



BRIEF

“EVOLUCIÓN SOBRE RUEDAS”

“The roll of the Industrial Engineering in the evolution of the automotive industry”

University Conference of Industrial Engineering Students – 26th Version

DESCRIPTION OF THE EVENT

Each semester the Industrial Engineering Program of Icesi University schedule a space in which the students have the opportunity to deal with regional, national and even international topics. The responsibility of this event relies in the students that are enroll in Proyecto de Grado I (eight semester) and its name is EUDII, that means University conference of Industrial Engineering students.

EUDII is a non-profit academic event, with approximately eight hundred participants, whose interest is address to students, teachers, and entrepreneurs and to the rest citizens of the region. Its main interest is that the audience has an interaction with currently topics that are very important for the Industrial Engineering. Traditionally the event accomplishes two types of activities: conferences and forums. The conferences are made by career speakers in interest topics. The forums seek that entrepreneurs and enterprising people directly interact with the speaker.

DATE

Thursday, April 3, 2014

TIME

8:00 A.M. - 6:00 P.M.

PLACE

Universidad Icesi Auditoriums

ACADEMIC OBJECTIVE

With the help of the experts, the event aim to captivate the spectator about current problems; besides it aim to develop work team development, leadership, planning and project

management in those students that are responsible of the organization of the event.

**FINAL
OBJECTIVE**

That spectators and participants can share their knowledge and learn from the experiences of the big ones, achieving a more wide vision of Industrial Engineering, allowing them to increase the competitiveness of the organizations.

**ACTUAL
VERSION**

The theme of EUDII in its 26th version will be “EVOLUCIÓN SOBRE RUEDAS. *The roll of the Industrial Engineering in the evolution of the automotive industry*”. We belong to an era in which the information and innovation flow rapidly advance, forcing the industry to be each day more flexible and competitive, all of this with the objective to fulfill the customers' necessities and give welfare to society.

The automotive industry is an excellent example, because it has provide the basis for the actual models of life, but also because they are always at the forefront of development and technology, committed with an environmental legacy, for providing a better future to our society. It is for these reasons that this field house key topics that provides a modern and futurist vision of how to increase competitiveness in the enterprises, without letting behind the compromise with the future generations.

At the same time, is very important to know and analyze the mobility problems and the road infrastructure planning, that each day is challenging this industry in the big cities.

The following are the main topics associated:

- **Productive efficiency:** aims of looking at the improvement of efficiencies and the assurance of quality in product and process, automation, LEAN and other techniques are playing a very important role in this industry. With this topic we pretend to talk about the evolution of systems and factory methods that had been designing different manufacturing processes, and also to understand how the giants of this industry deal with thousands of requirements successfully.

- **Green future:** every one of us is concern about the future, but it is also a source of inspiration over the one is hidden endless opportunities. The automotive industry is constantly improving its environmental track and is setting up a strong foundation to construct a better future.
- **Mobility:** everyone is aware of the mobility problem that our region is passing by. The high amount of vehicles that are entering circulation every year and the lack of strategic planning in transit infrastructure has made us look for efficient transport systems like massive transport. By it being the more adequate one, not only to transport people, but also to reduce the environmental impact that this industry generates, we can see certain improvements being made in this century.

TARGET PUBLIC

EUDII looks for the participation of the Colombian southwest university student's community, which belongs to Industrial Engineering Programs, related careers and the people interested in the topic. In addition, we hope with the assistance of entrepreneurs and executives of the region, that are involved in this industry so they can enhance the event with their experience. Finally we also expect the attendance of enterprises sponsoring the event.

DIFFERENTIATION

The 26th version of EUDII aim to gather students not only of Industrial Engineering, but also students of other careers, entrepreneurs and teachers that makes this topic interesting. The entry is totally free, motivating the participation of all people that makes it attractive. We hope to have international speakers that share us their experiences around this great industry.

BUDGET

The budget for this version of EUDII is of 122 million pesos, which includes food, accommodation and transport for the speakers, food (speakers and special guests), adaptation of auditoriums, dress, and advertisements, among others. To accomplish with the objectives, we will have a party for

collecting part of the fund and the remainder is going to be covered with the sponsors.

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