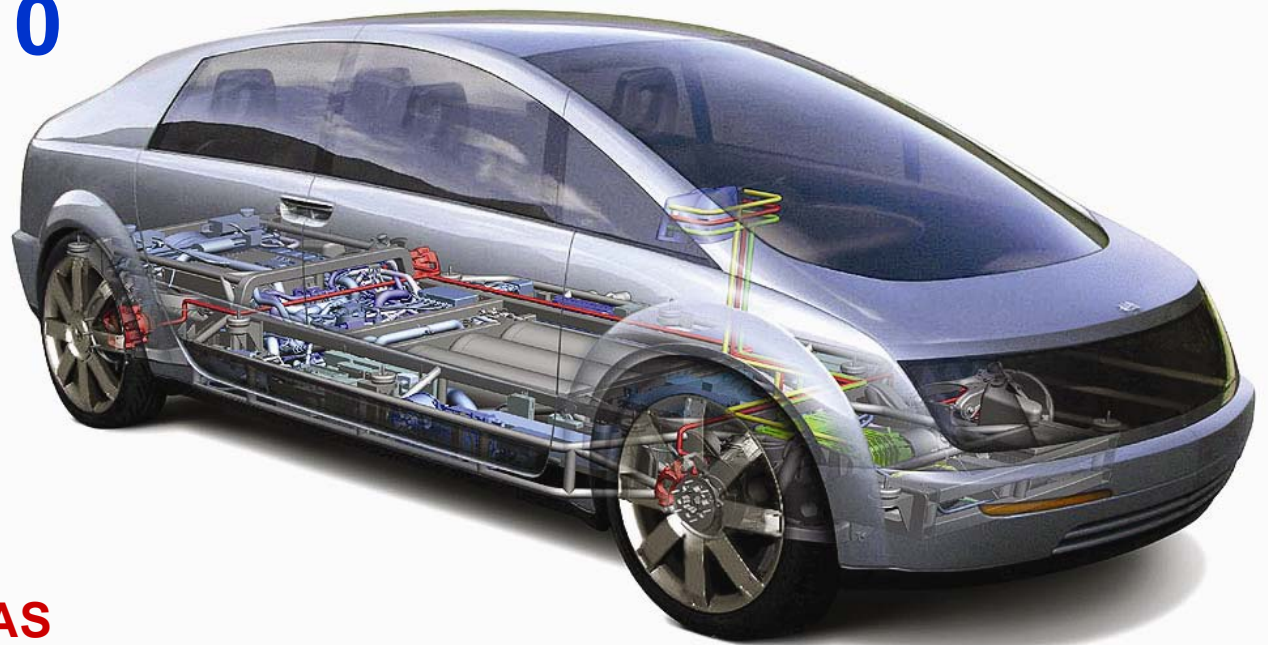




# Battery Day

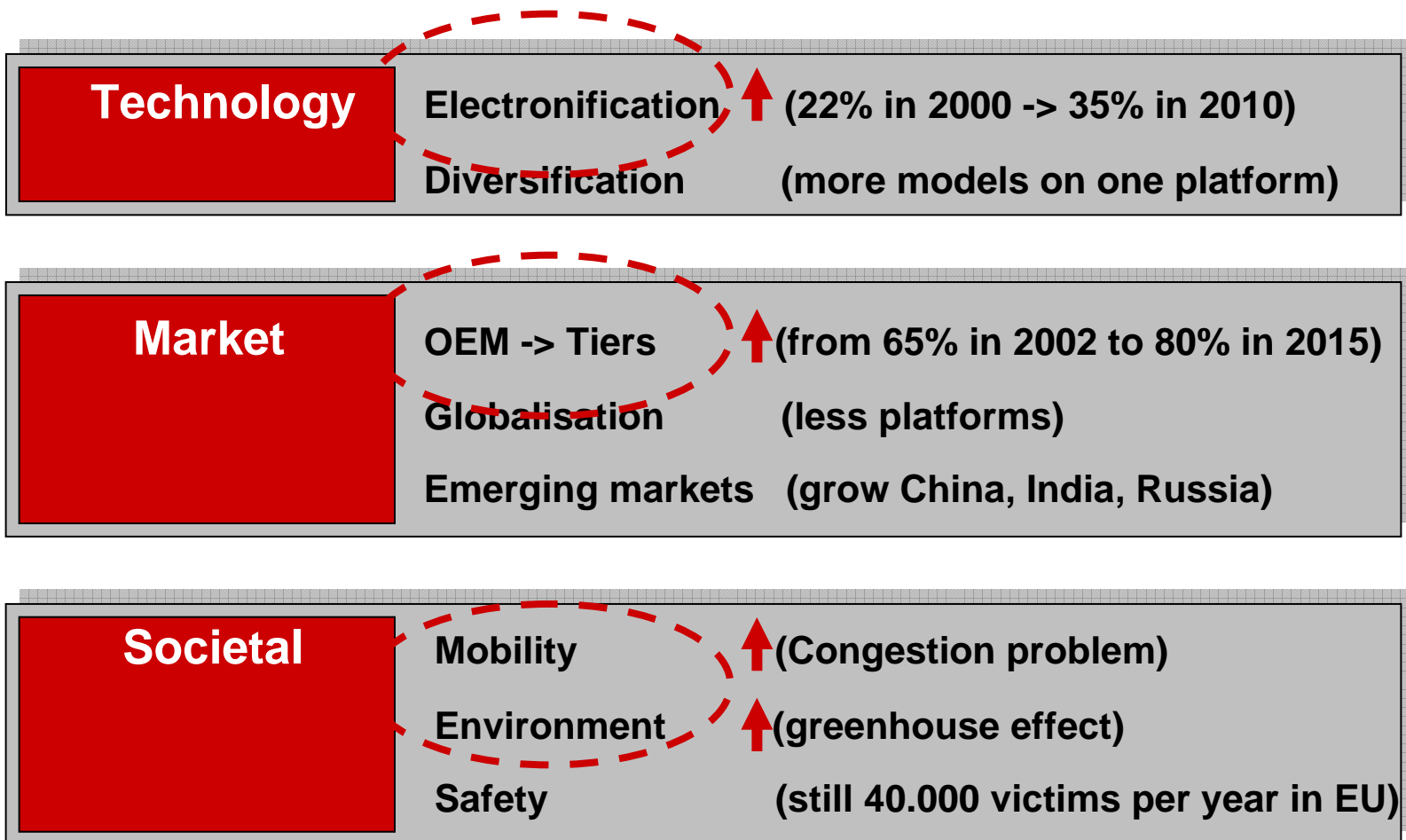
14 april 2010



Anton Wolthuis

Program director **HTAS**

# Trends in the automotive sector



# SWOT analysis for NL (2008)

## - electric vehicles -

### STRENGTHS

- Available key technology
- Experience in B2B markets
- No automotive OEM as an innovation anchor
- NL is excellent pilot country
- Automotive sector is organized (FHA, HTAS)

### WEAKNESSES

- Scattered knowledge
- No synergy between actual different initiatives \*)
