

electronica Automotive Conference

November 11, 2024, ICM – International Congress Center Messe München

Time	Opening and Keynote session, Room 5					
09:00	Conference Opening by Dr. Reinhard Pfeiffer, Messe München and Peter Gresch, OptE GP Consulting					
09:15	Keynote 1: Michael Kollig, Google Cloud: Revolutionizing Automotive – The power of (Generative) AI					
09:40	Keynote 2: Peter Schiefer, Infineon Technologies: Why BEVs need three high-voltage technologies for optimum efficiency and cost					
10:05	Keynote 3: Gregg Lowe, Wolfspeed: Don't Stop Believin': The (Still) Compelling Case for EVs					
10:25	Keynote 4: Dr. Rainer Käismaier, Hitachi Energy: Power Semiconductor Packaging in Europe from an Electronics System providers view					
10:45	Coffee break					
Mobility Technology Roadmap session						
11:15	Dr. Joachim Fetzer, Marelli: Key trends driving the fast-paced global automotive transformation					
11:30	Lars Reger, NXP Semiconductors : Navigating Complexity: Architecture and Platform Requirements for Scaling SDVs					
11:45	Roy Shoshani, Vishay: Power Electronics Challenges in E-mobility					
12:00	Stephan Rebhan, Schaeffler Technologies: electrified emotion everywhere					
12:15	CTO Roundtable with all session speakers moderated by Peter Gresch, OptE GP Consulting					
13:00	Lunch break					
Chair	Electrification – Update & Outlook Thomas Nindl, BRUSA Elektronik		ADAS Level 3 and more Georg Olma, NXP Semiconductors		Interior & Lighting Trends Dr. Wolfgang Huhn, DVN	
14:00	Long life & high reliability battery solutions for Automotive Electronics	Dr. Howard Yin, EVE Energy	Smart Power Distribution & high performance MCUs for Zonal Architectures	Llorenç Vallmajo Ribas, STMicroelectronics	What are the trends in Interior/ Cockpit and how to overcome challenges with smart semi solutions	Jens Kahrweg, Samsung Semiconductor
14:15	Electrification trends in China and ASEAN	Dr. Wolfgang Bochtler, JPW Asia Consulting	Taking ADAS to the next level – new generation of radar sensors enables L3 and beyond	Matthias Feulner, NXP Semiconductors	Interior Lighting Trends China & Europe	Christophe Pincemin, Yanfeng International
14:30	End of the Road for 12V: Accelerating 48V Cost Savings Through Smarter Power Architectures	Allen Chen, MPS	APXpress – High Speed Data Connectivity for Zonal Architecture	Robert Isele, INOVA Semiconductors	How cutting-edge LED technology enables Interior lighting trends	Stephan Eicher, ams Osram
14:45	DCDC Converter for 22kW bidirectional On Board Charger	Massimo Carbone, Vishay Semiconductor Italiana	Central Computing in the Car: Unleashing the Potential of AI-Driven, Software-Defined Vehicles	Thomas Dannemann, Qualcomm Germany	CAN FD light, a network protocol to control automotive lighting – from taillight to front grill illumination, from LEDs to OLEDs	Alfonso Furio, STMicroelectronics
15:00	Questions & Answers		Questions & Answers		Questions & Answers	
15:15	Coffee break					

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Chair	Electrification – Power Electronics Dr. Joachim Damasky, LION Smart		Cyber Security Jürgen Weyer, Ideas&Motion		ZVEI Update on Automotive Electronics Hans Adlkofer, Infineon Technologies	
15:45	BMS – Future developments	Dr. Nicolas Jäckel, LION Smart	Secure Your Future: Holistic Cyber Security Solutions for OEMs and Tier 1 Electronics Suppliers	Alexander Rosenberger, ProMik	How to manage a natural disaster? Manage the Triangle between Car OEM – Tier 1 and Tier 2 supplier	Rüdiger Scheel, Murata
16:00	Can fusing Li-ion cell impedance in BMS algorithms lead to further optimization of next generation EV battery system	Akshay Misra, STMicroelectronics	Cybersecurity Navigating the Automotive Data Ecosystem	Karl Schlauch, VicOne	Consumer Components in Safe Automotive Applications	Florian Wieser, STMicroelectronics
16:15	BMS Podiums Discussion	Akshay Misra, STMicroelectronics; Dr. Nicolas Jäckel, LION Smart; Wenzel Prochazka, NXP Semiconductors; Jörg Wedermann, Vishay	Challenges in securing the automotive against attacks of the past, present and future	Marcus Janke, Infineon Technologies	Sustainability: Regulations in Germany & Europe	Christian Eckert, ZVEI
16:30	End of Conference					
17:00	CEO – Roundtable Networking Event					

Program as per November 7, 2024

Information and ticket registration under [electronica.de/automotiveconference](https://www.electronica.de/automotiveconference)