

THE SAVVY SUPPLIER: SERVING THE AUTOMOTIVE INDUSTRY IN CHINA AND GREATER ASIA

Robert Nelson

Global Marketing Director – Automotive, GE Advanced Materials

Abstract

China is the world's fastest growing market for plastics and is enjoying a pace of accelerated economic development unprecedented in its history. The Chinese automotive industry plays a particularly significant role in this regard. While there are tremendous opportunities for automotive suppliers to invest and grow in this increasingly important region of the world, the savvy supplier first needs to know how to navigate the country's unique business landscape in order to be successful.

As the largest GE component in China, this presentation by GE Advanced Materials will discuss doing business here. Focus will be on what automotive suppliers need to know to maximize their efforts in China – and Greater Asia – underscoring by example the company's activities and success.

###