

Baden-Württemberg digital @ Hannover Messe

Program „New Mobility Made in Baden-Württemberg“

APRIL 12, 2021

09:45–10:00

Welcome

Franz Loogen, President, e-mobil BW –

State Agency for New Mobility Solutions and Automotive, Baden-Württemberg

SESSION I: THE SOFTWARE-DEFINED VEHICLE

10:00–10:15

Kick-off

Dr. Wolfgang Fischer, e-mobil BW (Moderator)

Brief presentations

10:15–10:30

Software architecture for future car generations

Prof. Dr.-Ing. Eric Sax, Head of the Karlsruhe Institute of Technology (KIT),

Institute for Information Processing Technologies (ITIV)

10:30–10:45

Business transformation – transition from an engineering company into a one-stop shop development partner for interdisciplinary mobility solutions in/outside of the vehicle

ppa. *Erdinc Yesilkaya*, Authorised Manager for new mobility eco-system and exceptional tasks, the Bertrandt Group

10:45–11:00

Artificial intelligence for the selective near-real-time recording of scenario and manoeuvre data when testing highly automated vehicles

Dr.-Ing. Christian Schyr, AVL DEUTSCHLAND GmbH

11:00–11:20

How is digitalization changing traffic in Baden-Württemberg?

A short film by the Strategic Dialogue for the Automotive Sector in Baden-Württemberg.

11:20–11:55

Panel discussion

Prof. Dr.-Ing. Eric Sax, KIT/FZI

ppa. *Erdinc Yesilkaya*, the Bertrandt Group

Dr.-Ing. Christian Schyr, AVL

Dr. Wolfgang Fischer, e-mobil BW (Moderator)

11:55–12:00

Wrap-up

Dr. Wolfgang Fischer, e-mobil BW (Moderator)

12:00–13:00

Lunch break & networking

13:00–13:25

Welcome & Opening

Dr. Nicole Hoffmeister-Kraut, Minister of Economic Affairs, Labour and Housing,
Ministry of Economic Affairs, Labour and Housing for the state of Baden-Württemberg
Dr. Christian Herzog, CEO, Baden-Württemberg International

SESSION II: NEW ADDED VALUE THROUGH KEY COMPONENTS

Keynotes

13:30–13:55

New value creation by introducing agile production concepts

Prof. Dr.-Ing. Jürgen Fleischer, Director of Machines, Equipment and Process
Automation, Karlsruhe Institute of Technology (KIT), wbk – Institute of Production Science

14:00–14:25

Motors for future powertrains – key component or commodity?

Thomas Pfund, President of the E-Motors & PEU Business Unit,
Schaeffler Automotive Buehl GmbH & Co. KG

14:30–14:55

Storage-based high-power charging

Thomas Speidel, CEO ads-tec Energy GmbH/President of the German Energy Storage Association

15:00–15:25

HyFab-Baden-Württemberg – Research factory for fuel cells and hydrogen

Prof. Dr. Markus Hölzle, Member of the Board & Head of the Electrochemical Energy Technologies
Division; Zentrum für Sonnenenergie- und Wasserstoff-Forschung Baden-Württemberg (ZSW)

APRIL 13, 2021

SESSION III: AUTOMATED AND CONNECTED DRIVING

10:00–10:15

Kick-off

Dr. Wolfgang Fischer, e-mobil BW (Moderator)

Brief presentations

10:15–10:30

Experiences from the autonomous driving test field, Baden-Württemberg

Dr. rer.nat. Alexander Viehl, Divisional Manager, Intelligent Systems and Production Engineering,
FZI Research Centre for Information Technology

10:30–10:45

U-Shift – meeting the requirements of future urban road traffic

Prof. Dr.-Ing. Tjark Siefkes, Director Institute for Vehicle Concepts,
German Aerospace Center (DLR)

