

PRESS RELEASE

5th November 2009

"Dialog 2009": Crisis-proof through lean processes

At the "Dialogue 2009" Forum – an event organized by MBtech in cooperation with the ESB Business School Reutlingen and the Knowledge Foundation Reutlingen - experts present successful lean management strategies.

The current world economic situation is increasing the pressure on companies to improve their efficiency and thus develop substantially leaner processes in every area. The Lean Management Forum "Dialogue 2009", held on 24th November 2009 in the auditorium at the Reutlingen University of Applied Sciences, serves to provide international managers and scientists with the ideal platform for exchanging their expertise and their experiences as well as new ideas in this field.

"Corporate success in fluctuating economic cycles" is the guiding motto of this year's Lean Management Forum held by MBtech Consulting GmbH, the ESB Business School Reutlingen and the Knowledge Foundation (Reutlingen University of Applied Sciences) and addresses the challenges currently facing companies worldwide. On 24th November 2009 from 11 a.m. until 6:30 p.m. top-class representatives from the business and scientific sectors will intensively discuss the latest Lean strategies and solutions in expert lectures, at round tables and a podium discussion.

The primary speakers are Dr. Johannes Keil, the Chairman of the Board of Management at DB Fahrzeuginstandhaltung GmbH, Heinz-Werner Marx, Center Manager of Engine Production Untertürkheim at Daimler AG and Prof. Dr. Michael Schenk from the Fraunhofer Institute for Factory Operation and Automation IFF Magdeburg. Three additional experts complete the line of guest lecturers – and thus cover a correspondingly broad range of topics ranging from recommendations for successful production to process optimization for personnel and labor policies. "This clearly indicates that the Lean Management approach has developed from the classical method implementation to zero-error production onward to lean business processes. In addition to the classical factors of quality, time and costs, flexibility is gaining increasing importance in the production and administrative sectors - and is thus becoming a critical competitive factor", explains Dr. Ulrich Anstadt, a Principal at MBtech Consulting GmbH and co-organizer of the "Dialogue 2009". Dr. Wolfram Motz, the Head of Sales for the MBtech Group,

mediates the concluding podium discussion in which the participants discuss in detail why Lean Management also functions in Germany - and why simply copying the successful processes and methods of Japanese corporate role models is not enough.

Additional information about the event is also available on the Internet at:

<http://www.lean-dialog.de/>

About the MBtech Group

The MBtech Group is an internationally leading automotive engineering and consulting company for the automotive industry. The company has 2700 employees at locations in Europe, North America and Asia. In 2008 the MBtech Group generated a turnover of 360 million euros.

MBtech is distinguished by the tightly meshed development and consulting services covering the entire automotive value chain. The MBtech brand combines all of its products and services into four segments: MBtech vehicle engineering, MBtech powertrain solutions, MBtech electronics solutions and MBtech consulting.

Regardless of whether components, systems or modules, new development, integration or testing are required: MBtech supports automobile manufacturers and suppliers beginning with the detailed specifications, covering the design, calculation and testing onward to series maturity. MBtech combines these engineering competencies with tailored consulting services which enable customers to best utilize their technologies and innovations - and thus achieve clear competitive advantages.

Your contact for further questions:

MBtech Group
Ulrike Bless
Head of Communications
Kolumbusstraße 19+21
D-71063 Sindelfingen
FON: +49 7031 686-4586
media@mbtech-group.com
www.mbtech-group.com