<table>
<thead>
<tr>
<th>27 June 2018 (Day 1)</th>
<th>28 June 2018 (Day 2)</th>
</tr>
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<tbody>
<tr>
<td><strong>12:30 – 13:30</strong> Accreditation</td>
<td><strong>09:00 – 09:30</strong> Get-Together Breakfast</td>
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<tr>
<td><strong>13:30 – 13:45</strong> Opening</td>
<td><strong>09:30 – 09:50</strong> Keynote</td>
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<tr>
<td>Bernhard Mattes, VDA President</td>
<td>Falk Bothe, Director Digital Transformation Office, Volkswagen</td>
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<td><strong>13:45 – 14:15</strong> Keynote</td>
<td><strong>09:50 – 10:10</strong> Keynote</td>
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<td>Luigi Ardito, Director Government Affairs, Qualcomm</td>
<td>Stephan Brand, Senior Vice President IoT Moving Assets, SAP</td>
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<td><strong>14:15 – 15:45</strong> Roundtable “Race boat vs. Tanker – Changes in cultural Structure of Corporates”</td>
<td><strong>10:10 – 10:30</strong> Q&amp;A with Falk Bothe and Stephan Brand</td>
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<tr>
<td>Jürgen Bilo, Managing Director co-pace GmbH (Startup Org. Continental)</td>
<td><strong>10:30 – 12:00</strong> Workshop sessions I</td>
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<td>Daniel Heidrich, Geschäftsführer, EBK-Krüger &amp; CEO, Leitart</td>
<td><strong>12:00 – 13:00</strong> Lunchbreak</td>
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<td>Tom Kirschbaum, Founder &amp; Managing Director, door2door</td>
<td><strong>13:00 – 14:30</strong> Workshop sessions II</td>
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| Dr. Jonas Moßler, CEO & Founder, SUSI & James | 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? |
| Felix von Nathusius, Shareholder, IFA Group | 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? |
| **16:00 – 17:45** Get-Together with Buffet & Barbecue | **14:30 – 15:30** Round-up Workshop |
| FIFA World-Cup Game Germany vs. South Korea | **15:30 – 15:45** Outlook NMW Lab |
| **20:00** Official end of Day 1 | Dirk Evenson, Managing Partner, evenson |
| **28 June 2018 (Day 2)** | **15:45 – 17:00** Networking |
| **10:30 – 12:00** Workshop sessions I | **17:00** Official end of the event |
| 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? |
Participating firms

- **APTIv**
  - Workshop 1A

- **Argus Cyber Security**
  - Workshop 2A

- **Bosch**
  - Workshop 1B

- **BMW Group**
  - Workshop 2B

- **Continental**
  - Roundtable & Workshop 2A

- **Door2door**
  - Roundtable

- **EBK**
  - Roundtable

- **Elektrobit**
  - Workshop 2A

- **Faurecia**
  - Workshop 2B

- **IFA**
  - Roundtable & Workshop 1B
Workshop 1B

Workshop 2A

Keynote & Workshop 1A

Workshop 1B

Keynote

Roundtable & Workshop 1A

Workshop 1A

Workshop 1A

Workshop 2B

Keynote

hosted by VDA
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-Liebknecht-Str. 9, 10178 Berlin (http://hausungarn.de/)

Arriving by public transportation

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

Arriving by car

The DomAquarée (Karl-Liebknecht-Str. 5) is within 2 min. walking distance of the venue. You may access the parking facility from both: Karl-Liebknecht-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 accomodation 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.

email: reservations.berlin@radissonblu.com
phone: +49 30 238 28 3500

Contact person

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