AUTOMOBIL ELEKTRONIK KONGRESS
JUNE 18 AND 19, 2024

28th International Automobil-Elektronik Kongress

Ludwigsburg, Germany

SDV – From Hype to Realization – Bringing HW and SW Building Blocks Successfully onto the Road

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STMicroelectronics

Henri Ardevol
NXP Semiconductors

Gunnar Armbrecht
Rosenberger
Hochfrequenztechnik

Kai Barbehön
BMW Group

Julian Broadbent
Applied EV

Francis Chow
Red Hat

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Zohar Fox
AURORA LABS

Aart de Geus
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Frédéric Holzmann
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Quintauris GmbH

Jens Kötz
Audi AG

Leandro Lara
Stellantis

Dirk Linzmeier
TTTech Auto AG

Katrin Matthes
Renault Group – Ampere
Software Technology

Joachim Mathes
Valeo

Manfred Meyer
ZF Friedrichshafen AG

James Peng
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Peter Schiefer
Infineon Technologies AG

Mike Thoeny
Flex

Angela Wang
Neusoft Corporation

Dominik Wee
Microsoft Corporation

Moderator
Maxi Sarwas

08:40   **Welcome by Moderator,**
Maxi Sarwas

08:45   **Opening Speech by Conference Chairman,**
Ricky Hudi
CEO,
Future Mobility Technologies GmbH

09:00   **Software Centered Bordnet Development: Towards the Software-defined Vehicle**
Christian Salzmann
Vice President BMW Group Global Software Strategy, -Factory and -Platforms,
BMW AG

09:30   **The Software-defined Vehicle – How can we Master the Revolutionary Transformation?**
Christoph Hartung
President of the Executive Board of Management, Cross-Domain Computing Solutions,
Robert Bosch GmbH

10:00   **Software-defined Vehicle – Transformation through Software**
Katrin Matthes
CTO, Vice President Innovation & Technology,
Renault Group – Ampere Software Technology

10:30   ☕   **Coffee break and time for networking**

11:15   **Digital Loop: The next Step Change in Homologation**
Christian Hort
Senior Vice President Automotive,
T-Systems International GmbH

11:45   **Transforming the Future of SDV with Generative AI**
Dominik Wee
Corporate Vice President, Manufacturing & Mobility,
Microsoft Corporation

12:15   **Open Source – a Proven, Viable and Sustainable Collaboration Model**
Francis Chow
VP & GM In-vehicle Operating System and Edge,
Red Hat

12:45   🍴   **Joint lunch break and time for networking**

14:00   **Autonomous Driving's iPhone Moment**
James Peng
Co-Founder and CEO,
Pony.ai

Time	Session
14:30	**4SDV: Towards Faster and more Robust Integration – Beyond Autosar** **Dirk Linzmeier** CEO, TTTech Auto
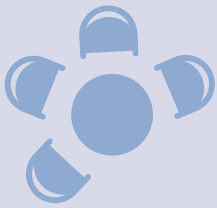
15:00 **Panel discussion 1: Automotive AI & Safety**
(Host: **Ricky Hudi**, Conference Chairman)

| **Ricky Hudi**
Future Mobility
Technologies GmbH | **Nakul Duggal**
Qualcomm | **Christoph Grote**
BMW | **Mathias Pillin**
Robert Bosch | **Lars Reger**
NXP |

15:30 ☕ **Coffee break and time for networking**

16:00 **Technologies to Watch:**

1 **Global Mobility-as-a-Service:**
Creating Low-Cost Safety-rated Vehicle Control Systems at large Scale
Julian Broadbent
CEO,
Applied EV

2 **Glass Optical Fiber for Zonal Architectures and beyond –**
Benefits, Challenges and Solutions
Gunnar Armbrecht
Director R&D / Head of Automotive R&D,
Rosenberger Hochfrequenztechnik GmbH & Co. KG

16:30 **Accelerating a Sustainable Future in Automotive Electronics through Software**
Judy Curran
Chief Technologist Automotive,
Ansys

17:00 **Tbd.**
Leandro Lara
Vice President Electronics HW Engineering,
Stellantis

17:30 **From Disruption to Distinction: Reinventing the Automotive Value Chain for**
Next-Gen Mobility and Supply Chain Resilience
Mike Thoeny
President Automotive Business Group,
Flex Ltd.

18:00 **End of first conference day**

18:30 **Drinks being served @Reithaus Ludwigsburg**

19:00 **Kick-off Industry Get-together @ Reithaus Ludwigsburg**

08:45   **Driving Tomorrow: Software-defined Vehicle and the Role of GenAI**
Nakul Duggal
Group General Manager of Automotive, Industrial and Cloud,
Qualcomm Technologies, Inc.

