joint ventures and assembling plants. A sizeable part of seminars dealt with the problems of compensations to which the multi-national car manufacturers are faced when investing or selling in developing countries, which in return impose a certain amount of exports of local. finished or semi-finished products.

Another major topics discussed was the problem of quality and delivery schedules in a subcontracting deal from overseas developing countries and the way and the type of assistance necessary to offset the gap between technology in the contractor's production <sup>and</sup> in the subcontractors.

One seminar-debate was focused on UNIDO and in particular in its role in promoting industrial cooperation and international subcontracting between developed and developing countries and its policies concerning automotive industry in developing countries and in particular low cost vehicle manufacturing. Two position papers were presented, one prepared by the Export Industry Section, the other by the Engineering Industry Section. Due to last moment withdraw of the Engineering Section, the two topics were illustrated by the representative of the Exports Industry Section. The discussion which followed underlined the necessity of a rationalizing investments and subcontracting activities <sup>in</sup> the developing countries so to avoid duplicating productions and instigating unnecessary competition. It was suggested that UNIDO should consider playing a coordinating role. It was also pointed out that UNIDO should investigate the impact of subcontracting activities in those countries and industrial sectors having already a long experience so to put at the disposal of other developing countries the experience and results of past activities.

(5) conclusions

SITEV '75 has been very<sup>a</sup> successful venture for the developing countries which have participated at the fair, since the level of enquiries which are likely to develop in actual firms orders was relatively high. The participants had also the opportunity to establish direct contacts with representatives of all major vehicle manufacturers of Europe and North America as well as with the most important sub-contractors from industrialized countries, present at the fair, and discussed the possibilities of transferring technology or establishing joint-ventures in the respective countries.

Also the seminar programme showed that there is an increasing interest from the part of industrialists and organizations from industrialized countries in initiative and ventures to be established in developing countries and in this context in the mediating and coordinating role of UNIDO. Several representatives of major firms expressed the wish of a even more important involvement of UNIDO at the SITEV '76 with a larger presence from developing countries sponsored and organized by the International Sub-contracting Programme (ISP).

Participants and organizers of SITEV stressed the important role the ISP of UNIDO has to play in next year exhibition as organizer of developing countries qualified participation. This appears to be particularly relevant since several major car manufacturers have confirmed their support to SITEV to make it a central meeting point between manufacturers and suppliers of the vehicle industry. In view of the results the ISP of UNIDO will consider including SITEV among the specialized exhibitions of 1976 programme. Preliminary contacts have already been established in this direction with SITEV Organizers.



CONFIDENTIAL

Daily Report of most important Business Proposals and Enquiries received by UNIDO Participants at SITEV '75

Country	No. of Enquiries	Subcontracting Enquiry	For:
<u>27 May</u>			
India	2	Tractor instruments	France Algeria
India	4	Commercial vehicles instruments	France Algeria Switzerland
India	4	Tachographs, various meters	France Netherlands Morocco Belgium
India	3	Car instruments	France Netherlands
India	2	Garage equipment	Netherlands
India	4	Dashboard instruments and panels	France Morocco Italy
India	1	R.P.M. meters cables and special dashboard optional instruments	Sweden
India	1	Shock absorbers for motorcycles	Algeria
India	1	Radiators caps and cores	Switzerland
India	3	Steel jacks	Netherlands Algeria Germany
Mexico	1	Carburettors	
Mexico	2	Springs and semi heliptical springs	
Morocco	1	Safety belts	Norway
Portugal	1	1000/10000 caps	West Germany
Portugal	1	10 000 hydraulic tappets	Sweden
Portugal	1	Screws	UK

Turkey	2	Pistons	France Morocco
Turkey	1	Ball bearing	Morocco
Turkey	2	Safety belts	France Belgium
Turkey	1	Brakes lining	France
Turkey	1	Radiators and other spare parts	Netherlands
<u>28 May</u>			
India	1	Klaxons and sirenes	France
India	1	Radiator caps	Belgium
India	1	Steel jacks	France
India	1	Radiator cores	Belgium
India	3	Optional and special instrumentation	France Finland Venezuela
India	1	Tractor instrument	France
India	3	Tachographs	Finland France Belgium
India	2	Dashboard instrumentation	Venezuela Finland
Mexico	1	Car windscreen and glasses	Spain
Portugal	1	Steel screws	Italy
Turkey	2	Car wheels	Morocco Netherlands
Turkey	1	Piston	Morocco
Turkey	1	Door locks	Netherlands
Turkey	1	Safety belts	France
Turkey	1	Caps	France
Turkey	1	Triangular warning sign	France

