

08:00 Check-in**09:00 Conference opening**

Peter Gresch, CEO, OptE GP Consulting

09:10 New software based vehicle architectures and its impact on the automotive industry

Thomas Irawan, President and Chairman of the Board of Management, ETAS/P

09:35 Technology trends in the field of Driver Assistance Systems

Stefan Rinkenauer, Head of Global Account Management for System and Software Applications, ZF Friedrichshafen

10:00 Automotive Digitalization and the Need for Flexible, Scalable & Software-Defined Vehicle Architecture

Thomas Dannemann, Senior Director Product Marketing, Qualcomm Germany

10:25 Panel discussion: SW Defined Vehicle: Status and outlook

Moderator: Peter Gresch, OptE GP Consulting

Participants: Dr. Andreas Lock, Vice President, Robert Bosch / Stefan Rinkenauer, ZF Friedrichshafen / Martin Schleicher, Vice President, Continental / Thomas Dannemann, Senior Director Product Marketing, Qualcomm Germany

11:00 Coffee break**11:30 Digital Lighting as key element for future car differentiation**

Stephan Berlitz, Head of Development Light/Visibility, Audi / Jörg Kälble, Head of Development Lighting/Viewing, BMW Group

11:55 Empowering Brand Identity - The Future of intelligent lighting and In-Mold Electronics

Jan Denecke, Business & Global Sales Development, HSL

12:20 60 GHz in-cabin monitoring and sensing solution to enable child presence detection (CPD) systems

Dr. Raffaele Soloperto, Project Director Radar Sensing, Infineon Technologies

12:50 Lunch break**14:00 Catena-X is live - End-to-End Scenario from Traceability to Carbon Data Exchange**

Hagen Heubach, Global Vice President, SAP / Nadine Kanja, Executive Director, SAP

14:40 The impact of generative AI on Software Development

Dave Losert, Principal Solutions Engineer, GitHub

15:00 Strategic semiconductor sourcing – learnings from the supply crisis

Jan-Philipp Gehrman, Vice President Marketing, NXP Semiconductors

15:20 Panel discussion: Design for “2nd life” right from the start

Moderator: Peter Gresch, OptE GP Consulting

Participants: Hans Adlkofer, Senior Vice President, Infineon Technologies / Mustafa Dinc, Senior Vice President, Vishay / Ole Gerkenmeyer, Director Automotive Sales EMEA, Wolfspeed / Uwe Hauck, Global Director Technology and Innovation Hybrid and Electric Mobility Solutions, TE Connectivity

16:00 End of Conference**Sponsored by**