

# Agenda

## April 16, 2019 Welcome Night - Talking and Dining

18:15 pm	Welcome Address	<b>Professor Ferdinand Dudenhöffer</b>
18:30 pm	Dinner Talk	<p><b>Pieter Nota</b>, Member of the Board of Management of BMW AG, Sales and Brand BMW, Aftersales BMW Group</p> <ul style="list-style-type: none"> <li>• BMW in the Chinese Market: Status and trends</li> <li>• BMW's e-mobility strategy for China</li> <li>• New mobility services in China</li> </ul>



## April 17, 2019 • CAR-Symposium

8:30 am	Inaugural Address	Professor Ferdinand Dudenhöffer
8:40 am	<b>Carmakers Roll-Out Strategies for EV in China</b>	Keynote: <b>Oliver Blume</b> , CEO, Porsche
		Keynote: „Sustainable Mobility for People and Goods“: <b>Dr. Stefan Hartung</b> , Member of the Board of Management, Robert Bosch GmbH
		Keynote: „China's important role in ZF's strategy for Next Generation Mobility“: <b>Wolf-Henning Scheider</b> , CEO, ZF Friedrichshafen
		Pivot to the NEW – digital transformation of OEMs: Charlie Jiang, Managing Director, Lead of Industry X.O, Accenture Greater China
		Keynote: „Financial Services in the Digital Era in China“: <b>Tolga Oktay</b> , President & CEO, Mercedes-Benz Financial Services China

## 10:40 pm Coffee Break

## April 17, 2019 • CAR-Symposium

11:00 am <b>Breakout Session I:</b> Latest Innovations for CASE Connected, Autonomous, Shared, Electric	<b>Breakout Session II:</b> Robotic, Machines, Production Equipment for EV Value Chain
<p>Keynote: <b>How will the automotive industry benefit from Artificial Intelligence?:</b> <b>Dr. Daniel Knoedler</b>, Director Global Sales, IBM</p>	<p><b>Karl-Uwe Bütöf</b>, Director General, Ministry of Economic Affairs of North Rhine-Westphalia</p>
<p>DEKRA Mobility 4.0 – Safely into the future mobility: <b>Stanislaw Zurkiewicz</b>, CRO DEKRA East &amp; South Asia &amp; EVP, DEKRA Group</p>	<p>How Chinese local government react to EV opportunities?: <b>Jack Gao</b>, Director, Business Development, NETDA Administration Committee</p>
<p>Panel Discussion:</p> <ul style="list-style-type: none"> <li>• <b>Axel Schmidt</b>, Managing Director – Automotive Lead, Accenture</li> <li>• <b>Dr. Daniel Knoedler</b>, Director Global Sales, IBM</li> <li>• <b>Stanislaw Zurkiewicz</b>, CRO DEKRA East &amp; South Asia &amp; EVP, DEKRA Group</li> <li>• <b>Richard Ni</b>, BD Director, Allegis Group China</li> </ul>	<p>NEV Disruption beyond the Tier 1 Level... Challenges and Opportunities for traditional component and system suppliers into the automotive industry: <b>Thilo Koeppel</b>, Managing Director North Asia Region, HUBER + SUHNER</p>
<p>Enabling an autonomous future with Open Location Platform: <b>Stanimira Koleva</b>, SVP General Manager APAC, HERE</p>	<p>Chances and Risks for Integrated Supply Chains and New Entrants in the Automotive Battery Cell Industry: <b>Robert Stanek</b>, Partner &amp; Lead Electric Powertrain and Cost Management, P3 Group</p> <p>The bielomatik added value in plastic welding: <b>Tobias Beiss</b>, Head of Innovation Management BU Plastic Systems, bielomatik Leuze GmbH + Co. KG</p>
<p>reserved</p>	<p>Smart objects-networked digital twins for smart manufacturing: msg Systems: <b>Dr. Stephan Melzer</b>, CEO of Minnsphere GmbH affiliated to .msg Group</p>
<p>Recommendations on the Chinese EV Market: Risks &amp; Opportunities for Insurers: <b>Anthony Baker</b>, Chief Technical Officer, Allianz Automotive APAC, Allianz Partners</p>	<p>JENOPTIK I Light &amp; Production smart solutions (Laser processing, Automation, Metrology) promoting automotive production: <b>Dennis He</b>, Senior Sales Manager, JENOPTIK (Shanghai) Precision Instrument and Equipment Co., Ltd.</p>
<p>Data Collection and Protection Compliance Issues in Intelligent Connected Vehicles: <b>Catherine Shen</b>, Partner, Commerce &amp; Finance Law Offices</p>	<p>Panel Discussion:</p> <ul style="list-style-type: none"> <li>• <b>Rasmus C. Beck</b>, CEO, Business Metropole Ruhr</li> </ul>

12:55 pm Lunch

## April 17, 2019 • CAR-Symposium

14:20 pm	<b>Breakout Session III:</b> Interior Innovations	<b>Breakout Session IV:</b> Future Automotive Retail Moderator: Walter Jansen, Global Head of Cardess®, DAT Consulting/MCON Group
	Keynote: Cockpit of the Future for a safer, more comfortable and personalized Mobility Experience: <b>Francois Tardif</b> , President, Faurecia China	<b>Elmar Gross</b> , Head of Global Sales, DAT Group (Deutsche Automobil Treuhand)
	Keynote: Thermal Comfort in Vehicles - not only for the passenger, but also for the battery (Tentative): <b>Phil Eyler</b> , President & CEO, Gentherm Inc.	<b>Christian Dietrich</b> , Founder and CEO, MCON Group
	Adhesives, sealants and functional coatings for electric vehicles: <b>Laurence Lu</b> , Senior Manager, Business Development, Asia Pacific, Henkel Corporation	<ul style="list-style-type: none"> <li>Major Automotive Retail Policy Interpretation, China Central Government</li> <li>New Applications of Imagery to Generate Personalized Journeys, Leading Global CGI Supplier“</li> </ul>
	<b>Klaus Steinmann</b> , Group Director, Mercuri Urval	<ul style="list-style-type: none"> <li>The Future of the Digital Customer Journey, a Perspective from a Major Dealer Group</li> <li>Digital Retail, What is Significant in 2019, the Perspective of a Major OEM</li> </ul>
		Discussion Panel Company Partners
15:50 pm Coffee Break		
16:10 pm	<b>Breakout Session V:</b> Battery Materials, Cells and Production-Sites: What's going on in the Next 5 years?	<b>Breakout Session VI:</b> Weltmeister Case Study: More than a Car Brand
	The Full Charge – Efficient & modular Solutions for E-Mobility: Dr. Hartung Wilstermann, Executive Vice President (E-Solutions & Services), Webasto Group	<b>Parwiz Torgull</b> , Director Client Strategy, STRICHPUNKT DESIGN
	<b>Dong Joon Ihm</b> , Representative Director, Umicore Korea	<b>Markus Dunke</b> , Portfolio Lead, STRICHPUNKT DESIGN
	Enabling energy tradition - insuring battery performance: <b>Michael Schrempp</b> , Global Head of Green Tech Solutions, Munich RE	
	<b>Carmakers Afternoon Plenary Session</b>	Geelys approach to world car industry: Geeyl board member tbc
		Audi to Re-start: <b>Alexander Seitz</b> , Board Member for Finance, China, Compliance and Integrity, Audi AG
		<b>Zhao Guoqing</b> , Senior Vice President, Great Wall Motor Company Limited
18:00 pm	Summary	Professor Ferdinand Dudenhöffer