

VDI

2nd International VDI Conference - Smart Cars & Urban Mobility

November 28 -29, 2018, Amsterdam, The Netherlands

- The Urban Mobility Ecosystem
- Connected Vehicles in Intelligent Infrastructure
- Disruptive Business Models & alternative Urban Mobility Concepts
- Legal Basics for smart connected Vehicles
- Mobility Challenges in Smart Cities of the Future

+ Panel Discussion: Serviceiation of the Auto-Industry

+ International VDI Workshop: 3rd Gen Blockchain Technologies

+ International VDI Workshop: Designing the City of Tomorrow

Blockchain
Contest powered
by GM

Meet international Experts from:



An event organized by VDI Wissensforum GmbH
www.vdi-international.com/01K0910018





About us



The Association of German Engineers (VDI) is one of the largest technical-scientific associations in Europe. Throughout the years, the VDI has successfully expanded its activities nationally and internationally to foster and impart knowledge about technology-related issues. As a financially independent, politically unaffiliated and non-profit organization the VDI is recognized as the key representative of engineers both within the profession and in public.

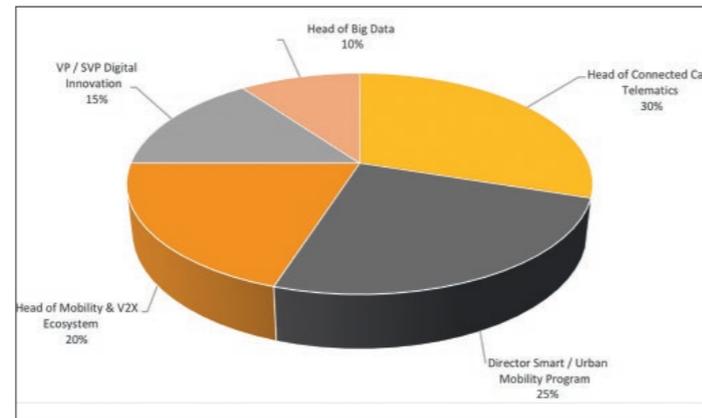
Supporting Experts

- Massimiliano Melis, Controls Business Process Manager, GM Global Propulsion Systems, Italy
- Timur Pulathaneli, Supervisor, Ford Motors, USA
- Prof. Stephen Potter, Emeritus Professor of Transport Strategy, The Open University, United Kingdom
- Steffen Schaefer, Urban Mobility Innovator, New Zealand

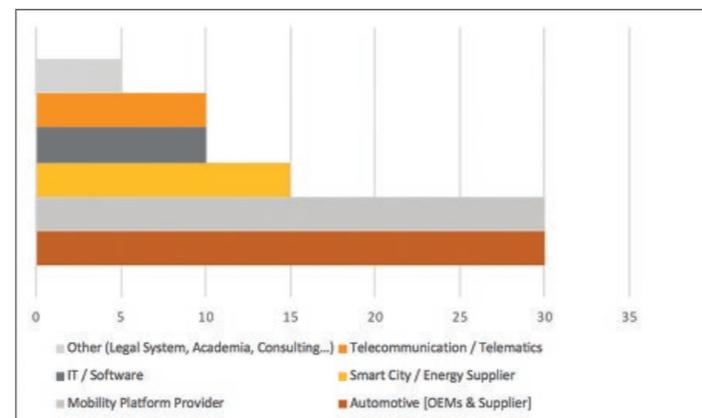
Reasons to attend

- Meet experts from the connected car and urban mobility sector
- Learn about digitized urban mobility ecosystems and developments towards smart cities
- Get informed about legal basics and the impact of GDPR
- Discuss disruptive business models and new mobility concepts
- Prepare for interactive panel debates
- Network with your peers during the breaks and at the evening reception

Expected Participants according to Functions



Expected Participants according to Industries



08:30 Registration & Welcome Coffee

09:30 Chair's Welcome and Opening Address
Gerhard Greiner, Director, ALP.Lab, Austria

I. The Urban Mobility Ecosystem

09:45 Future Transport Scenarios: Urban Mobility

- Future transport modes
- Vehicles, infrastructure and services for urban areas
- Integrating it all: Mobility as a Service

Steffen Schaefer, Urban Mobility Innovator, New Zealand

10:25 Exploring the Links between the Urban Mobility Ecosystem and new Transport Technologies

- Increasingly dispersed travel across space, time and functions
- Main Drivers: Changes in society, economy and increasingly digital lives
- Changes in the urban mobility ecosystem due to new transport technologies

Prof. Stephen Potter, Emeritus Professor of Transport Strategy, The Open University, United Kingdom