- Limited financial support
- No common Masterplan \*)

\*) Situation March 2009

### OPPORTUNITIES

- Available Dutch market
- Authorities as launching customer
- Increase of clean and green energy initiatives
- Increase of employability

### THREATS

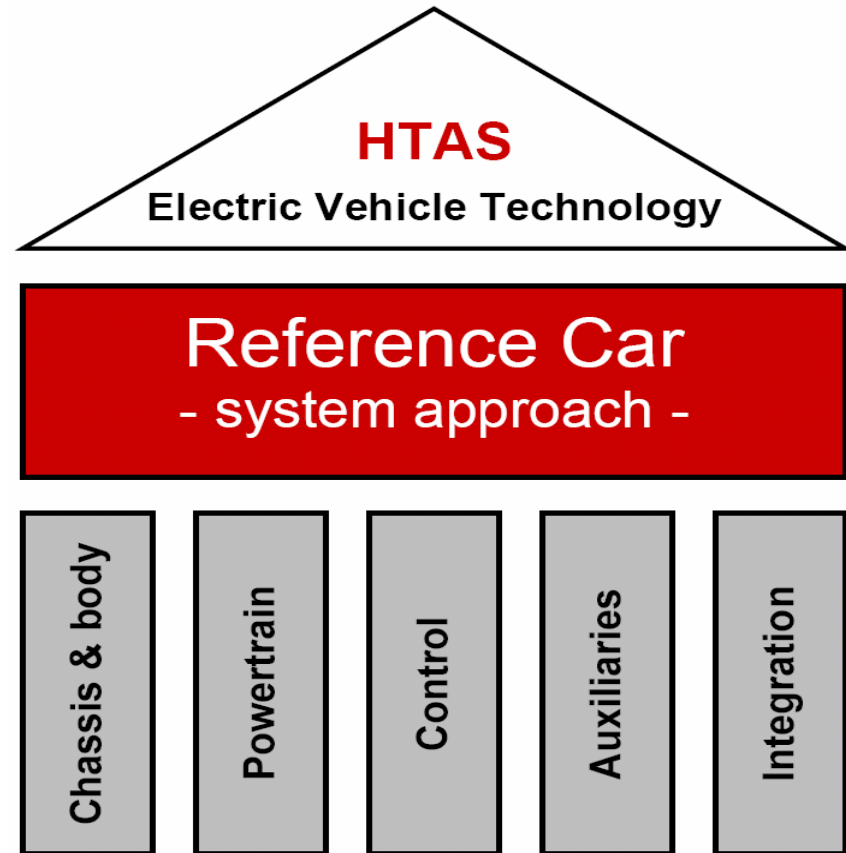
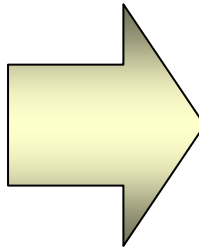
- Scattered initiatives can lead to competition
- Not enough mass for achieving a key position in the international markets
- Too slow acting will result in loss of market share

