



AUTOMOBIL KONGRESS **ELEKTRONIK** 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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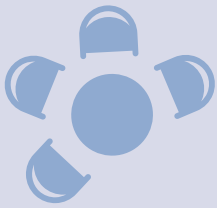
PROGRAM: DAY ONE

TUESDAY, JUNE 18, 2024

	08:40	Welcome by Moderator, Maxi Sarwas
	08:45	Opening Speech by Ricky Hudi (Congress Chairman) CEO, Future Mobility Technologies GmbH
	09:00	Software Centered Bordnet Development: Towards the Software-defined Vehicle Christian Salzmänn 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



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**, Congress 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 Armbricht
 Director R&D / Head of Automotive R&D,
 Rosenberger Hochfrequenztechnik GmbH & Co. KG



16:30 Accelerating a Sustainable Future in Automotive Electronics through Simulation
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

PROGRAM: DAY TWO

WEDNESDAY, JUNE 19, 2024



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**

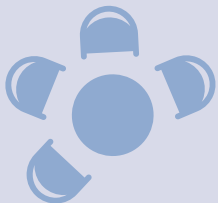


11:15 **Software-Defined Vehicles in the Era of Pervasive Intelligence**
Aart de Geus
Executive Chair and Founder,
Synopsys Inc.



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
Freelance
Journalist



Michael Anfang
STMicroelectronics



Kai Barbehön
BMW



Jens Kötz
Audi



Manfred Meyer
ZF Friedrichshafen

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

PROGRAM: DAY TWO

WEDNESDAY, JUNE 19, 2024



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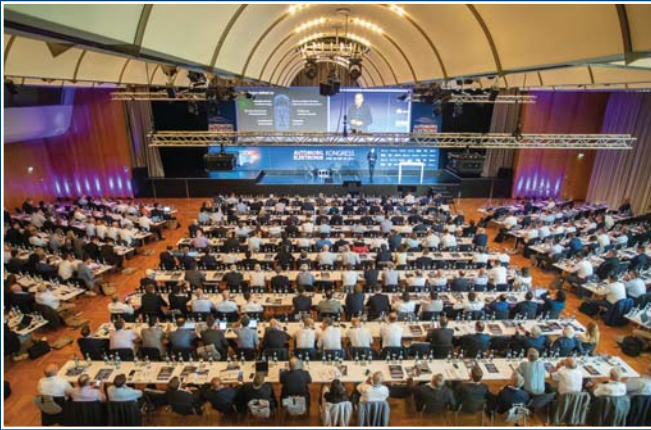
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<https://www.automobil-elektronik-kongress.de/participate/registration/>



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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



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)*