<u>29 May</u>			
India	1	Shock absorbers	Switzerland
India	1	Steel jacks	Switzerland
India	2	Dashboard instruments	Switzerland Netherlands
India	1	Ferguson tractor instruments	Netherlands
India	1	Bus instruments	France
India	1	Battery condition meters	France
India	1	Brake light and oil pressure switches	Netherlands
India	1	Tachographs	Germany
India	2	Dashboard	France Netherlands
Mexico	1	Electrical system	France
Mexico	1	Ignition system	Spain
Mexico	1	Spare parts for VW and Datsun (gaskets, flashers, contact points, rings, parking light)	Netherlands
Mexico	1	Components for fuel and electric system	Greece
Morocco	1	Radiators	France
Morocco	1	Electrical cabling	France
Morocco	1	Safety belts	France
Morocco	1	Anti-corrosion products	France
Turkey	1	Pistons	Belgium
Turkey	1	Ball bearings	Belgium
Turkey	1	Air filters	Belgium
Turkey	1	Electrical cabling	Switzerland
Portugal	2	Steel nuts and steel bolts	France
Portugal	1	Drain cocks	England
Portugal	1	Special instrumentation for automotive industry	France

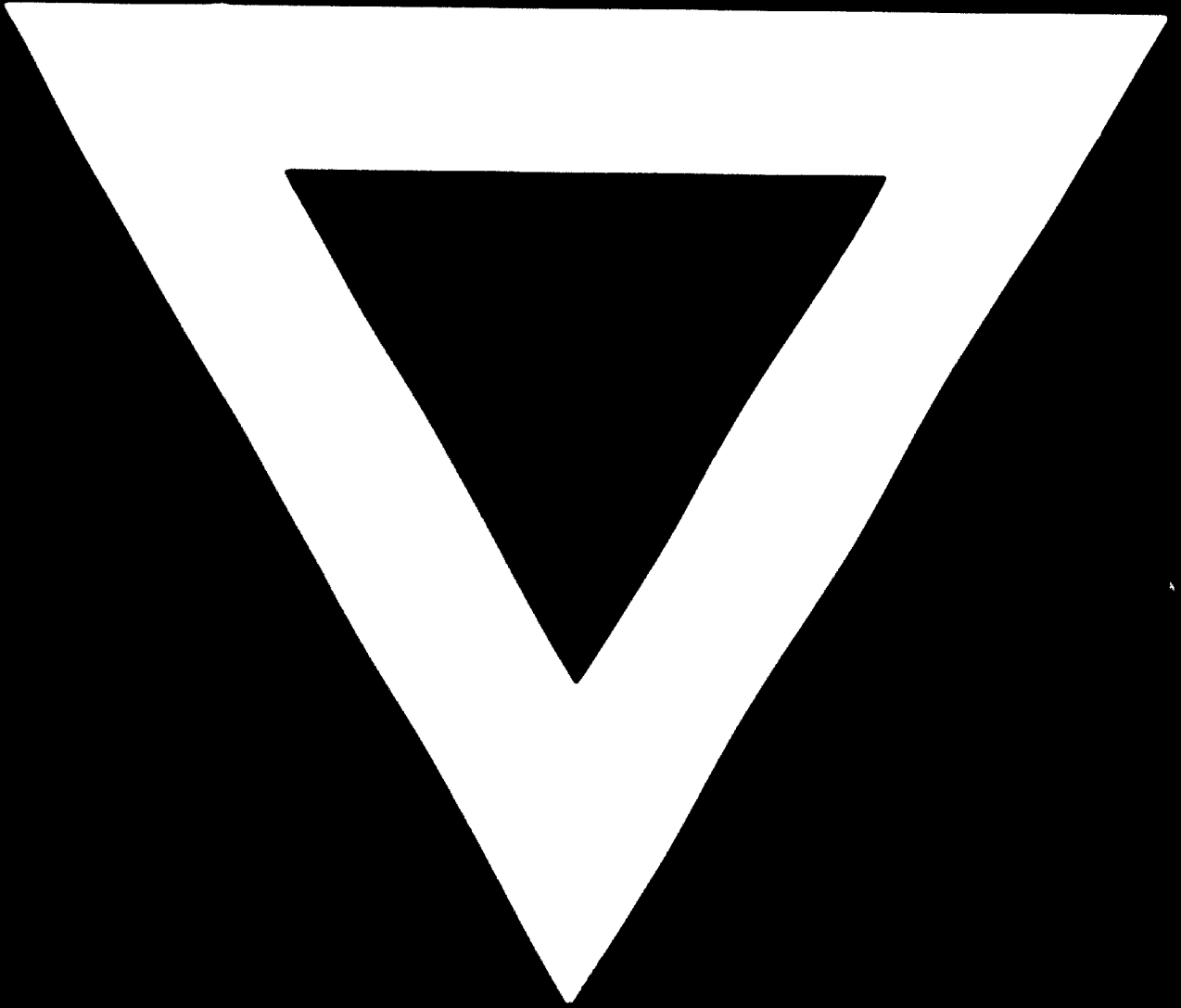
<u>30 May</u>			
Portugal	1	Special instrumentation for automotive industry	Germany
Turkey	1	Electrical components	France
Turkey	1	Pistons	Netherlands
Turkey	1	Plastic components for car cushions	France
Turkey	1		Switzerland
India	1	All dashboard instruments	Netherlands
India	1	Starter and piano switches	France
India	1	Tachographs	Switzerland
India	3	Shock absorbers	England
			South Africa
India	1	Radiator caps	Switzerland
India	3	Jacks	South Africa
India	1	Radiator cores	South Africa
India	1	Castings	Switzerland
			Belgium
			Belgium
			Belgium
<u>31 May</u>			
Turkey	1	Diverse steel components	France
India	3	Jacks	Netherlands
India	1	Siren	France
India	1	Radiators caps	France
			France