# HTAS EVT Programme line



**Focus on B2B:**

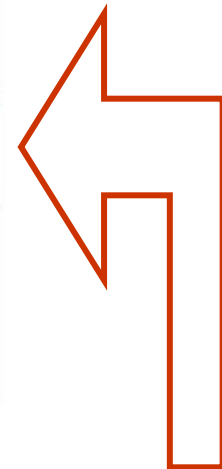
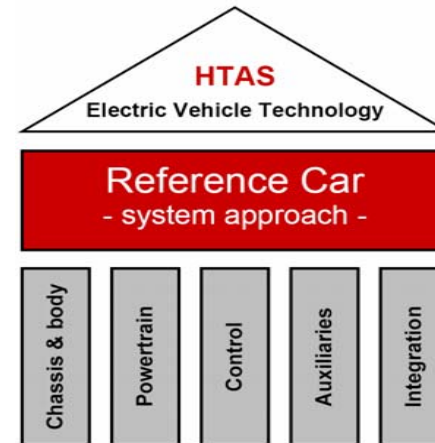
- **Components**
- **Systems**



# HTAS EVT tender 2010

- samenvatting -

1. 15 miljoen € subsidie
2. 10 weken effectieve voorbereiding
3. eea resulteert in 15 indieningen
4. 10 projecten succesvol ( 9 **HTAS**)
5. 44 miljoen € investeringen
6. 40 betrokken organisaties
  - 8 Industrie
  - 19 MKB
  - 4 Kennisinstelling
  - 5 Buitenland
  - 4 Anders
7. Okay resultaat, maar 'gaten' :



Chassis & body  
Auxiliaries  
Veiligheid & standaardisatie  
**Batterij technologie**

# Agenda 14 april 2010

<b>9.00</b>	<b>Ontvangst</b>	
<b>9.30</b>	<b>Welkom en dagintro</b>	<b>Anton Wolthuis</b>
<b>9.45</b>	<b>Li-ion batterij technologie</b>	<b>Peter Notten</b>
<b>10.30</b>	<b>Korte break</b>	
<b>10.50</b>	<b>Pitches plenair</b>	<b>Industrie, MKB en kennisinstellingen</b>
<b>12.30</b>	<b>Lunch</b>	
<b>13.00</b>	<b>Pitches plenair</b>	<b>Industrie, MKB en kennisinstellingen</b>
<b>14.40</b>	<b>Korte break</b>	
<b>15.00</b>	<b>Werkgroepen (4 thema's *)</b>	<b>Allen</b>
<b>16.40</b>	<b>Presentatie resultaten</b>	<b>Vertegenwoordigers werkgroepen</b>
<b>17.00</b>	<b>Afsluiting &amp; informele borrel</b>	

# Plenaire pitches

**TIJDSDUUR**                      **5 MINUTEN**                      **( +2 voor vragen )**

**Aantal pitches**                      **25 – 30**

**VOLGORDE**                      **ALFABETISCH**

1. Pitches conform afspraak
  - i. Op tijd (dinsdag 12 uur)
  - ii. Format (3 sheets)
2. Afwijkende pitches
  - i. Format
  - ii. Op stick



# Doelstellingen Battery Day

U werkt uit voor 4 thema's :

1. **Wat zijn de sterktes** ?
2. **Welke kansen** ?
3. **Hoe te organiseren** ?
4. **Verdere stappen** !

HTAS werkt uit:

**Eindrapportage binnen 10 dagen**



**Thank you for your attention!**