

AUSSEN
WIRTSCHAFT
DIALOGUE FOR GLOBAL INNOVATION
THE FUTURE OF URBAN MOBILITY
INTERNATIONAL TRENDS IN THE AUTOMOTIVE INDUSTRY

PROGRAM

VENUE: Rudolf Sallinger Saal | Wirtschaftskammer Österreich | Wiedner Hauptstraße 63, 1040 Vienna

THURSDAY, OCTOBER 13TH, 2016

12.30 – 13.00 REGISTRATION

13.00 – 13.10 WELCOME

- Michael OTTER | Deputy Director General, AUSSENWIRTSCHAFT AUSTRIA
 - Wolfgang KOMATZ | Cluster Manager, Automotive Cluster Upper Austria
 - Thomas RIENER | Executive Vice President Marketing & Strategy, ams AG
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13.10 – 13.50 KEYNOTES “KNOW THE TRENDS”

13.10 – 13.30

THE FUTURE OF URBAN MOBILITY

- Nikolaus LANG, Partner and Managing Director, Boston Consulting Group GmbH
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13.30 – 13.50

VOLVO AUTOMATION CHALLENGES

The Volvo Cars Automation Gothenburg Project and Volvo Group (trucks and buses) automation activities.

- Hans PERSSON | Vice President Technology Strategy & Innovation, Volvo Group GTT-Advanced Technology & Research
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13.50 – 14.00 QUESTIONS & ANSWERS

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14:00 – 15.00 **“URBAN MOBILITY 2030” - THE CORPORATE’S PERSPECTIVE | “GET INSPIRED”**

Presentations by:

- **Hans PERSSON**, Vice President Technology Strategy & Innovation, Volvo Group GTT-Advanced Technology & Research
- **Yasuhiro HARADA**, General Manager, Integrated Control System Development Division, Mazda Corporation, Technical Research Center
- **Massimiliano LENARDI**, Laboratory Manager, Senior Researcher, Hitachi Europa Ltd., R&D, Manchester
- **Toshitake KAWAI**, Chief Engineer, Department 2, Technology Development Div. 0 (Autonomous Driving), Honda Motor Corporation, Automobile R&D Center
- **Peter SEDLMAYER**, Trade Commissioner, Advantage Austria Chicago on “future perspectives of the US car manufacturers on autonomous driving”

Leading OEMs present a snapshot of their Urban Mobility / Autonomous Driving 2030 vision. Questions & Challenges to make Autonomous Driving a normal part of our city lives will be discussed and later addressed at the Innovation Workshops.

15.00 – 15.30 **COFFEE BREAK & TEAMBUILDING**

15.30 – 16.15 **INNOVATION WORKSHOP - “URBAN MOBILITY 2030” | “CREATE THE FUTURE”**

Teams of participants will be challenged to combine their ideas of how Urban Mobility will change in future and think of potential chances and risks resulting from the transformation of today’s concepts.

- Each speaker will host a group working on an issue related to Urban Mobility in the future (e.g. autonomous driving, energy, open & closed system, sharing economy, etc.)
- Team participants come from different sectors (OEMs, suppliers, IT, StartUps)
- 45 min. brainstorming session (FlipChart / Post-It, etc.) preparing a conclusion presented by a team speaker

Some sample questions for the workshop:

- Will consumers still buy cars, or will they use autonomous taxis ?
- Are autonomous cars the new public transport ?
- Being late: Who is liable ? (Missed appointments, missed travels)

16.15 – 17.00 **PRESENTATION OF WORKSHOP RESULTS**

Each Team presents their Results

17.00 – 18.30 **NETWORKING RECEPTION “GET TOGETHER”**

Meet the Participants / Deepen the Discussion / Share Contact details
