



Original Equipment Suppliers Association

BULLETIN

To: OESA Regular Members

BULLETIN: 04-37

From: Neil De Koker
President

Date: September 17, 2004

OESA Launches Foreign Subsidiaries Council

OESA announces the founding meeting of a Council for executives from Regular Member companies that are subsidiaries of non-North American based companies, on November 17th from 12:00 - 5:00 p.m. at the Troy Marriott, Troy, Michigan. OESA suggests that members appoint senior executives to serve as the Regular and Alternate member representative. The Alternate member representative would attend meetings when the Regular member representative cannot.

Bill Bracken, Senior Vice President, Technology and Operations, Mitsubishi Electric, will serve as the Founding Chairman of the Council. **Bracken** initiated the idea for the Council and hosted a planning meeting at Mitsubishi Electric where OESA members decided to form the new Council.

At the November 17th meeting, **Marc Fleischaker**, Chairman, Arent Fox, will present a comparative analysis of antitrust law in Europe, Japan, and the U.S. **OESA President Neil De Koker** will propose a Council name, mission, vision, and operational structure for members to consider adopting. The Council will also establish the 2005 meeting schedule.

Issues of interest for the coming year include:

- Managing requests for 4-weeks of landed inventory
- Effective global customer-facing strategies
- Operational reporting structures
- Minority content on Honda, Nissan, and Toyota platforms

The proposed mission of the Council is to provide a forum for companies with parent companies located outside of North America, to investigate, discuss, and present information on topics of mutual interest and common concern. Council membership is \$750 per year for each participating company. OESA invites members to attend the first meeting and will invoice companies only after an executive commits to Council membership.

Attached is the Council Profile, providing further detail about the Council. Interested individuals should register for the November 17th meeting. To register online [Click Here](#) or send a note to Brenna Putman, at bputman@oesa.org.

For further information, contact Noelle Schiffer, at nschiffer@oesa.org.

Attachment: Council Profile



Foreign Subsidiaries Council

Council Profile

PURPOSE

The proposed mission of the OESA Foreign Subsidiaries Council is to provide a forum for companies with parent companies located outside of North America, to investigate, discuss, and present information on topics of mutual interest and common concern.

MEMBERSHIP

Membership in the Council is available on an invitation basis to senior executives from Regular Member companies that are members of OESA and are subsidiaries of parent companies based outside of N.A. Membership is granted to individuals rather than companies and is limited in size to promote effective dialogue among members.

Eligibility is determined by the Council Board of Governors and is predicated upon the perceived ability of prospective members to participate and contribute fully and constructively in the Council discussions and activities.

GOVERNANCE

The Foreign Subsidiaries Council will be organized around a Board of Governors, which will set direction for the Council activities, and advise OESA staff on programs, agenda, and special issues. A Chair will be selected from the Board of Governors on a yearly basis, and confirmed by the full Council. The Council will be accountable to the OESA Board of Directors.

MEETINGS

The Council will meet quarterly at mutually agreed upon times and locations selected by the members. A roundtable format is followed, and meetings normally begin with lunch at 12:00. An issues format is the primary approach used where previously identified issues are presented and discussed and the interchange of opinions, ideas and issues result in a resolution of the issue or a plan for further investigation and analysis is agreed upon. The issues could result in "white papers" for the benefit of the industry as a whole. Such "white papers" must be presented to and approved by the OESA Board of Directors prior to their publication as an industry position statement. Work produced by the Council will be made available to all OESA members. These products will also be made available to the public on a reasonable fee basis.

Speakers may be invited periodically to meet with the Council to address a specific issue or topic of interest. Such speakers would typically be an expert on the subject of interest.

A Planning Committee identified a number of potential topics for initial discussion, analysis, and advocacy, including:

- Managing customer requests for 4 weeks of landed inventory
- Effective global customer-facing strategies
- Operational reporting structures
- Minority content on Honda, Nissan, and Toyota platforms
- Effectively training employees about different cultures
- Comparing anti-trust law in Europe, Japan, and the U.S.
- Comparing intellectual property law in Europe, Japan, and the U.S.
- Examining international law related to intellectual property

ADMINISTRATION

The OESA Foreign Subsidiaries Council is a group of the Original Equipment Suppliers Association administered through the OESA office in Troy, Michigan. For more information, contact Noelle Schiffer, Vice President of Sales and Marketing, at 248.952.6401, extension 225 or nschiffer@oesa.org, or Brenna Putman, Assistant Manager, Sales and Marketing, at 248.952.6401, extension 226 or bputman@oesa.org.