



Odette International: Promoting supply-chain excellence in the automotive industry

Mission and Scope

Since its creation in 1984, Odette International has been run by the automotive industry for the automotive industry. The organisation sets the standards for e-business communications, engineering data exchange and logistics management, which link more than 4000 businesses in the European motor industry and their global trading partners. A not-for-profit, globally oriented organisation, Odette responds to the needs of users by seeking consensus across the industry.

Membership

The major Vehicle Manufacturers and their Suppliers are members of Odette International via Odette National Organisations, which are either dedicated structures (eg. Galia in France), or part of trade associations (eg. VDA in Germany).

Currently, 8 National Organisations are members of Odette International.

How is it managed

Odette International is managed by a Board of Directors made up of senior executives from the automotive industry, assisted by a small permanent central office team. A light structure of permanent committees and project groups supports each core business area covered by Odette. These committees and project groups are made up of managers and experts from member companies, who provide their time and expertise on a voluntary basis.

Funding structure

Member companies pay a membership fee to their National Organisation, a part of which is used to support 50% of the Central Office budget. The remaining 50% is currently generated by the Odette annual conference.

External relations

To respond to the industry trend towards globalisation, Odette has reinforced its links with AIAG¹ and JAMA/JAPIA² to enable worldwide solutions to be developed. This co-operation has resulted in the publication of global standards which are currently being implemented by all regions.

Furthermore, the close collaboration with B2B market places has placed Odette in a key position in the standardisation of B2B processes and tools.

Another key partnership has been developed with the ENX Association³, which has developed a telecommunication network dedicated to the European automotive industry, supporting the exchange of large volumes of data using standards developed by Odette in a highly secured, high speed environment.

Odette also acts as a liaison point with other international bodies such as UN/CEFACT⁴ and the European Commission.

Key achievements

Odette has achieved a substantial degree of standardisation in logistics exchange procedures, including container management, bar-coded labels and a series of EDI messages covering the whole supply chain, and more recently the Logistics Evaluation Protocol. Recommendations covering B2B exchanges have also been developed and are currently being implemented by the industry

Future Directions

Whilst continuing to maintain its focus on the upstream supply chain, Odette is now seeking to extend its scope to cover the downstream links between vehicle manufacturers and the retail market. The European industry is showing significant support for this strategy and strong links have been developed with the STAR organisation which develops standards for the automotive retail market in the US.

¹ Automotive Industry Action Group – Odette's counterpart in the US.

² Japanese Automobile Manufacturers Association / Japanese Auto Parts Industry Association

³ European Network eXchange

⁴ UN/CEFACT: United Nations Centre for Trade Facilitation and Electronic Business