Automotive TECH week Megatrends

100% VIRTUAL

January 25-29, 2021

Hosted by:
Informa Tech Automotive Group

Automotive Tech Week Megatrends

5 MEGATRENDS | 5 DAYS | YOU CHOOSE

Meet, interact and collaborate with the entire automotive ecosystem!

1000	650	5
Attendees	Automaker & Tier 1s	Megatrends

Automotive Tech Week: Megatrends is a new virtual event, launching in 2021. Spanning 5 days and dedicated to providing the latest insight into **Mobility, Electrification, Cockpit of the Future, Connectivity & V2X** and **Software Architectures**.

As an attendee, you can choose which day(s) you want to attend. You only pay for the content you need!

There are also multiple pass types available. So please visit the website to see if you qualify for a complimentary pass. Any questions, feel free to reach out to freya.smale@informa.com.

1- Day	1- Day	1- Day	1- Day	1- Day
$39	$59	$79	$89	$99

Register Online Today

Full attendee terms and conditions are displayed during the registration process, including all VAT information.

Agenda Day One - Mobility

January 25, 2021 | VIRTUAL

Automotive TECH week Megatrends

Start Time: 8.00 am PT | 11.00am ET | 4.00pm GMT | 5.00pm CET

Chairperson's Opening Remarks

Presentation: Looking Beyond C.A.S.E to Save Mobility as a Service
- What influences will come into play to help shape mobility's "next normal"?
- To what extent will technological innovations such as HMI, UV etc. able to reassure the general public and bring them back on board?
- How can new digitized offerings such as subscription services, real-time information improve the overall customer experience?

Panel Discussion: Reshaping the Future of Urban Transport – Turning a Crisis into Opportunity
- How are mobility providers working with cities to shape the future of urban mobility in a post-Covid world?
- Leveraging partnerships and new technologies to promote more sustainable and human-centric urban solutions
- In what way are traditional mobility providers changing their strategies to stay relevant and profitable?

Presentation: Sanctuary in the Making – OnDemand Services that Promote Health, Wellness & Wellbeing
- Understanding how lighting, fragrance and sound are providing a wellness environment for the passenger.
- How can cabin monitoring & biometrics improve the passenger experience?
- Is it possible for a vehicle to improve the passenger mood? If so, what types of immersive or connected solutions can we expect to experience?

Wards Analysts – CES Mobility Roundup & Networking

End Time: 10.30am PT | 1.30pm ET | 6.30pm GMT | 7.30pm CET

Audi

Stephan Zeh, Head of Audi Mobility Services / EVP & GM, **Silvercar by Audi**

FLORIDA CHAMBER of Commerce

Christopher Emmanuel, Director of Infrastructure & Governance Policy, **Florida Chamber of Commerce**

PSA GROUPE

Lynn Blake, Vice President of Mobility, **Groupe PSA North America**

WARDS INTELLIGENCE

Glenn Sanders, Analyst, **Wards Intelligence**

Agenda Day Two - Electrification

January 26, 2021 | VIRTUAL

Automotive TECH week Megatrends

Start Time: 8.00 am PT | 11.00am ET | 4.00pm GMT | 5.00pm CET

Chairperson's Opening Remarks

Presentation: Design will be Key to Differentiating EV Brands
- As the automotive industry moves in the same direction with EV technical capabilities, how can OEMs branch off into more individualistic designs?
- What key design trends are consumers looking for in their future electric vehicle?
- How can luxury EV brands capitalize on individualistic design to develop new products and brands?

Panel: The Future Outlook for Electric Vehicles
- How is EV market growth expected to differ by geographic region? What trends are leading these differences?
- What impact has COVID-19 had on EV manufacturing? Can the industry bounce back in 2021 and, if so, how?
- Following the November elections, how can the industry best prepare for regulatory changes?

Presentation: Is There Still Space for Battery Manufacturers?
- As the automotive and battery industries continue to collide, which automakers are opting to build their own cells?
- Is there still a place for the traditional battery supply chain in automotive and, if so, where?
- Where are we seeing cross-industry collaboration? What more can be done to secure collaborative partnerships?

