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7th annual meeting of automobile suppliers: communication in top form

[indatex / CROSSGATE organized a meeting of experts with 426 participants/ networking with high-calibre speeches by business and political leaders](#)

Starnberg, 23 May 2006 – *The goal is clear, but the way there remains under discussion. This was demonstrated once again by the annual meeting of automobile-industry subcontractors which indatex /CROSSGATE organized for the seventh time already on May 12th. This year, too, possibilities for process improvements within B2B telecommunications were discussed, and alternatives to internally hosted EDI solutions were demonstrated. This annual meeting is developing from an insider's tip to one of the most important events in the industry, due not least to the manifold opportunities for networking that present themselves in parallel to the official conference program. Sometimes the best form of electronic communication between business partners can be clarified very quickly at the "nineteenth hole" of the golf course, for example. In this way, indatex / CROSSGATE has once again lived up to its reputation as what Managing Director Stefan Tittel calls a "mediator in the industry", in many ways.*

Prof. Ferdinand Dudenhöffer, who is among other things director of the CAR Center, risked a look into his crystal ball at the beginning of the conference: What developments are to be expected in the automotive industry in the next twenty years? Due to the increasing sales of low-priced cars in growth markets such as China, the added value will shift increasingly to the suppliers, and require more efficiency in logistics. Klaus-Dieter Voges, head of IT at Volkswagen Logistics, made it clear that his company is doing very well in this respect. He spoke about the new event-controlled logistics chain, which provides more transparency, and thus allows more rapid intervention. The document associated with each process is transmitted electronically via the Business Integration Platform™ (B.I.P.) of indatex / CROSSGATE. Klaus-Dieter Voges said "We concentrate on our core competence, which is logistics, not IT."

On the occasion of this annual meeting, Stefan Tittel presented the new name of the firm, CROSSGATE, and announced that it will be transformed into an *Aktiengesellschaft* [public

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limited company] from mid-June on the basis for the coming internationalization of the company. Opening new branches, first in Italy and then in the Netherlands, will enable existing and new customers in those markets to be served directly. "But CROSSGATE is more than an umbrella brand name for the international arena. It is a synonym for the universal gateway to business telecommunications, which we offer our customers with the Business Integration Platform™. And EDI á la carte also means no large initial investments, but an immediate increase in commercial efficiency," says Stefan Tittel.

The other high-calibre speakers included Dr. Georg Richartz, Vice President of Supply Chain Management at FIAT, Reinhard Lorenz, Head of Accounts Payable at AUDI AG, Daniel Goeudevert, former Chairman of Volkswagen AG, and Paolo Malinverno, Vice President of Gartner Research. Politicians also have an eye on the sustainability of the German automotive industry: this was underlined by the interesting contributions from the Bavarian Minister of Commerce, Erwin Huber, the mayor of Munich, Christian Ude, and Friedrich Merz, MP, of the German Bundestag.

The participants were also able to discuss their personal experience and questions in the seven workshops after lunch. Topics from logistics, document management and supplier development, etc. as well as new challenges of globalization, were discussed

Participants in the eighth annual meeting of automobile suppliers, which will be held in May or June 2007, can already look forward to an equally informative and varied program.

indatex / CROSSGATE – the company:

indatex / CROSSGATE AG, based in Starnberg near Munich, has been the supplier of Europe's largest centralized transaction platform, the Business Integration Platform™ (B.I.P.), for six years now. The focus of the company is on the innovative integration of critical and inter-company business processes, as well as transaction-based process handling. indatex / CROSSGATE combines industry and process know-how in the automotive and manufacturing industries, logistics, and retailing with great technological problem-solving ability in IT.

The principal shareholders of indatex / CROSSGATE are the family of the SAP founder and major shareholder Dietmar Hopp, and Otto Wolff Industrieberatung und Beteiligungen GmbH, one of the more important German private-equity firms.

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