11:05 ☕ Networking & Coffee Break

11:35 Alternative Living and Consumption Spaces - The Future Role of Cars

- The smart mobility concept: Game changer for the automotive industry
- Spaces we love, visit and encounter
- I, the car: Rethinking my role in a connected service economy
- Measure next: The strategic, economic and political impact of game changers

Dr. Barbara Flügge, Founder, Barbara Flügge Consulting, Switzerland

12:15 Integrated Mobility - Understanding the Business and the Ecosystem

- Challenges in the mobility ecosystem: Redefining seamless mobility?
- Show me the money - The business model
- Experiences from Gothenburg and Stockholm

Hans Arby, CEO, UbiGo, Sweden

12:55 🍽️ Lunch

II. Connected Vehicles in Intelligent Infrastructure

14:25 Connected and Automated Driving with Cellular-V2X

- Feasibility of key C-V2X use cases
- V2X roadmap towards 5G
- Standardization for cooperative ITS
- Business model considerations and experiences from early deployments

Tim Wouda, MBA MSc, Head of Mobility & V2X Ecosystem, Ericsson, The Netherlands

14:45 Enabling new Mobility Experiences with Interior Cocoon Concepts

- Selfdriving mobility allows new mobility experiences
- Maintaining the safety level while enabling a mobile living room 2.0
- Key role of passenger behaviour and interactions with the car and objects

Moritz von Grotthuss, CEO, gestigon – a Valeo Brand, Germany

15:05 Smart Infrastructure for Smart Mobility

- From conventional traffic management to a new mobility infrastructure
- Hybrid infrastructure solutions for drivers and connected cars
- Importance of safety/security for data and communication
- Frontend to traffic participants: The future of traffic signals and signs

Ernst Luckner, VP Research & Development, SWARCO FUTURIT Verkehrssignalsysteme GmbH, Austria

15:25 Distributed Ledger Technologies meet Future Mobility

- Autonomous payment via Blockchain technology
- Distributed ledger technology for secured mileage
- Community approach within a global provider of sustainable mobility

Benjamin Sinram, Head of Digitalization & Technology, Volkswagen AG, Germany

15:45 ☕ Networking & Coffee Break

16:15 The Role of Roads in an autonomous Vehicle Environment

- Role of roads and miss-match between autonomous vehicles and ITS
- Why roads should provide data and leverage IoT based technologies
- How roads can generate data, seamlessly and economically

Michael Dan Vardi, Co-Founder & CBO, Valerann, United Kingdom

16:35 Panel Discussion: Visions & Challenges of connected Vehicles: Disruptive Technologies, Infrastructure & Transformation

17:15 GM Blockchain Contest Winner

You have an innovative Blockchain idea for the automotive market? Apply for the contest!

Contest Winner and Marco Giroto, Lead Embedded Controller and Design System Engineer, General Motors, Italy

17:45 End of conference day one



Get Together

At the end of the first conference day we kindly invite you to use the relaxed and informal atmosphere for in-depth conversations with other participants and speakers.

III. Disruptive Mobility Business Models**09:00 Mobility as a Service – The End of Car Ownership?**

- What would be as big as owning a car in the minds of individual consumers?
 - Major disruption of transportation will change the structures of business
 - Consumers shift towards MaaS operators that take care of their mobility needs
 - Today's disruption can be compared to changes in telecom industry in the 80's
- Sampo Hietanen**, CEO and Founder, MaaS Global, Finland

09:20 Autonomous Driving Mobility Platforms: Knowing the Destination

- Platforms to direct autonomous vehicles and verify who is entering and exiting the vehicle
 - Fleet management for autonomous vehicles
 - Predictive maintenance to keep autonomous vehicles operating reliably
 - Car- and ridesharing: OEMs position for the autonomous service revolution
- Armin Fendrich**, General Manager EMEA, Ridecell, Germany

09:40 Insights from existing on-demand Ridepooling Services worldwide

- Empirical insights how to launch and scale an on-demand transit system
- Key learnings from over 30 million provided on-demand ridepooling rides
- Software-as-a-Service and Transportation-as-a-Service

Jan Lütke, Director of Business Development Europe, Via Transportation, USA

10:00 New Mobility Services for City Centres

- Electric automated shuttles and first last mile mobility
- Policy drivers and outcomes
- MaaS and the sharing society
- Future mobility for cities and regions and the role of the authorities

Richard Harris, Director Europe, Ohmio Automotion, United Kingdom

10:20 ☕ Networking & Coffee Break

10:50 Disrupting Long-Distance Mobility by unlocking Sharing Potential

- Short introduction of BlaBlaCar, as global leader in carpooling
- Evolvement of business model over time
- Chances, risks and outlook of sharing mobility