Wards Analysts – CES Electrification Roundup & Networking

End Time: 10.30am PT | 1.30pm ET | 6.30pm GMT | 7.30pm CET

Christie Schweinsberg, Senior Editor, **Wards Intelligence**

Erin Sunde, Industry Analyst, **Wards Intelligence**

Carl Bayliss, Vice President of Mobility, **Centrica**

Senior Representative, **ARRIVAL**

Patrick Lindemann, President of Transmission Systems & E-Mobility, **Schaeffler**

Agenda Day Three – Cockpit of the Future

Automotive TECH week Megatrends

January 27, 2021 | VIRTUAL

Start Time: 8.00 am PT | 11.00am ET | 4.00pm GMT | 5.00pm CET

Chairperson's Opening Remarks

Presentation: Racing Towards a Climate Conscious Interior

- How a luxury manufacturer is using recycled materials to create a sustainable and environmentally friendly interior.
- What are the latest and most innovative techniques for recycling plastics and textiles a luxurious interior?
- To what extent will the supply chain be affected if there is an increased appeal for sustainable products and how can material suppliers adapt in response to changing consumer demands?

Panel Discussion: In-Car Entertainment: Who Dares, Wins

- How is in-car entertainment going to create a better travelling experience? Could this be the engagement EV adopters need - entertainment OnDemand while charging?
- Achieving faster results through partnerships with software manufacturers – giving traditional OEMs the edge over the disruptors.
- What learnings and processes from smartphones and app providers could OEMs use to get ahead of the game?

Presentation: Driving UX differentiation on Android Automotive

- How can OEMs overcome the challenge of maintaining their unique brand identity while offering excellent user experiences in a multi-screen digital cockpit incorporating Android Automotive?
- Delve into UI trends and future-looking use cases that will demand a well-defined workflow, rapid prototyping, advanced visualization with advanced graphics, and seamless connectivity across all HMI operating systems within the vehicle.

Wards Analysts – CES Interiors / UX Roundup & Networking

End Time: 10.30am PT | 1.30pm ET | 6.30pm GMT | 7.30pm CET

Drew Winter, Senior Analyst, **Wards Intelligence**

Hayley Bull, Director, **3Vision**

Pete Wood, Senior Vice President of New Digital Distribution, **Sony Pictures Entertainment**

Derek Sellin, Vice President, Marketing, **Rightware**

Agenda Day Four – Connectivity & V2X

Automotive TECH week Megatrends

January 28, 2021 | VIRTUAL

Start Time: 8.00 am PT | 11.00am ET | 4.00pm GMT | 5.00pm CET

Chairperson's Opening Remarks

Presentation: 5G & V2X – Shaping the Future of Automotive
- 5G is here and we have the tools of transport transformation at our fingertips. The technology is ready to secure the fully connected and automated solutions. The driver & riders are ready to consume the services. But are the vehicle OEMs ready to capture the opportunities in automation and vehicle communication?
- Learn the 5 pillars on how to succeed with your connected vehicle services.

Panel Discussion: Finding a Balance Between Customer Consent, Data & New Products
- In order to create new products and services automakers need customer consent now to learn what their customers want in the future. What will be required to overcome this chicken and egg scenario?
- What potential strategies could be used to manage data privacy laws and increase customer acceptance?

Presentation: The Future of In-Car Payments – Converting the Car to a Marketplace
- Moving beyond popular in-car payments (e.g. Petrol, Parking, Tolls etc.) with increased collaborations between retailers and automakers
- How automakers are making eWallets a seamless and easy to use in-car user experience.
- Understanding the role of biometric authentication as a key factor to reassure safe e-Wallet payments

Wards Analysts – CES Connectivity Roundup & Networking

End Time: 10.30am PT | 1.30pm ET | 6.30pm GMT | 7.30pm CET

ERICSSON

Claes Herlitz, VP and Head of Connected Vehicles, **Ericsson**

ERICSSON

Magnus Gunnarsson, Head of Strategy, Portfolio and Business Development, **Ericsson Connected Vehicle**

ŠKODA

Sebastian Lasek, Head of Connected Car & Data Monetization, **ŠKODA AUTO a.s.**

WARDS INTELLIGENCE

Steve Bell, Principal Analyst, **Wards Intelligence**

Agenda Day Five – Software Architectures

Automotive TECH week Megatrends

January 29, 2021 | VIRTUAL

Start Time: 8.00 am PT | 11.00am ET | 4.00pm GMT | 5.00pm CET

Chairperson's Opening Remarks:

Presentation: Enabling a Scalable Product with Over-the-Air Updates
- Automakers can no longer sell a one-off product; Consumers are looking for a scalable framework they can develop, personalize, and update. What are the enablers for a software-centric vehicle?
- How is the vehicle architecture evolving to allow for a scalable system?
- What more can the industry do to ensure in-vehicle software standardization for safety and security?

