25th International Automobil-Elektronik Kongress

November 16 and 17, 2021, Stuttgart

The Automotive Industry on its Way to the Software-Defined Car

Premium Sponsors:
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# PROGRAM: DAY ONE
## TUESDAY, NOVEMBER 16, 2021

### Track I (moderated by Volkmar Tanneberger)

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker</th>
<th>Title</th>
<th>Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>09:00</td>
<td>The Key to Success During Transformation</td>
<td>Oliver Blume</td>
<td>Chairman of the Executive Board</td>
<td>Dr. Ing. h.c. F. Porsche AG</td>
</tr>
<tr>
<td>09:30</td>
<td>How the Software Defined Car is Changing ZF</td>
<td>Wolf-Henning Scheider</td>
<td>CEO</td>
<td>ZF Friedrichshafen AG</td>
</tr>
<tr>
<td>10:00</td>
<td>Paving the Way to Sustainable Mobility: Software as a Key Enabler for Electrification and Digitalization</td>
<td>Markus Schäfer</td>
<td>Member of the Board of Management of Daimler AG and Mercedes-Benz AG; responsible for Daimler Group Research and Mercedes-Benz Cars COO</td>
<td>Daimler AG</td>
</tr>
<tr>
<td>10:30</td>
<td>Coffee break and time for networking</td>
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### Track II (moderated by Volkmar Tanneberger)

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker</th>
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<th>Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:10</td>
<td>Electric. Digital. Circular. The Future of BMW.</td>
<td>Frank Weber</td>
<td>Member of the Board of Management BMW AG, Development</td>
<td>BMW Group</td>
</tr>
<tr>
<td>11:40</td>
<td>#ArchitectLikeABosch! – Racing Towards the Software Defined Car</td>
<td>Harald Kroeger</td>
<td>Member of the Board of Management</td>
<td>Robert Bosch GmbH</td>
</tr>
<tr>
<td>12:10</td>
<td>Electric, Digital and Autonomous: The Automotive Future will be Built on Electronics</td>
<td>Reinhard Ploss</td>
<td>CEO</td>
<td>Infineon AG</td>
</tr>
<tr>
<td>12:40</td>
<td>Joint lunch break and time for networking</td>
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</table>
### Track III (moderated by Christof Kellerwessel)

<table>
<thead>
<tr>
<th>Time</th>
<th>Topic</th>
<th>Speaker(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>14:00</td>
<td>Build Cars with the Right Hardware and use Software keep them fresh for a long time</td>
<td>CTO, Stellantis</td>
</tr>
<tr>
<td>14:30</td>
<td>Semiconductor Innovation for Automated, Electrical Vehicles</td>
<td>Kurt Sievers, President &amp; CEO, NXP Semiconductors</td>
</tr>
<tr>
<td>15:00</td>
<td>Blue Oval Intelligence – The Journey</td>
<td>Chuck Gray, Vice President Vehicle Embedded Software and Controls, Ford Motor Company</td>
</tr>
<tr>
<td>15:30</td>
<td>Panel discussion: “Opportunities and Challenges on the Way to SW Defined Car”</td>
<td>Christoph Grote, Harald Kroeger, Kurt Sievers, Chris Urmson</td>
</tr>
<tr>
<td>16:15</td>
<td>Coffee break and time for networking</td>
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</tr>
</tbody>
</table>

### Track IV (moderated by Christof Kellerwessel)

<table>
<thead>
<tr>
<th>Time</th>
<th>Topic</th>
<th>Speaker(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>17:00</td>
<td>Driving Innovation Forward with Location</td>
<td>Edzard Overbeek, CEO, HERE Technologies</td>
</tr>
<tr>
<td>17:30</td>
<td>Vehicle Architectures: The Software Defined Period</td>
<td>Glen De Vos, Senior Vice President &amp; CTO, Aptiv</td>
</tr>
<tr>
<td>18:00</td>
<td>Delivering the Benefits of Self-driving Technology Safely, Quickly, and Broadly</td>
<td>Chris Urmson, CEO, Aurora</td>
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<tr>
<td>18:30</td>
<td>End of first day of the congress</td>
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<tr>
<td>20:00</td>
<td>Kick-off Industry Get-together at Carl Benz Arena</td>
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<tr>
<td>20:30</td>
<td>“Back to the Future” – 25th Anniversary Automobil-Elektronik Kongress</td>
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</tr>
<tr>
<td>01:30</td>
<td>End of Get-together</td>
<td></td>
</tr>
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</table>
Track I (moderated by Ricky Hudi)

09:00  How CARIAD will Shape the Future Automotive Experience  
Dirk Hilgenberg  
CEO  
CARIAD SE

09:30  Driving the Digital Future of Automotive  
Cristiano Amon  
CEO & President  
Qualcomm

10:00  Pursuit of Contributions to SW Defined Car  
Shinichi Yoshioka  
Senior Vice President & CTO  
Renesas Electronics Corporation

10:30  Coffee break and time for networking

Track II (moderated by Ricky Hudi)

11:00  Leading Driverless RobotTaxi in China  
Prof. Jiangxiong Xiao  
Founder & CEO  
AutoX Technologies Inc.

11:30  How to Build an Ecosystem Ready to Deliver a Software-Defined, Driverless Vehicle  
Georg Kopetz  
CEO  
TTTech Auto

12:00  Panel discussion: “Autonomous Mobility on its Way to Level 4”  
Panelists:  
Prof. Ma Jun (Tongji University),  
Dirk Hilgenberg (CARIAD),  
Cristiano Amon (Qualcomm)

12:45  Joint lunch break and time for networking
Track III (moderated by Ricky Hudi)

14:00  Software and Services Redefining the Vehicle of the Future – Are we there yet?
Maria Anhalt
CEO
Elektrobit

14:30  The Software-Defined Vehicle: Platforms, Ecosystems and Partnerships
Patrick Brady
Vice President Engineering
Android, Google Inc.

15:00  High Volume Software Production
Thomas Beck
CEO
Vector Informatik GmbH

15:30  Final remarks and farewell
End of congress
The Leading Global Event for Executives & Experts

Members of the Advisory Board

Christoph Grote
Head of Electronics Development
BMW

Ricky Hudi
(Chairman)
CEO
Future Mobility Technologies

Christof Kellerwessel
Chief Engineer Venture Technologies
Ford-Werke

Harald Kroeger
Member of the Board of Management
Robert Bosch

Karsten Michels
Head of Research and Advanced Engineering
Continental Automotive

Burkhard Milke
Director Electric & Electronic Systems
Opel Automobile

Thomas M. Müller
Executive VP Group R&D China
Volkswagen China

Riclef Schmidt-Clausen
Senior Vice President SVP, Domain Intelligent Cockpit & Body, CARIAD SE

Jutta Schneider
Director EE Powernet
Daimler

Oliver Seifert
Vice President R&D E/E
Porsche

Volkmar Tanneberger

Please register for this conference online:
www.automobil-elektronik-kongress.de

#AEK_lubu
Impressions
Accommodation recommendations can be obtained from the congress website: https://www.automobil-elektronik-kongress.de/attendance#accommodation
The participation fee for the 25th International Automobil-Elektronik Kongress in Stuttgart (November 16–17, 2021) is € 2,195 plus VAT.

We also provide virtual access for those who are not able to attend in person in Stuttgart. 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 Congress (not for virtual attendees)
- Industry get-together on November 16, 2021, at the Carl Benz Arena in Stuttgart (not for virtual attendees)
- Refreshments during breaks (not for virtual attendees)
- Opportunity to visit the accompanying trade exhibition (for virtual attendees only those booths which are part of the virtual trade exhibition)