

**71<sup>ST</sup>**  
**BILBAO**  
**2014**



**WORLD**  
**FOUNDRY**  
**CONGRESS**

Advanced Sustainable Foundry  
19-21 May 2014 • Palacio Euskalduna, BILBAO



# 71st World Foundry Congress

## Keynote Lectures

## “Technological innovation in the Foundry Industry”



**Mr. Hiroyoshi Kimura**  
Chairman  
Kimura Chuzosho Co., Ltd

The company Kimura Chuzosho Co. Ltd. established its initial activities in 1927. Nowadays, Mr. Kazutoshi Kimura is the fourth generation president of the family. The company has specialized in big size castings produced by the Full Mold Casting Technology.

Kimura Chuzosho Co. Ltd. is a worldwide known independent company for its continuous innovation and development processes. Their main area of innovation through these years has been Full Mold Casting (FMC), where they have devoted their expertise for the last 50 years.

Mr. Kimura will offer an overview of the different innovation processes that the company has successfully implemented throughout recent decades.

Mr. Kimura was the president of Kimura Group for almost 20 years and nowadays he is the chairman of the company.

He has been heavily involved in promoting the foundry industry throughout its different positions at Japan Foundry Engineering Society, Japan Foundry Society and WFO.

**“A Foundry with a Vision”**

**Mr. Mikael Johansson**  
Manager Business Office Industrial Development  
Volvo Group Trucks Operations, Powertrain Production  
Skövde, Sweden



The presentation “A Foundry with a Vision” will underline environmental achievements and development connected to energy efficiency in manufacturing and transport solutions.

Mr Johansson will present Volvo’s Group and Powertrain production and explain a new development of a casting process know as Future Process Castings and its application at Volvo GTO PTP Skövde.

Mr Johansson has been involved in the Foundry business for the last 30 years. Over the years he has had various positions connected to engineering, technical development, process engineering and project management.

As a former Technical manager at the Volvo Foundries in Skövde, he was a member of the development of the FPC-process (Future Process Casting) with which the company is still holding a world patent.

His present position is as Manager Business Office Industrial Development at Volvo Group Trucks Operations, Powertrain Production in Skövde, Sweden.

## **“Evolving Global Automotive Industries – Status & Expectations”**

**Prof. Peter N. C. Cooke**  
Emeritus Professor  
University of Buckingham



Professor Cooke will share a high level review of the global automotive industries – markets and manufacturing and their expectations as they recover from recession or power ahead. Some of the global political and economic issues which may impact on the industry will be examined.

The presentation will look at the new car markets globally in terms of sales and sales development and suggest how those and other changes might impact on the future of industry location, manufacture and assembly.

Peter Cooke’s background is in marketing and strategy; he spent twenty years in industry, working for Ford Motor Company, in the oil industry, in automotive components and high technology. His last job in industry was as Commercial Marketing Director, Allen-Bradley International, with EMEA responsibilities.

Professor Cooke has spent twenty years in management education – at Henley Management College where he was Director of Automotive Management, at Nottingham Business School where he was KPMG Professor of Automotive Industries Management, and, from August 2007 to April 2013, as the KPMG Professor of Automotive Management and Head of Centre at Buckingham.

## “Energy and Competitiveness: From Global To Local”



**Mr. Eloy Álvarez Pelegry**  
Head of Energy Department  
Orkestra – Basque Institute of Competitiveness

The presentation *Energy and Competitiveness: From Global to Local* by Mr Eloy Álvarez Pelegry will offer an overview of the current situation, energy scenarios and future trends of this market, fundamental for the Foundry Industry.

The rise of energy prices has forced many casters to limit their production or find innovative ways to reduce their energy bills.

Mr Álvarez Pelegry will link competitiveness and energy costs and outline the present regulation and energy related policies in place, including tariffs and legislation.

Mr Álvarez Pelegry holds a PhD in Mining Engineering from the Mining Engineering School of Madrid, is a Graduate in Economic and Business Science from the Complutense University of Madrid, and also holds a Diploma in Business Studies from the London School of Economics.

Before joining the Energy Chair at Orkestra-Basque Institute of Competitiveness, he was Director of Corporate Intelligence at Gas Natural Fenosa. From 1989 to 2009 he worked at Grupo Unión Fenosa where, among other posts, he was: Corporate Manager of Quality, Environment and R&D, of Fuels, of Planning, Economics and Control, and General Secretary of Unión Fenosa Gas.