

Ford Brings Michigan Suppliers Together

Ford played matchmaker recently with its suppliers and additional small businesses, with the goal of helping grow the economy and add jobs in Michigan.

The 2013 Pure Michigan Business Connect Ford Matchmaking Summit, hosted by Ford and the Michigan Economic Development Corporation (MEDC), in partnership with the Detroit Regional Chamber, provided an opportunity for Michigan businesses to help other Michigan businesses grow and be more competitive.

Trevor Pawl, director of Pure Michigan Business Connect, said this was the first of its kind designed to spark contract talks between Ford and 31 of its direct suppliers with Michigan's lower-tiered supply base.

The event was invitation only and of the 317 small suppliers that attended, Ford was able to facilitate 680 meetings between the groups that attendees to discuss the filling of 372 procurement needs.

Ford also brought 12 of its purchasing teams together with 30 of its Tier 1 purchasing teams to connect them to qualified Michigan suppliers.

The company spent more than \$15 billion last year with Michigan suppliers.

"The participation of Ford in Pure Michigan Business Connect opens the door to millions of dollars per year in additional procurement opportunities that may not have been previously available to Michigan suppliers," said Michigan Gov. Rick Snyder.

"Furthermore, Ford's agreeing to be the first OEM to host a Pure Michigan Business Connect Matchmaking Summit brings this commitment to life."

Ford started the process by asking its Tier 1 suppliers what they needed to source locally. The MEDC received more than 7,400 responses from nearly 1,000 Michigan companies interested in participating in the Pure Michigan Connect event.

From there, event organizers arranged nearly 700 matchmaking discussions..

"Michigan has a wealth of busi-

nesses that can help Ford continue growing as a global automotive leader," said Joe Hinrichs, Ford president of The Americas. "It is smart business for Ford and for a variety of companies and industries to tap into the outstanding network we have here in Michigan."

Ford also reported that a study released on March 21 by the Center for Automotive Research (CAR) showed opportunities for Tier 2 and Tier 3 suppliers in Michigan are growing and that this growth can help spur the state's economy and increase jobs.

"Michigan has a wealth of businesses that can help Ford continue growing as a global automotive leader."
— Joe Hinrichs

As an example, CAR examined the impact of the \$770 million investment Ford made in the past two years to convert its Michigan Assembly Plant (MAP) from building trucks to being the only plant in the world to build vehicles with five powertrain systems across the Focus and C-MAX vehicle lines. This investment is core to meeting Ford's global standard for flexible manufacturing.

When direct and indirect employment is taken into account, MAP influences nearly 24,000 jobs in Michigan and 48,000 throughout the United States.

In addition, Tier 1 suppliers located in the state account for the single largest share of MAP's total purchase value, \$1.1 billion, or 34 percent of the \$3.2 billion total in annual parts purchases annually.

The 2013 Pure Michigan Business Connect Ford Matchmaking Summit mirrors other efforts by

Ford to engage and match qualified minority, women and veteran-owned businesses with its business and supplier network.

Ford has an annual goal of sourcing at least 10 percent of U.S. purchases from these types of businesses and encourages its suppliers to follow suit. Two success stories from the past year include pairing minority-owned Detroit Thermal Systems and women-owned Detroit Manufacturing Systems.

Ford helped make Detroit Thermal Systems a reality.

The company is a joint venture between Valeo and V. Johnson Enterprises, a minority-owned supplier, produces climate control systems and components for the automotive industry, including supporting current product supply commitments to Ford

Ford was also able to help in the creation of Detroit Manufacturing Systems, which is a joint venture between Faurecia and Rush Group Ltd., part of the Rush Group of companies that includes one of Ford's largest minority and women-owned suppliers.

Detroit Manufacturing Systems provides injection molding, assembly and sequencing of interior trim parts. Of the 317 Michigan-based small businesses that were invited for the 2013 Pure Michigan Business Connect Ford Matchmaking Summit, 103 are minority-owned, 84 are women-owned and 82 are veteran and disabled-veteran-owned.

"The 2013 Pure Michigan Business Connect Ford Matchmaking Summit is a great opportunity to bring outstanding businesses together for their mutual benefit, as well as to benefit Michigan's economy," said Tony Brown, Ford group vice president, Global Purchasing. "Ford is committed to helping further facilitate the dialogue started today as we all look forward to the significant value these relationships can bring."

For more information about the CAR study, visit www.car-group.org. For more information about MEDC, go to www.michiganadvantage.org/ and the Detroit Regional Chamber at <http://www.detroitchamber.com>.

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