Panel: Software & Electronics Architecture as a Differentiator
- How will an automaker's branding rely on their software capabilities in the future?
- As driver preference moves from speed and power to technology and connectivity, how can OEMs ensure they are developing vehicles today for an audience tomorrow?
- Which areas of software should be prioritized as a differentiator?

Wards Analysts – CES Software Architectures Roundup & Networking

End Time: 10.30am PT | 1.30pm ET | 6.30pm GMT | 7.30pm CET

Luca DeAmbroggi, Senior Principal, **Wards Intelligence**

Stefan Hertel, Chief Engineer, **GEELY**

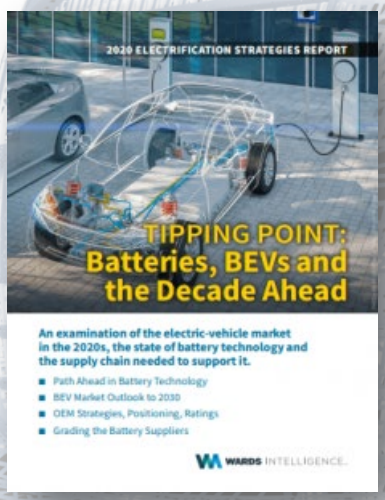
Shyam Sundar, Global Head of Product, **Faraday Future**

Qiyan Wang, Vice President of Engineering & Digital Systems, **NIO**

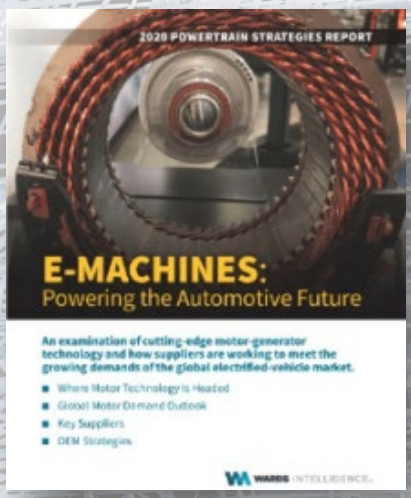
Stefan Gudmunsson, Chief Innovation Officer, **Karma Automotive**

WARDS INTELLIGENCE™

Wards Intelligence Reports combine in-depth insight, quantitative forecasts, market voices, key supplier profiles, OEM assessments and expert Wards analysis on disruptive, game-changing automotive technologies and trends. With our industry-specific reports, you can dive deeper into the following focus areas: autonomy, commercial vehicles, connectivity, electrification, markets, mobility and propulsion.



- How are key global automakers approaching the BEV market?
- Which automakers are planning to launch the most new BEVs over the next 10 years?
- Which automakers will dominate sales through 2030?
- Which battery suppliers are best positioned today, and which others are worth watching?
- What's the state of BEV battery technology and what's coming next?
- What policies are driving the BEV market?



- How are key automotive suppliers adapting to an electrified future?
- Which e-machine suppliers are in the best position to benefit from EV growth?
- Which new players in the e-machine space are worth watching?
- How are e-machine technology and ancillary systems evolving and what's coming next?
- How are OEM and supplier relationships evolving in the age of electrified vehicles?
- How is the e-machine business growing in relation to electrified-vehicle production?

- What compels cities to work with mobility providers?
- How do cities approach partnering with mobility providers?
- What's required for mobility providers to work with cities?
- What policy and technology solutions are unique to city-centered mobility projects?
- Which city departments are involved in mobility projects?

WardsIntelligence.com/Reports

2021 Event Sponsors

Connectivity & V2X Sponsor

ERICSSON

Gold Sponsors

RIGHTWARE SCHAEFFLER XPERI

THANK YOU FOR READING

CONTENT & SPEAKING INQUIRIES

Caroline Hicks
E: caroline.hicks@informa.com

Lisa Brailsford
E: lisa.Brailsford@informa.com

Lewis Powers
E: lewis.powers@informa.com

EXHIBITION & SPONSORSHIP INQUIRIES

Sanjay Singh
E: sanjay.singh@informa.com

MARKETING, MEDIA PARTNER & PRESS INQUIRIES

Freya Smale
E: freya.smale@informa.com