



Center Automotive Research

CAR Symposium & New Mobility World

JUNE 5TH - 6TH 2024

RUHRCONGRESS BOCHUM

www.car-symposium.com

CAR Event-App

Please download the event APP!
With full registration you have access to

- program, workshops and speaker profiles
- location and exhibitor plan
- direct connection to other participants
- matchmaking function
- approved presentations for download
- the picture gallery
- ask questions live (except for opening session June 6th)



Bitte nutzen Sie die Event-App
Mit dem vollen Zugriff können Sie:

- das Programm, die Workshops und die Referenten einsehen
- Lagepläne und Aussteller kennenlernen
- sich direkt mit anderen Teilnehmern vernetzen/chatten
- die Matchmaking-Funktion nutzen
- die freigegebenen Präsentationen herunterladen
- die Fotogalerie einsehen
- Live Fragen stellen (ausser Eröffnungssession 6. Juni)



Agenda | June 5th NEW MOBILITY WORLD

10:00 Registration & Morning Coffee

10:55 Welcoming by CAR Directors



Prof. Dr. Helena Wisbert
Director, CAR - Center
Automotive Research



Beatrix C. Keim
Director, CAR - Center
Automotive Research



Dirk Wollschläger
Director, CAR - Center
Automotive Research

11:00 Electromobility - Royal Road or Dead End



Klaus Zellmer
Chief Executive Officer, Skoda Auto



11:30 CX Predictions 2025



Christina Schehl
Executive Vice President, Capgemini Invent



SALES TOUCH POINTS & VALUE ADDED SERVICES

11:50 Beyond Automotive - How the Porsche Lifestyle Group transforms the principles and myth of Porsche into other areas of life



Stefan Büscher
Chief Executive Officer, Porsche Lifestyle Group



12:05 It's time - radical cost reductions with GenAI



Jens Sulek
Executive Partner, IBM



12:20 Design a new era: Volkswagen's answer to the rapidly changing automarket in China



Stefan Mecha
Chief Executive Officer, Volkswagen China Passenger Cars



12:35 Transparency in the value chain



Annette Connor
Corporate Strategy Sustainability & Mobility, BMW Group



FINANCIAL SERVICES, LEASING, FLEET & USED CARS

14:00 Providing mobility solutions as a cornerstone of the Volkswagen Group strategy



Dr. Christian Dahlheim
Chief Executive Officer, Volkswagen Financial Services AG



14:20 Shaping the future: The role of a non-captive bank



Markus Häring
Managing Director, TARGO Leasing GmbH



14:35 How FINN is enhancing OEM brands and winning customers



Barbara Schmoll
Vice President Auto Banks and FINN as a Service



14:45 Marketing Efficiency



Felix Frank
Chief Commercial Officer, AutoScout 24



14:55 Pragmatism over ideology: Only fuel and energy diversity will lead fleets to a more sustainable future.



Michael Brell
Senior Sales Manager DACH + 3rd Party, Aral Fleet Solutions, Aral AG



15:10 Implement and scale a global mobility offer: An OEM success story



Charles de la Tour D'Auvergne
Executive Vice President Strategic Alliances, Vulog



15:20 COFFEE BREAK | EXHIBITION & NETWORKING

16:00 Driving Emotions - The Secret to elevate a premium automotive experience & generate maximum customer benefit



Dr. Michael Mandat
Managing Director, Progenium



Michael Hack
Managing Director Mobility & Transformation, Progenium



16:15 Development of Chinese OEMs in Europe & future of mobility



Georg Mrusek
Principal, Horváth



16:30 The New Ford - European EV business clear for takeoff



Jörg Hofmeister
Head of Charging & Energy, Ford



16:45 The customer experience with eMobility is the key to customer loyalty and additional revenue.



Ralph Missy
Co-Founder, e-mobilio



16:55 CAR Center Automotive Research | Auto Report



Alfred Paul
Project Lead Analytics, CAR Center Automotive Research



Burak Kaya
Market Intelligence & Analytics, CAR Center Automotive Research



MARKETS & SUBSCRIPTIONS | CLOSING & PROSPECTS

17:15 Navigating the geopolitical currents in the rise of electric mobility across the USA, Europe & China



