



**German Historical Institute Moscow  
Corporate History Department of Volkswagen AG  
Institute of Russian History, Russian Academy of Sciences**

**Conference**

**„The Automobile Revolution“: Automobile and Society since 1945**

**Moscow, February 16-17, 2007**

**Programme**

**Friday, February 16, 2007**

09.15 – 09.30	Coffee / Tea
	Opening and Introductory Remarks by <i>Bernd Bonwetsch, Sergej Zhuravlev and Manfred Grieger</i>
	<b>1. Mobility Visions – Automobility Visions</b> Chair: <i>Sergej Zhuravlev (Moscow)</i>
09.30 – 10.20	<i>Lewis Siegelbaum (Michigan):</i> The Impact of Motorisation on Soviet Society after 1945 <i>Stephen Meyer (Wisconsin):</i> Comments on Motorisation and US society after 1945
10.20 – 11.00	<i>Luminita Gatejel (Berlin):</i> The Wheels of Desire. Socialist Cars as a Commodity
11.00 – 11.30	Coffee Break
11.30 – 12.10	<i>Maria Zezina (Moscow):</i> An “Automobile Culture” in the Soviet Union?
12.10 – 12.50	<i>Kurt Möser (Karlsruhe):</i> Motorisation of German Societies in East and West
13.15 – 15.00	Lunch

Sponsored by VW AG

## **2. International Competition and Transfer**

Chair: *Bernd Bonwetsch (Moscow)*

- 15.00 – 15.40 *Andrej Menyuk (Moscow)*: German Technology Transfer to the Soviet Union since 1945
- 15.40 – 16.20 *Burghard Ciesla (Berlin)*: Re-Transfer of Technology to Socialist Countries? The Case of the GDR
- 16.20 – 16.40 Coffee Break
- 16.40 – 17.20 *Manfred Grieger (Wolfsburg)*: Technological Cooperation of the Volkswagen Group with East European states
- 17.20 – 18.00 *Valentina Fava (Florence)*: Transfer of Technology and Multinational Corporations. Comparing long-term Relations between East and West
- 19.00 Dinner in the Gallery of the Restaurant “Uliza OGI”

### **Saturday, February 17, 2007**

- 10.15 – 10.30 Coffee / Tea

## **3. Producers' Community and Cooperate Culture**

Chair: *Dirk Schlinkert (Wolfsburg)*

- 10.00 – 10.40 *Andrej Sokolov (Moscow)*: Workers-Management Relationship with AvtoVAZ
- 10.40 – 11.20 *Stephen Meyer (Wisconsin)*: The End of the Line: American Corporate Cultures and the Growth and Decline of the Automobile Industry, 1945-1990.
- 11.20 – 11.40 Coffee Break
- 11.40 – 12.20 *Patrick Fridenson (Paris)*: Corporate Culture in French automobile industry
- 12.20 – 13.00 *Alf Luedke (Göttingen)*: “German quality Work”. What does it mean? Has it shaped the Production of Automobiles in Germany after 1945?
- 13.00 – 14.30 Lunch

## **4. Transformation of the Socialist Automobile Industry since 1990**

Chair: *Georg Schneider (Bonn)*

- 14.30 – 15.10 *V. M. Yamashchev (Togliatti)*: AvtoVAZ
- 15.10 – 15.50 *Sergej Zhuravlev (Moscow)*: Relationship between Employees and new Management in Avto VAZ
- 15.50 – 16.00 Coffee Break

- 16.00 – 17.30 "Soviet Heritage" - Recent Developments and Perspectives of the Car-making Industry and Market in Russia"  
*Roundtable Discussion with Representatives from VW Moscow, Renault Moscow, AvtoVas Togliatti*  
Soviet and post-soviet Experience; Pluses and Minuses; the Russian Worker: Qualifications of Workers and Work Ethic; Automobile Manufacturing as a priority Branch of the Russian Economy and state Regulation; Relations with foreign Automotive Firms, Prognoses as to the Russian entry into WTO.
- 17.30 – 18.00 Concluding Remarks, End of the Conference
- 18.00 Dinner in the German Historical Institute

The Conference takes place at the German Historical Institute, (Library INION, room 231), Nachimovskij pro. 51/21, Tel.: (+7) 8 499 744 45 95 (Metro Profsojuznaja)

