

# DEUTSCH-ARGENTINISCHE WIRTSCHAFTSSTUDIEN

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## ESTUDIOS ECONÓMICOS ARGENTINO-ALEMANES

ULRICH SCHÜLE (ED.)

E-MOBILITY

How Suppliers in Argentina Need to Adapt  
to Policy Trends in the Northern Hemisphere

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**DEUTSCH-ARGENTINISCHE WIRTSCHAFTSSTUDIEN**  
**ESTUDIOS ECONÓMICOS ARGENTINO-ALEMANES**

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## PREFACE

Slowing down global warming requires new concepts of mobility. The aim is to reduce CO<sub>2</sub> emission in the medium term and to eliminate it eventually. Even though various technical solutions are feasible, policy makers in the Northern hemisphere opted for electro-mobility as alternative to the still pre-dominantly used combustion engine vehicles.

The trend to E-mobility was, therefore, initiated by government decisions and still seems to depend more on the policy-made change in regulations and economic incentives than on market forces. In particular, the EU seems to be firmly determined to switch transportation towards E-mobility. Since 2021, also the US administration has felt obliged to this aim.

The consequences, however, are to be felt also in parts of the world not being involved in these decisions. Even though Argentina is not one of the leading countries in the automotive supply chain, the countries' small and medium-sized suppliers must adapt their company strategies to the changing market environment.

In this book, students and scholars discuss selected aspects. Nearly all of the essays derive from Master theses written in the wider context of the “maestría argentino-alemana” in International Business, a programme run jointly by the University of Applied Sciences in Mainz, Germany, and the Universidad de Ciencias Empresariales y Sociales (UCES) in Buenos Aires.

In the first part, *Annika Lobach*, *Maximilian Schreiber*, *Claudia Kurz*, and *Diego Rivas* analyse policy tools applied in Europe, in the United States, and in the particular case of Germany. Whereas the studies of Schreiber and Kurz apply the more common quantitative approach, Lobach's and Rivas' works are based on a qualitative research design. All four studies clearly indicate that the trend to E-mobility is government-initiated and, in addition, show that these policies are (still) far from being efficient.

The second part concentrates on Argentina. By analysing the cases of Mainz and Santiago de Chile, *Wanda Dafne Camio Cáceres* shows how political decisions at the local level change the demand for buses in public transportation. Her conclusions focus on the situation in the metropolitan area of Buenos Aires. Partly related to the results of this study, *Franco Rosso* discusses the options a local supplier of combustion engine components has. He finds out that the companies' strategy might even have to change from being the manufacturer and exporter of high-quality components to the assembly of imported e-buses. *Emanuel Serrani* eventually broadens the view to EPACS (electric cycles), which have emerged as a new form of transportation vehicles.



## *Preface*

The cooperation between the universities in Buenos Aires and Mainz is supported by the Centro Universitario Argentino-Alemán (CUAA) | Deutsch-Argentinisches Hochschulzentrum (DAHZ). The purpose of the CUAA | DAHZ is to enhance the academic cooperation between Argentina and Germany, in particular by supporting bi-national double-degree programmes at postgraduate level. Funded by the respective governments and ACTAA, a private association formed by a group of German companies in Argentina, the CUAA has by now run several tenders for double degree programmes and accompanying research activities.

In order to provide a platform for academic discussions in the context of the German-Argentinean programmes and to foster the publication of related research results as well as publications used in the programmes' seminars, *Andrés Musacchio* and *Ulrich Schüle* established the series of “Deutsch-Argentinische Wirtschaftsstudien | Estudios Económicos Argentino-Alemanes”. This book is the fourth volume to be published in the series.

As editor of this volume, I would like to thank the teams in Mainz and Buenos Aires for their support and *Hava Raiq* for patient proof-reading.

Buenos Aires | Mainz, February 2022

Ulrich Schüle