Ann-Katrin Voit
Professor of Economics, FOM University of Applied Sciences



17:30 TRANSITION | REFRESH FOR EVENING EVENT

18:30 CAR SYMPOSIUM NIGHT @ RUHRCONGRESS BOCHUM EXHIBITION

22:00 END OF DAY I

Agenda | June 6th

CAR SYMPOSIUM 2024

08:00 Arrival of the guests / exhibition

08:30 Welcoming by CAR Directors



Prof. Dr. Helena Wisbert
Director, CAR - Center
Automotive Research



Beatrix C. Keim
Director, CAR - Center
Automotive Research



Dirk Wollschläger
Director, CAR - Center
Automotive Research

STRATEGIES FOR TRANSFORMATION

08:40 Opportunities and challenges for the European automotive industry



Sigrid De Vries
Director General, ACEA



09:00 One on One Chat on transformation at Mercedes-Benz Group



Ola Källenius
Chief Executive Officer, Mercedes-Benz Group



09:30 How can we secure tomorrow? Building trust in disruptive times: The role of testing, inspection, and certification in Future Mobility



Stan Zurkiewicz
Chief Executive Officer, DEKRA e.V. & DEKRA SE



09:50 The transformation of the automotive industry: Volkswagen's case



Gunnar Kilian
Board Member for HR and Truck & Bus, Volkswagen AG



10:20 Green steel for sustainable automotive production and a resilient domestic supply chain



Bernhard Osburg
Chief Executive Officer, thyssenkrupp Steel Europe AG



10:40 COFFEE BREAK

11:20 DEEP DIVE I | PARALLEL TRACKS

China Forum
Tagungsraum 1

Workshop about ESG guidelines
Tagungsraum 3

See details on pages 10 - 11

TRANSFORMATION FOR SUSTAINABILITY

11:20 Shaping a sustainable future of mobility



Eelco Spoelder
Chief Executive Officer, Autoneum



11:35 Car of the Future



Jörg Grotendorst
Senior Vice President, Corporate R&D, Magna International Inc.



11:50 Volvo Cars' strategy and outlook of automotive plastics



Dr. Sandra Tostar
Technical Leader in Polymer and Biobased Materials Applications, Volvo Cars



12:00 Panel discussion: Transformation for sustainability

Han Hendriks
Chief Technology Officer,
SVP, Trinseo

Dr. Sandra Tostar
Technical Leader in Polymers
and Biobased Materials
Applications, Volvo Cars

Eelco Spoelder
Chief Executive Officer,
Autoneum

Jörg Grotendorst
Senior Vice President,
Corporate R&D,
Magna International Inc.

12:25 Aral turns 100 - On our way to net zero



Achim Bothe
Chief Executive Officer, Aral AG



12:45 Reconciling plastics circularity and adhesives



Dr. Rainer Schoenfeld
Global Market Strategy Head Exterior, Powertrain, Interior & Chassis,
Henkel AG & Co. KGaA



13:00 LUNCH

13:30 STUDENT WORKSHOP

Transformation in the automotive industry
Backstage
FTI-Andersch

14:00 DEEP DIVE II | PARALLEL TRACKS

Smart & sustainable industry
Tagungsraum 1
See details on pages 12 - 13

Smart mobility
Tagungsraum 3

Sustainable materials
Tagungsraum 2

TRANSFORMATION THROUGH DIGITALIZATION | PLENUM

14:00 Transforming the automotive value chain with GenAI - Key use cases and business potentials



Joachim Franz
Automotive Lead, Microsoft Deutschland



14:15 Accelerating digital transformation: Generative AI & the evolution of next-generation in-vehicle experiences



Thomas Dannemann
Senior Director Product Marketing, Qualcomm Germany GmbH



14:30 SDV – Coding Mindset



Tobias Nadjib
Managing Director, Volkswagen Infotainment



14:45 Revving up revolution: Semiconductors and the New Automotive Era



Peter Fintl
Vice President Technology and Innovation, Capgemini Engineering



15:00 How to speed up with software platforms? Silicon Valley agility meets German engineering



Jan Becker
Chief Executive Officer, Apex AI



15:15 Panel discussion: Transformation through Digitalization

Peter Fintl
Vice President Technology and Innovation,
Capgemini Engineering

Thomas Dannemann
Senior Director Product Marketing,
Qualcomm Germany GmbH

Tobias Nadjib
Managing Director,
Volkswagen Infotainment

Joachim Franz
Automotive Lead,
Microsoft Deutschland

Jan Becker
Chief Executive Officer,
Apex AI

15:45 RECEPTION | EXHIBITION & NETWORKING

17:00 END OF CONGRESS

11:20 Automotive product law in the EU & China - 2024 in a nutshell



Daniel Wuhrmann
Partner & Head of Mobility, ReuschLaw



SAMR Regulations [2023] No.75 + No.76 - New regulations for industrial product quality & safety management for producers and sellers



Rainer Burkardt
Head of Practice, Executive Counsel, Burkardt & Partner



11:55 Automotive suppliers - major challenges and new strategies



Dr. Heiko Rauscher
Senior Managing Director, FTI Andersch



12:10 Developing future mobility at the heart of the Greater Bay area



Fidan Huseynli
Senior Marketing & Stakeholder Manager, Invest Huangpu (Guangzhou)



12:25 ASQMS - the software quality management system standard created by global car companies for the global car industry



Dr. Wolfgang Wagner
Chief Executive Officer, ASQMS Deutschland GmbH



12:40 Q & A

11:20 Workshop about ESG guidelines



Sophia Neulinger
Expert for Sustainability, Progenium



Philipp Eigner
Expert for Sustainability, Progenium



Achieving sustainability goals in the realms of Environment, Social, and Governance (ESG) is comparable to mastering a triathlon. It demands endurance, adaptability, and a smart strategy. Are you ready to take on this challenge and lead your organization towards a sustainable future?