Developing Countries Participants

<u>Country</u>	<u>Name of Company</u>	<u>Represented by</u>	<u>Scope of Activity</u>	
India	Union Company	Mr.S. Muthukkrishnan	Shock absorber - Carburettors - Grey iron castings Electric horns	
	International Instruments	Mr. Krishnam	Various dashboard instruments	
Mexico de Comercio	IMCE (Instituto Mexicano Exterior - Mexico City)	J.O. Morales Garcia	Trade promotion	
	Afi Mexicana 21	IMCE	Petrol pump, carburettors	
	Cristales de Mexico	IMCE	Wind screen, shatter proof glass	
	Electro Optica	IMCE	Blink lights, car lights	
	Manufactura Mexicana de portes de automovil	IMCE	Radiators, dumpers	
	Cia Mexicana Electronica	IMCE	Cigarette lighters, Switches	
	Precision Mexicana Nacional	IMCE	Gasoline tanks, corks	
	Productions Automotrices	IMCE	Bobbins, flashes, distributors	
	Rassini Rheem	IMCE	Springs	
	Refacciones automotrices	IMCE	Joint axles	
	Transmissions y equipos mecanicos	IMCE	Gear housing	
	Morocco	Berliet Maroc	Mr. Benhida	Lorries, trucks
		S.M.E.S.S.	Mr. Tazi	Safety belts
Garni auto		Mr. Ghadfi	Hupholstery	
Industrie poids lourds		Mr. Rahali	Subcontractor for Daf	
O.M.A.		Mr. Eugene Bouhlae		
CAPAUTO		Ms. Heder Bruckner	Electric wiring	
SOMACA		Mr. Ben Bouchta Mr. Belarbi Mr. Mauset	assembly and production production of parts	

Turkey	Istanbul Chamber of Commerce (ICC)	Mr. İlhan Uçkun	Trade promotion
	Baysan Koll Sti	ICC	Electrical equipment for motor vehicles
	Elektro Teknik San. ve Tic. Koll. Sti.	ICC	Starting and charging dynamos, alternators
	Filtre San. ve Tic. Ltd., sti.	ICC	Air and oil filters of all kind
	Kale Oto Radyatör ve San. ve Tic. A.S.	ICC	Radiators
	Ma-Paks Makina Parçaları Endüstri İşi Kol.		
	Mehmet Yanardag	ICC	Door locks hands, molten parts for vehicles
	Nihat Uüksel Kabartma	ICC	Oil seals of all kind
	Nuri Tezer	ICC	Joints and radiator caps
	Istanbul Mahle Histon Sanayi A.S.	ICC	Pistons for diesell gasolin engines
	Uzel Kauçuk San. Ltd. Sti.	ICC	Every kind of hose used in automotive industry
	Unkal-Unal Kalayli	ICC	Various kind of fittings and mirrors
	Sabri Yetkin	ICC	Filters
	Nimsan Oto elektrik ve Yedek Parça Sanayii	ICC	Electrical equipment and spare parts
	Nekati Yasar		
	Erka Balata Ltd.	ICC	Brake linings





**76.01.13**