

La Lettre du GERPISA

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Editorial

HOPING THAT 2009 WILL BE GERPISA'S YEAR

The management of GERPISA would like to take this opportunity along with the Steering Committee and the International Committee to wish all of you an excellent New Year for 2009.

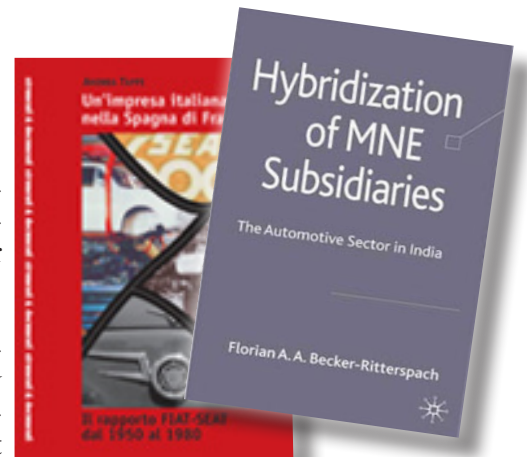
For researchers, there is no doubt that it will be a fascinating year. We are in a position to observe as the industry undergoes massive restructuring and public policies are fundamentally reviewed and test a variety of hypothesis about the conditions for the successful development of firms and automobile industries now that the crisis has shown that past forms of development of the automobile industry are not, in fact, sustainable. Initially, managers and public policy makers are focused on how to organise the survival of automobile firms and subsequently they will turn their attention on how to ensure the conditions for future development.

The breadth of the challenges facing the industry have underlined the need for analysis to understand what has occurred and what the future holds for industry actors. Up until recently, our role as researchers was at the margins of a system in which industry actors were confident of their knowledge of what was needed. Industry upheaval has offered us a more central role in which these same actors turn to us to understand what is happening and what will happen in the future which they are being called up to shape.

Although these requests may not be framed in the precise terms of the project, our response to these calls for input are particularly relevant given that the International Research Programme that we have been engaged in for the past two years is focused specifically on the conditions for sustainable development of the industry. We will ensure, therefore, that the Colloquium in June affords sufficient time to issues related to the crisis in the industry. Similarly, the International Committee which met on 10 January 2009 in Paris has decided to monitor the international environment of the car industry on an on-going basis and to open an on-line Blog for contributions from the networks members.

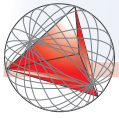
The coming year is one in which GERPISA, as an international network of research on the automobile industry, has a unique opportunity to confirm its relevance and the value of its contribution. 2009 should be GERPISA's year.

Bernard JULLIEN
Directeur du GERPISA



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Publient...

UN'IMPRESA ITALIANA NELLA SPAGNA DI FRANCO - IL RAPPORTO FIAT-SEAT DAL 1950 AL 1980

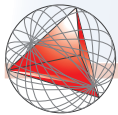
By Andrea Tappi
Edited by Crace
collana Strumenti e documenti, p. 176.

Frutto di una joint-venture con il governo franchista, la SEAT di Barcellona costituisce in assoluto la più importante esperienza estera della FIAT nel dopoguerra ed esemplifica il trasferimento e l'adattamento su scala internazionale dei principi della produzione in serie.

Dopo aver materialmente sostenuto i nazionalisti durante la guerra civile, nei decenni successivi la FIAT trovò in Spagna un mercato protetto per le proprie utilitarie, un costo del lavoro minore che in Italia e soprattutto

l'assenza delle più elementari libertà sindacali finché durò il regime del generale Franco. Gli anni di maggior crescita coincisero con la modernizzazione del paese a cavallo tra gli anni sessanta e se tanta del Novecento. Eppure, il rapido aumento della produzione mise a nudo disfunzioni e difetti della fabbrica fordista. Con essi andò aumentando il malcontento al suo interno. Intanto, l'assunzione di manodopera giovane e rurale rese quella della SEAT la maggiore concentrazione operaia del paese e un universo sempre meno controllabile da parte di una direzione aziendale connivente con il regime e abituata da vent'anni alla pacificazione sociale imposta dall'alto.

La crisi economica degli anni settanta, l'agonia del regime e la definitiva affermazione di



commissioni operaie alternative al sindacato ufficiale comportarono nel 1980 la rinuncia della FIAT alla Spagna, a conferma che il successo della SEAT e i profitti della casa

torinese si erano fondati durante i trenta anni precedenti su una peculiare declinazione della produzione di massa, sul binomio fordismo e franchismo.