09:15   **SDV Success hangs on Full-scale Industry Collaboration**
Henri Ardevol
EVP for Automotive Processing,
NXP Semiconductors

09:45   **Automotive Industry in Turmoil? Chiplets to the Rescue!**
Bart Placklé
Vice President of Automotive Technologies,
Imec

10:15   **The Crucial Role of Power Semiconductors in Software-Defined Vehicles**
Peter Schiefer
President & CEO of the Automotive Division,
Analog Devices

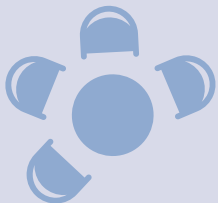**10:45**   ☕   **Coffee break and time for networking**

11:15   **Software-Defined Vehicles in the Era of Pervasive Intelligence**
Aart de Geus
Executive Chair and Founder,
Synopsys Inc.

11:45   **Levering the Wiring Harness Geo-political Challenges**
Frédéric Holzmann
Head of Customer EE Architectures & Product Innovation,
LEONI Bordnetz-Systeme GmbH

12:15   **Panel discussion 2: Securing Safe Energy Supply**
(Host: **Alfred Vollmer**, Freelance Journalist)

Alfred Vollmer	**Michael Anfang**	**Kai Barbehön**	**Jens Kötz**	**Manfred Meyer**
Freelance Journalist	STMicroelectronics	BMW	Audi	ZF Friedrichshafen

12:45   🍴   **Joint lunch break and time for networking**

14:00 **Technologies to Watch:**

[1] Driving Innovation with RISC-V

Alexander Kocher
CEO,
Quintauris GmbH

[2] Why we Need a Next-generation OTA Software Update Technology

Zohar Fox
Co-founder & CEO,
AURORA LABS

14:30 **Build New Ecosystem with China Market to Win in the Era of Software-defined Vehicle**

Angela Wang
Senior Vice President & Chief Investment Officer,
Neusoft Corporation

15:00 **Making the Software-Defined Vehicle a Sustainable Product**

Joachim Mathes
Chief Technology Officer, Comfort and Driving Assistance Systems,
Valeo

15:30 **Monetizing the Sodtware-defined Vehicle with in-car Commerce**

Hans-Hendrik Puvogel
COO,
Parkopedia

16:00 **Final remarks and farewell by Conference Chairman, Ricky Hudi**
End of conference

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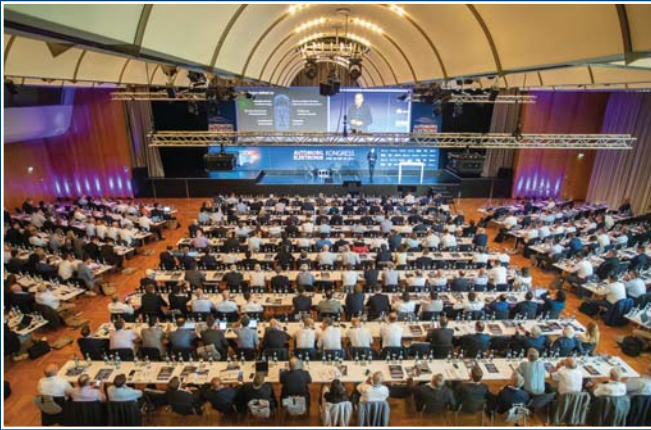**Dirk Walliser**
SVP Corporate Research
& Development,
ZF Group

Register for this conference online:

https://www.automobil-elektronik-
kongress.de/participate/registration/

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Location

Forum am Schlosspark Ludwigsburg

Stuttgarter Straße 33, 71638 Ludwigsburg
+ 49 7141 910 3967
www.forum.ludwigsburg.de

Industry Get-Together and Dinner

At the Reithaus Ludwigsburg

Tuesday, June 18, 2024, after first day of the Conference

nestor Hotel

Plenary hall

Industry Get-Together
"Reithaus"

Main Entrance
Conference

Entrance Parking Lot
"Bärenwiese"

Source: Forum am Schlosspark

Accommodation recommendations can be obtained from our website:
https://www.automobil-elektronik-kongress.de/participate/hotel/
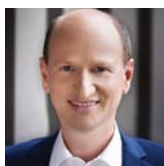
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Participation fee

The participation fee for the 28th International Automobil-Elektronik Kongress in Ludwigsburg (June 18 and 19, 2024) is € 2,395 plus VAT. From June 13, 2023, the participation fee will be € 2,495 plus VAT.

We also provide virtual access for those who are not able to attend in person in Ludwigsburg. The fee for virtual-only participation will be € 895 plus VAT.

This fee includes the following services:

- Access to keynotes and panels
- Access to talks for 90 days after the event
- OnDemand Videos
- Event app access
- Networking with leading executives and experts
- Lunch on both days of the Conference *(not for virtual attendees)*
- Industry get-together on June 18, 2024, at the Reithaus Ludwigsburg *(not for virtual attendees)*
- Refreshments during breaks *(not for virtual attendees)*
- Opportunity to visit the accompanying trade exhibition *(not for virtual attendees)*