

# PLENARY SESSION

*Theme: Motorcycles in Asian Region (Tentative)*

15:00 - 17:30, WEDNESDAY, OCTOBER 9, 2013

ROOM 102, 1F

## MODERATOR



### PROF. NORIMASA IIDA

Japan

Department of System Design Engineering  
Faculty of Science and Technology, Keio University Japan

Norimasa Iida is a Professor in the Faculty of Science and Technology at Keio University, Japan. He obtained his PhD in 1983 from Keio University on the topics of propagation and extinction mechanisms of premixed flames flowing into a narrow channel from a combustible-gas-charged chamber, from where he started his career.

Norimasa Iida spent a very productive year as a Visiting Assistant Professor working at the Engine Research Center, University of Wisconsin-Madison, USA.

He headed a project "Low Heat Rejection Ceramics Two-stroke Methanol Engine" at Kanagawa Academy of Science and Technology in Japan.

Norimasa Iida has contributed his research work in the combustion and emission of internal combustion engines with his special interests in life cycle assessment for next generation vehicles. He, as a leader in HCCI combustion research, has published more than 100 papers on the subject, most of which are presented at SAE International, JSAE and JSME.

Norimasa Iida is currently serving as Vice Chair of JSAE Technology Board.

- 1973 Graduated from Department of Mechanical Engineering, Faculty of Engineering, Keio University, Japan
- 1980 Earned Doctor of Engineering at Keio University
- 1983 Became Assistant, Faculty of Science and Technology, Keio University
- 1985 Became Assistant Professor, Faculty of Science and Technology, Keio University  
was appointed Visiting Professor in Mechanical Engineering Department, University of Wisconsin, Madison, USA
- 1990 Headed Ceramics Methanol Engine Project, Kanagawa Academy of Science and Technology, Japan
- 1991 Became Associate Professor, Faculty of Science and Technology, Keio University
- 1997 Became Professor, Faculty of Science and Technology, Keio University

## SPEAKERS



### **PROF. ICHIRO KAGEYAMA**

Japan

Professor, Dr. of Engineering

- Nihon University, College of Industrial Technology, Department of Mechanical Engineering, Japan
- Director of Nihon University Center for Automotive Research (NU-CAR)
- Academic Affairs in Charge for College of Industrial Technology, Nihon University

Prof. Kageyama was born in 1949 in Tokyo, Japan. He graduated from Nihon University, College of Science and Technology in 1972. Then, he went on to the graduate school, and he took the doctor degree in 1977 from Nihon University. Since 1977, he has engaged in Nihon University, College of Industrial Technology, Department of Mechanical Engineering.

His research fields are vehicle dynamics and control, human interface, motorcycle dynamics and control, articulated vehicle dynamics and control, and so on. From 1989 to 1990, he had been a visiting researcher on the Technical University of Delft, in the Netherlands.

Since 1994, he has been a professor of Nihon University. He had been a visiting researcher on the National road and traffic research institute, in Sweden for 6 months in 2004. He founded the Nihon University Center for Automotive Research (NU-CAR) in 2010, and he has been the director up to now.



## MR. CHUN-PING KO

Taiwan

- Executive Vice-President and CFO of Kwang Yang Motor Co., Ltd.
- Director of Kwang Yang Motor Co., Ltd.
- Director of Taiwan Transportation Vehicle Manufacturers Association
- Deputy Managing Director of Motorcycles Manufacturing Committee
- Director of Eternal Chemical Co., Ltd.

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### Profile

- Comprehensive experience in sales, marketing, financial management and new business development, including strategic planning, business environmental analysis, new business investment, and new business negotiation.
- Proven ability to grow sales through proficient management of sales professionals.
- Skilled in recruiting, hiring and training sales professionals to successfully manage an independent network of dealers with consistent emphasis on increased productivity.
- Proficient in executive and large group financial management.

### **CFO and Executive Vice President                      September 2006 to Present**

Executive Rooms, Kymco

Promoted to CFO and Executive Vice President in 2006 with direct responsibilities include all aspects of financial management and support to CEO/ President. Achieve domestic market share from 36.3% to 41.8% during 2006 to 2012. Successfully expanded distribution channel to overseas and build up overseas subsidiaries such as Kymco USA Inc., Kymco Luxembourg S.A., Kymco Philippines Inc., and Kymco Healthcare UK Inc..

### **Vice president    March 2002 to August 2006**

Sales and Management Center, Kymco

Promoted to Vice President of Sales and Management Center in 2002 with direct responsibilities include whole company administration management and all aspects of global/domestic sales management and advertisement for 2/4 wheelers business. Achieve domestic market share from 33.8% to 36.3% during 2002 to 2006. Successfully build OEM/ ODM business and relationships to Arctic Cat, BMW, Duetz, and Kawasaki during these periods.

### **Experience Summary**

#### **General Manager                      March 1994 to March 2002**

Strategy and Planning Division, Kymco

Division leader focused on strategic planning, new business investment and financial management to the company. Successfully build 6-8 J/V businesses in China. Become the Director of Taiwan Transportation Vehicle Manufacturers Association during this period.

### **Education**

Master of Management Sciences

**Tamkang University**                      Taipei, Taiwan, R.O.C.



## **MR. YEIN-RUI HSIEH**

Taiwan

Director General

Department of Air Quality Protection and Noise Control,  
Environmental Protection Administration Executive Yuan, R.O.C.

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### **Education**

1985 B.A. in Agricultural Engineering, National Taiwan University

1987 M.S. in Civil Engineering, National Central University

### **Career**

1989 Engineer, Bureau of Housing and Urban Development,  
Taiwan Provincial Government

1990 Specialist, Environmental Protection Administration  
Executive Yuan, R.O.C.

1995 Section Chief, Environmental Analysis Laboratory

2002 Senior Director, Department of Air Quality Protection and Noise Control, EPA R.O.C.

2007 Deputy Director, Department of Air Quality Protection and Noise Control, EPA R.O.C.

2009 Director General, Department of Air Quality Protection and Noise Control, EPA R.O.C.