- 10:45–11:00** **Supporting connected automated vehicles with intelligent infrastructure**
Dr.-Ing. Michael Buchholz, Research Group Leader, Ulm University,
Institute of Measurement, Control and Microtechnology
- 11:00–11:15** **Are we ready yet? How to get automated driving onto the road with RABus**
Dr.-Ing. Ulrike Weinrich, Project Manager, FKFS Research Institute of Automotive Engineering
and Vehicle Engines, Stuttgart
- 11:15–11:20** **Break**
- 11:20–11:55** **Panel discussion**
Dr. rer.nat. Alexander Viehl, FZI
Prof. Dr.-Ing. Tjark Siefkes, DLR
Dr.-Ing. Michael Buchholz, Ulm University
Dr.-Ing. Ulrike Weinrich, FKFS
Dr. Wolfgang Fischer, e-mobil BW (Moderator)
- 11:55–12:00** **Wrap-up**
Dr. Wolfgang Fischer, e-mobil BW (Moderator)
- 12:00–13:00** **Lunch break & networking**
- SESSION IV: NEXT GENERATION VALUE CREATION**
- 13:00–13:15** **Kick-off**
Dr. Wolfgang Fischer, e-mobil BW (Moderator)
- Start-up pitches**
- 13:15–13:25** **New electric motor technology for challenging applications**
Dr.-Ing. Markus Schiefer, Founder, Executive Director, Chief Technical Engineer, SciMo –
Elektrische Hochleistungsantriebe GmbH
- 13:25–13:35** **Dynamic risk management (DRM) for safe navigation and driving**
Dr.-Ing. Thomas Freudenmann, Co-CEO & Co-Founder, EDI GmbH
- 13:35–13:45** **Virtual materials – real insights. Improving functionality and safety
in the early development stage with PreonLab**
Dr. Markus Ihmsen, Managing Director, FIFTY2 Technology GmbH

- 13:45–13:55** **What is missing most? AC & DC charging stations and the role of the new charging platform “cosmix”**
Johannes Brodführer, CEO & Founder, eliso GmbH
- 13:55–14:05** **How does sharing EV charging points generate value for owners and users?**
Stephan Dengler, Co-Founder, ChargeIQ GmbH
- 14:05–14:10** **Break**
- 14:10–14:55** **Start-up panel discussion**
Dr.-Ing. Markus Schiefer, SciMo – Elektrische Hochleistungsantriebe GmbH
Dr.-Ing. Thomas Freudenmann, EDI GmbH
Dr. Markus Ihmsen, FIFTY2 Technology GmbH
Johannes Brodführer, eliso GmbH
Stephan Dengler, ChargeIQ GmbH
Dr. Wolfgang Fischer, e-mobil BW (Moderator)
- 14:55–15:00** **Wrap-up**
Dr. Wolfgang Fischer, e-mobil BW (Moderator)

APRIL 14, 2021

**SESSION V: AUTONOMOUS AND CONNECTED DRIVING
IN ONTARIO (CANADA)**

- 17:00–17:05** **Welcome**
*Franz Loogen, President, e-mobil BW GmbH –
State Agency for New Mobility Solutions and Automotive, Baden-Württemberg*
- 17:05–17:20** **Ontario’s Autonomous Vehicle Innovation Network (AVIN)**
*Raed Kadri, Head of AVIN/Senior Director, Automotive Technology and Mobility Innovation,
Autonomous Vehicle Innovation Network (AVIN)*
- 17:20–17:35** **AutoGuardian By SmartCone**
Tenille Houston, CEO, AutoGuardian By SmartCone, SmartCone Technologies Inc.
- 17:35–17:50** **Automotive Software trends by BlackBerry QNX**
Joerg Zimmer, Vice President, EMEA Sales at BlackBerry Technology Solutions
- 17:50–18:00** **Q&A**
*Moderator: Angela Spreng, Senior Commercial Officer, Ontario International –
Munich Trade and Investment Office*