

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: Electronics Challenges in the Automotive Industry					
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					
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					
11:15	Dr. Joachim Fetzer, Marelli: Key trends driving the fast-paced global automotive transformation					
11:30	Lars Reger, NXP Semiconductors					
11:45	Roy Shoshani, Vishay					
12:00	Stephan Rebhan, Schaeffler Technologies: electrified emotion everywhere					
12:15	CTO Roundtable with all session speakers					
13:00	Lunch break					
	Electrification – Update & Outlook		ADAS Level 3 and more		Interior & Lighting Trends	
14:00	WBG options in Automotive	Joerg Schulze, Fraunhofer	Smart Power Distribution & high performance MCUs for Zonal Architectures	Llorenc 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	Jochen Siebert, JPW Asia	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		Vishay	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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	Electrification – Power Electronics		Cyber Security		ZVEI Update on Automotive Electronics	
15:45	Standard BMS Platform	Michael Reich, Lionsmart	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	Presentations BMS New Technologies	NXP & STM, Vishay	Cybersecurity Navigating the Automotive Data Ecosystem	Karl Schlauch, VicOne	Consumer Components in Safe Automotive Applications	Florian Wieser, STMicroelectronics
16:15	BMS Podiums Discussion	NXP & STM, Vishay, Lionsmart	Challenges in securing the automotive against attacks of the past, present and future	Marcus Janke, Infineon	Sustainability: Regulations in Germany & Europe	Christian Eckert, ZVEI
16:30	End of Conference					
17:00	CEO – Roundtable Networking Event					

Program as per October 16, 2024