In our dynamic Sustainability Bootcamp, we will guide you through the essential steps of strategic development. You'll gain a comprehensive understanding of the holistic ESG approach, discovering how to integrate it seamlessly into your business operations. Together, we will explore innovative methods and tools that will empower you to drive sustainability transformation within your company.

Don't miss this opportunity to embark on a journey of sustainability transformation and get ready for the ESG triathlon!

Restricted number of participants (15)

Deep Dives II | Smart & sustainable industry

CAR SYMPOSIUM 2024

TAGUNGSRAUM 1

14:00 Enabling the automotive industry to reach the sustainability goals in the past, present and future



Fabian Herfurth
Head of Strategy & Communications, thyssenkrupp Dynamic Components GmbH



14:15 Haitian Group as a turnkey solution provider for the automotive Industry



Dominik Wiesner
Marketing & Communications Director Europe, Haitian Group



14:30 Game changer of sustainability for battery electric vehicles through stainless steel



Markus Buckner
Sales Director Mobility & Transport, Outokumpu Nirosta GmbH



14:40 Zero defect production of plastic cooling pipes



Derrick Zechmair
Chairman of the Management Board, FRÄNKISCHE Industrial Pipes



14:50 How Sevic is shaping innovation in European light electric vehicle manufacturing



Alexander Brilis
General Manager, Sevic Systems SE



15:05 Enhancing climate resilience through digital twins and data driven insights in automotive



Bo Soevsoe Nielsen
Global Head Sales Risk Data & Services, Swiss RE



15:20 Q & A

Deep Dives II | Smart mobility

CAR SYMPOSIUM 2024

TAGUNGSRAUM 3

14:00 AI's potential to radically improve driver useability



Steven Jenkins
Vice President Technology Strategy, Magna Electronics



14:15 Accelerating the integration of electric vehicles into the energy system



Jozef Farkas
Managing Partner, P3 Group



14:25 Current sensors for SiC / GaN system



Takahisa Shikama
Field Application Engineer, Asahi Kasei Microdevices Europe GmbH



14:40 How photonic solutions improve battery manufacturing



Dr. Dr. Larisa von Riewel
Senior application scientist, Excellitas Technologies



14:55 Demystifying EV batteries: How to determine the battery state of health today and tomorrow?



Dr. Christoph Nolte
Head of Vehicle Inspection Service Division & Executive Vice President, DEKRA Group



15:10 The role of natural refrigerants on the path to CO²-neutral battery testing



Dipl.-Ing. Nils Stentenbach
Managing Director, Voltavision



15:25 Q & A

Deep Dives II | Sustainable materials

CAR SYMPOSIUM 2024

TAGUNGSRAUM 2

Thanks to our Partners

14:00 Sustainable and high-performance polymer solutions – a contradiction?



Prof. Dr. Konrad Saur
Vice President Innovation at Trelleborg Sealing Solutions, Trelleborg



14:15 Life cycle assessments – Magna’s path to eco-social products



Volker Ludwig
Global Director Sustainability & EHS, Magna Powertrain



14:30 Novel TPS enables new approaches in automotive interior



Kay Varnhorn
Technical Sales Manager Thermoplastic Elastomer, Asahi Kasei Europe GmbH



14:45 Recycled PMMA for lightning & trim



Gilda Guzman-Mock
Global Automotive Business Development Manager, Trinseo



14:55 Pioneering battery safety & sustainability with Henkel’s potting and debonding solutions



Elizaveta Kessler
Business Development Manager Power Storage, Henkel AG & Co. KGaA



15:10 Modular approach in sustainable cooling pipes



Manfred Krauß
Vice President Business Development, FRÄNKISCHE Industrial Pipes



Tereza Bartlová
Head of Product (Global) - Automated Production Lines, FRÄNKISCHE Industrial Pipes



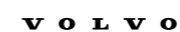
15:20 The recovery of plastics and non-ferrous metals from ELV’s based on advanced post-shredder-technology



Joost Schollaert
General Manager, Galloo Plastics



15:35 Q & A



Impressum

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