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Changes in the automotive landscape: M & A impressions from Germany

Peter Guggi

in rebus, Germany

Germany belongs to the countries that benefitted extraordinarily from the worldwide automotive boom, with a significant percentage of the population employed directly at one of the makers or within the related network of suppliers. Previously vehicle sales were not only fueled by the obvious convenience factor but also cars as status symbols, affordable cost of ownership - as long as environmental costs were of lesser concern - and governments eager to help build lasting industries. Today the landscape has changed in more ways than can be considered healthy for any sector and it appears as though all changes occur simultaneously. In a more and more urbanized and space constricted environment, traveling by car - at least at day light - has certainly become less fast and less cheap, nor does it continue to add much to one's status. On top of all these, societies are becoming increasingly aware of the implications for health and climate. Nevertheless, moving remains a necessity. The neglect of countryside infrastructure and subsequently sprawling cities alone pose increasing challenges - to an increasing number of stakeholders. Now it is not just about makers, drivers, road building respectively maintenance, oil companies and car dealers. Emerging technologies further involve utilities, mobility providers and platforms which here - as elsewhere - facilitate transactions and re-shape markets. Also in order to prevail, established players, we take a fresh look at value chains and this is where opportunities arise. Highly capitalized buyers contribute to drive - as much as control - innovation, with smaller companies looking for Exit Partners. The presentation looks at various transactions in the automotive space as well as their motives.

Biography

Peter Guggi graduated in both Business Administration and Law in Austria; completed internship with Toyota Motor Corporation the Managing Partner at Berlin based in rebus corporate finance GmbH. He is responsible for the company's transaction advisory business. He founded the company after and spending more than 10 years in operational roles with strong brands in the Sporting Goods, IT/ Data Storage, Media/ Publishing and Telecoms Equipment sectors at the interface between controlling, sales and marketing, living and working in Japan, US, Russia and Germany. in rebus corporate finance focuses on sell side mandates, working with StartUps and SMEs on equity financing rounds and trade sales, supporting company documentation, financial planning, company valuations, investor marketing, due diligence and negotiations up until closing the respective deal. Pursuing a sector agnostic approach clients with a variety of business models, including B2B software as a service, e-Commerce, retail and manufacturing, have been advised throughout successful transactions.

guggip@hotmail.com