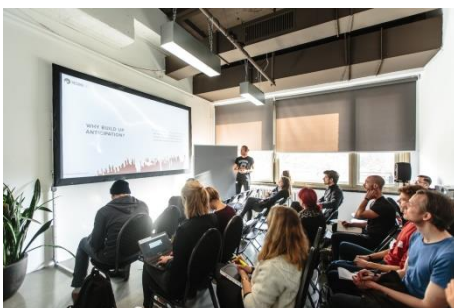




NEW MOBILITY WORLD DIGITALTAGE

27 – 28 June 2018, Berlin, Haus Ungarn



Impressions from the venue

hosted by



Verband der
Automobilindustrie

Draft program

27 June 2018 (Day 1)

- 12:30 – 13:30 Accreditation
- 13:30 – 13:45 Opening
Bernhard Mattes, VDA President
- 13:45 – 14:15 Keynote
Luigi Ardito, Director Government Affairs, Qualcomm
- 14:15 – 15:45 Roundtable “Race boat vs. Tanker – Changes in cultural Structure of Corporates“
Jürgen Bilo, Managing Director co-pace GmbH (Startup Org. Continental)
Daniel Heidrich, Geschäftsführer, EBK-Krüger & CEO, Leitart
Tom Kirschbaum, Founder & Managing Director, door2door
Dr. Jonas Moßler, CEO & Founder, SUSI & James
Felix von Nathusius, Shareholder, IFA Group
- 16:00 – 17:45 Get-Together with Buffet & Barbecue
FIFA World-Cup Game Germany vs. South Korea
- 20:00 Official end of Day 1

28 June 2018 (Day 2)

- 09:00 – 09:30 Get-Together Breakfast
- 09:30 – 09:50 Keynote
Falk Bothe, Director Digital Transformation Office, Volkswagen
- 09:50 – 10:10 Keynote
Stephan Brand, Senior Vice President IoT Moving Assets, SAP
- 10:10 – 10:30 Q&A with Falk Bothe and Stephan Brand
- 10:30 – 12:00 Workshop sessions I

Workshop 1A

5G, Connectivity, IoT: Business Models for the Automotive Industry

The car as a hub in the internet, always connected to the occupants and the outside world - a smartphone on wheels. Many digital business models are conceivable in perspective. But which digital business models already exist today and can you learn from them?

Workshop 1B

Smart Factories, efficient Supply Chains and digital Transparency

The digitization of business models requires the digitization of all business processes, including the entire value chain. But what does this look like in practice? Where do we stand as industry and which possibilities are still unused?

- 12:00 – 13:00 Lunchbreak

- 13:00 – 14:30 Workshop sessions II

Workshop 2A

Hack the World! Cyber Security and Resilience in Future Mobility

The success of digital business models and products crucially depends upon the customer acceptance. Reliability, operational safety and resilience of digital products and solutions are key customer requirements. What can we learn from hackers?

Workshop 2B

The Value of Data: Getting Access to Car Data

Connected and automated vehicles collect as rolling nodes of the Internet a variety of data that make us dream of new business models and arouse many desires. How may companies benefit from the data while meeting the high standards of safety, security and privacy?

- 14:30 – 15:30 Round-up Workshop

- 15:30 – 15:45 Outlook NMW Lab

Dirk Evenson, Managing Partner, evenson

- 15:45 – 17:00 Networking

- 17:00 Official end of the event

Participating firms



Workshop 1A



Workshop 2A


Technik fürs Leben

Workshop 1B


BMW GROUP   Rolls-Royce
Motor Cars Limited

Workshop 2B



Roundtable & Workshop 2A


THE MOBILITY COMPANY

Roundtable



Roundtable



Workshop 2A



Workshop 2B



Roundtable & Workshop 1B



Workshop 1B



Workshop 2A



Keynote & Workshop 1A



Workshop 1B



Keynote



Roundtable & Workshop 1A



Workshop 1A



Workshop 1A



Workshop 2B



Keynote

General information

The participation fee will be 250.00 euros (net) per attendee. The fee covers the participation and catering on both event days.

The conference language will be English, simultaneous interpreting will not be provided.

Please register here for this event: <https://www.vda.de/de/services/veranstaltungen/nmw-digitaltage.html>






The registration deadline is 18 June 2018.