Sarah Groetsch, MSc., Marketing Manager, BlablaCar, Germany

11:10 Panel Discussion: Serviceiation of the Auto-Industry

Moderator: Steffen Schaefer, Urban Mobility Innovator

12:10 🍴 Lunch

IV. Legal Basics for smart connected Vehicles**13:10 GDPR and the connected Car Data Exchange**

- Legal challenges for vehicle data exchange
- Case study: Telematics insurance
- Access to vehicle data: Ownership and control
- The General Data Protection Regulation: Protection vs free flow

Freyja van den Boom, PHD Researcher, Bournemouth University, United Kingdom

V. The Urban Perspective: Alternative Mobility Concepts & Mobility Challenges in Smart Cities of the Future**13:40 The Singapore Story – Our Perspectives on Urban Mobility**

- Electric vehicle initiatives
- Autonomous vehicle deployment in new towns
- Intelligent transport system
- Singapore's vision for urban mobility

Shin Poh, Regional Director Europe, Singapore Economic Development Board, Germany

14:20 Tackling the Challenges of data-driven Smart Mobility: Use Cases for the Brainport Region

- Data driven policy decisions
- MaaS deployment in smart cities
- Smart city data and IoT principles
- Privacy and GDPR aspects
- Transparency of algorithms

Niels Wiersma, Senior Business Consultant, Municipality of Eindhoven, The Netherlands

15:00 ☕ Networking & Coffee Break

15:30 Urban Air Mobility - Your new Departure Gate is your Garage!

- The arrival of urban air mobility: Flydriving is around the corner
- Air taxis & ride sharing vs. private ownership
- Why did we choose the concept we chose?

Dr. oec HSG Markus Hess MBA, Chief Marketing and Sales Officer, Pal-V, The Netherlands

16:00 Mobility Challenges for Smart Cities, don't trip at the Kerb

- Never have connected vehicles given such opportunities for the industry
- The kerbside and its digital twin is becoming more crowded
- Opportunities to empower cities and give compliant control to consumers

Ben Boutcher-West, Head of Mobility, AppyParking, Uited Kingdom

16:30 Conference chair's closing remarks

16:40 End of Conference

International VDI Workshop 1**Designing the City of Tomorrow****Workshop Chair:**

Dr. Barbara Flügge, Founder, Barbara Flügge Consulting, Switzerland

Date and Venue:

November 27, 2018

Amsterdam, The Netherlands

Time:

09:00 - 16:00

All over the world, digital transformation is transforming the way we live - with new mobility concepts and smart mega cities being at the forefront of these developments. The VDI workshop "Designing the City of Tomorrow – Shaping a Smart City Scenario" is a truly interactive, hands-on event that will give participants the chance to explore and apply the construct of a smart city.

After a brief introduction in the overall construct of a smart city and its stakeholders, industries and the fictional layout of the city the participants are being guided throughout the interactive part.

Attendees will acquaint with a specific role to experience the smart city from this specific perspective. The workshop team gains insights into further elements of "smart city constructs" and a better understanding of how to transform cities into smart cities.

Important topics will be elaborated and facilitated in breakout sessions during which participants are invited to actively contribute, discuss and share their experiences, key takeaways and best practices. Participants will gain a deeper understanding of the "what's in for me" with respect to smart city efforts. Similarities and uniqueness of industries and locations are also taken into account.

Agenda

- Introducing the Construct of a Smart City, its Stakeholders and Industries
- Briefing: The Smart City Model – a fictional Layout
- Role Model Play and Gamification exploring a Smart City
- Framing the Window of Opportunity ("The Art of the Possible")
- Main Findings of the Workshop Day & Outlook into the Future

(Please note that the number of participants is limited. Registrations and individual parts and segments of the workshop are subject to confirmation)

International VDI Workshop 2**3rd Gen Blockchain Technologies****Workshop Chair:**

Sebastian Rohr, CTO & Managing Director, APIIDA AG/accessec GmbH, Germany

Date and Venue:

November 27, 2018

Amsterdam, The Netherlands

Time:

09:00 - 16:00

Currently the IoT world is fragmented. Instead, one common protocol is needed to handle all of the data. IOTA's goal is to be the base protocol which every company can use to enable their IoT-devices to connect. This workshop provides an overview of blockchain from Gen1 (Bitcoin) over Gen2 (Ethereum) to Gen3 (IOTA) and introduces to the basic concept with a focus on deriving solution approaches for secure transactions for connected/autonomous vehicles, their environments and infrastructure (C2X). Participants are encouraged to introduce their own questions and problems. Possible interactive transactions such as e-charging, parking, tollway fee payment, pre-booking of maintenance or parking spaces or anything with a relation to secure identification and authentication of transaction participants is preferred.