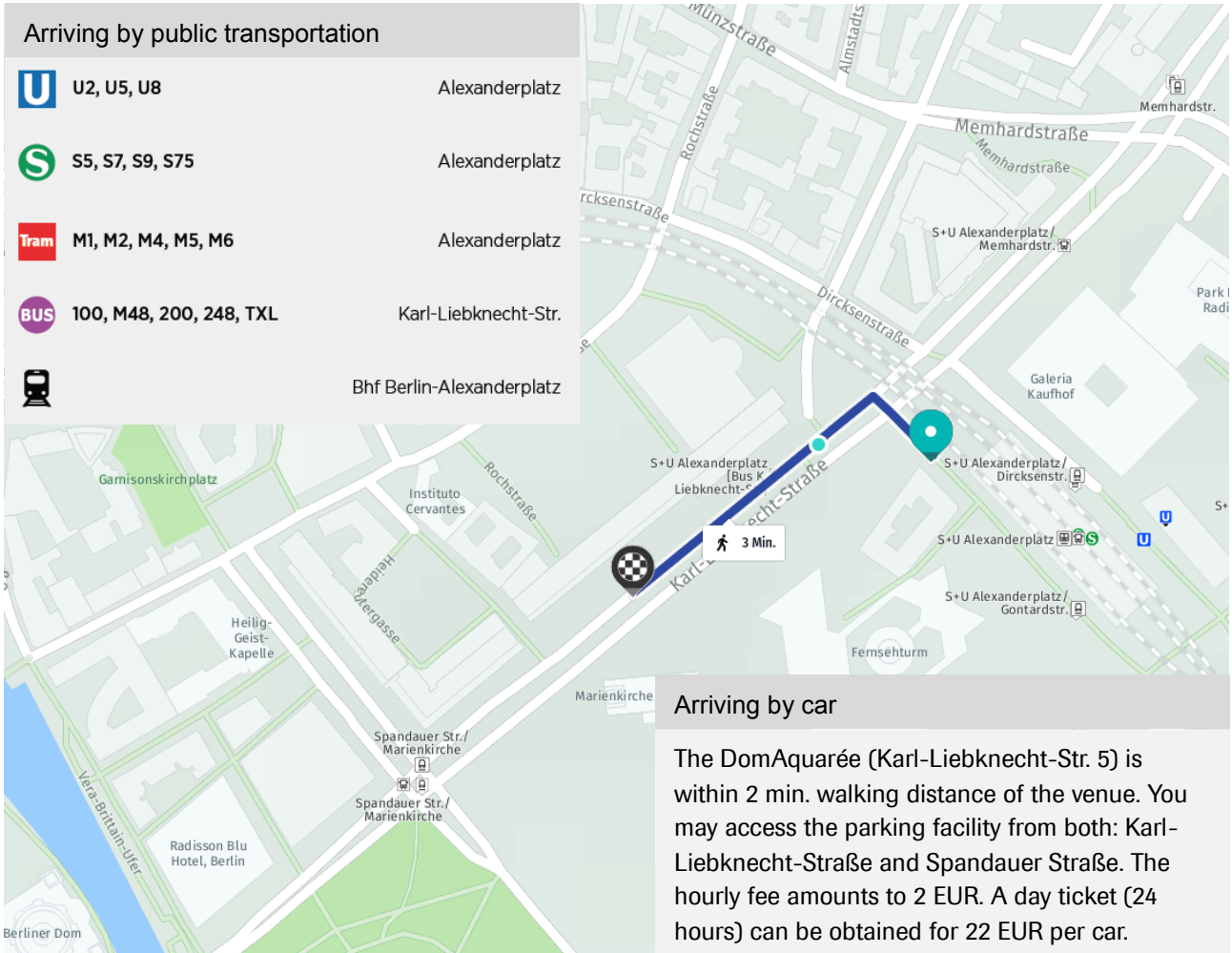
Venue

Haus Ungarn

Karl-Liebnecht-Str. 9, 10178 Berlin (<http://hausungarn.de/>)

Arriving by public transportation

-  **U2, U5, U8** Alexanderplatz
-  **S5, S7, S9, S75** Alexanderplatz
-  **M1, M2, M4, M5, M6** Alexanderplatz
-  **100, M48, 200, 248, TXL** Karl-Liebnecht-Str.
-  **Bhf Berlin-Alexanderplatz**



Arriving by car

The DomAquaree (Karl-Liebnecht-Str. 5) is within 2 min. walking distance of the venue. You may access the parking facility from both: Karl-Liebnecht-Straße and Spandauer Straße. The hourly fee amounts to 2 EUR. A day ticket (24 hours) can be obtained for 22 EUR per car.

Hotel

Radisson Blu Hotel

Karl-Liebknecht-Str. 3, 10178 Berlin (<https://www.radissonblu.com/de/hotel-berlin>)



For your overnight accommodation on the evening of June 27, 2018, we recommend a hotel room at Radisson Blu Hotel, which is located in the same street and within 2 min. walking distance of the venue Haus Ungarn.

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Contact person



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