Depending on the participants' background and experience, focus may shift between In car/ECU, Car2X, Infrastructure or backend technologies. Subject matter expertise in data privacy, security and first blockchain exposure is welcome, but not mandatory. A basic understanding of IT infrastructures, TCP/IP and/or IT Security is a plus. Depending on the number of participants further sub-topics can be discussed.

Introduction:

- Overview of Blockchain landscape – Bitcoin, Ethereum & IOTA
- Introduction to the "Tangle" as a new approach to Distributed Ledger Technology
- Adaptation options of existing ideas for transportation / logistic / Smart City scenarios

Breakout Sessions – Planned topics include:

- Using the Tangle as arbiter for e-Mobility and Charging
- Enabling autonomous micropayments between cars and infrastructure using DLT

Discussion and Conclusion:

- Main findings of the workshop day
- Outlook into the future of DLT/Blockchain in Transportation

(Please note that the number of participants is limited. Registrations and individual parts and segments of the workshop are subject to confirmation)

Charging Infrastructure for Electromobility

Date and venue:

November 28-29, 2018
Amsterdam, The Netherlands

Renowned speakers will present their results on the following topics:

- Experiences from the UK, Finland, Sweden, Spain, Portugal, France, The Netherlands and Germany
- Using EVs as Battery Storage - The Benefits and Opportunities
- The Technical and Economic Challenges of increased Renewables from an Energy Suppliers Viewpoint
- Integration of EV-chargers into Households and distribution Grids
- China EV Charging Infrastructure and the EV Charging Operations and its Technology with V2G and its Role with Energy Network

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International VDI Conference 2018

Future of Buses

Autonomous & Electric Buses

Date and venue:

November 28-29, 2018
Amsterdam, The Netherlands

Renowned speakers will present their results on the following topics:

- Policy Making for Urban Bus Networks
- Roll-Out and Management of E-Bus Fleets
- Electrifying the Transportation System
- Autonomous Buses as Part of the Urban Transport Strategy
- The Future of intelligent Buses: Business Models, Connectivity & Digitalization

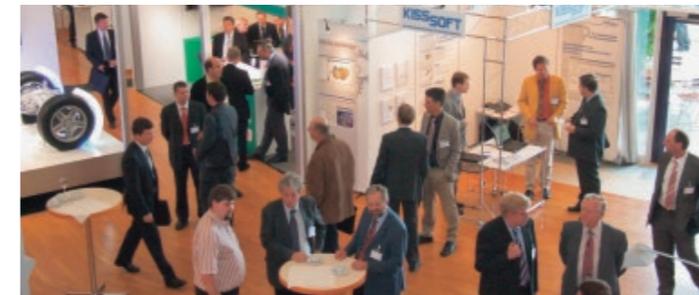
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Become a speaker at our international VDI Automotive Conferences. Make yourself known in the industry and discuss best practice examples with other international experts. We are looking for speakers on: AI Automotive, Automated Driving, Automotive Sensor Systems, Smart Cars & Urban Mobility

Please submit your topic to:

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Registration

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Conference venue

Radisson Blu Hotel Amsterdam Airport
Boeingavenue 2
1119 PB Schiphol
Phone: +31 20/655313-1
Email: reservations.amsterdam.airport@radissonblu.com



You will find more hotels close to the venue at www.vdi-wissensforum.de/hrs

Hotel room reservation: A limited number of rooms has been reserved for the benefit of the conference participants at the Radisson Blu Hotel Amsterdam Airport.

Please refer to "VDI Conference". For more hotels: www.vdi-wissensforum.de/hrs

VDI Wissensforum service package: The conference package includes the conference documents (online), beverages during breaks, lunch and the get-together on November 28, 2018.

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Any cancellation that reaches us after this deadline will entail the conference attendance fee as stated in our invoice to be charged in full. The date of the post office stamp of your written cancellation will be the decisive criterion. In that case, we will gladly mail you the conference documents on request. Subject to agreement, you may name a substitute participant. Individual parts and sections of conferences and seminars cannot be booked. You will be informed without delay if an event has to be cancelled for unforeseeable reasons. In that instance, you will be entitled only to a refund of your conference attendance fee if already paid. We reserve the right to exchange speakers and/or change the program sequence in exceptional cases. In any case, the liability of VDI Wissensforum GmbH is restricted exclusively to the conference attendance fee.

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2nd International VDI Conference -

Smart Cars & Urban Mobility



Register online!

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Yes, I will participate as follows:

Participation Fee + VAT

VDI Conference 28.-29.11.2018
(01K0910018) € 1,690 and/or **Workshop 1**
(01ST901001) € 950 and/or **Workshop 2**
(01ST933001) € 950 and/or **Package Price** (Please tick the boxes)
(Conference + 1 Workshop) € 2,370

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