



NEW MOBILITY WORLD

EVENT PROGRAMME

17. September 2015 (Donnerstag/Thursday)

Forums Bühne/ Forum Stage	
12:00 - 12:30	Automanager-TV-Talk: "Autonom fahren – Zukunft der Mobilität?" Teilnehmer: Maurice Geraerts, NXP; Jan Maarten de Vries, VP TomTom; Frank Litjens, VP Tass International, tba; Moderatoren: Guido Reinking, Guido Marschall
11:00 - 12:00	n-tv Recording News Special
12:00 - 12:10	Interview with Mahbulul Alam and Ben Hoffmann from Movimento 10"
12:15 - 12:30	Speakers Corner: Bright Box Benefits of Connected Car Platform Remoto for OEM's and Car Owners with Robert Schuessler
12:30 - 12:40	Speakers Corner: Mitsubishi greenmobility@home, bi-direktionale Speicherfähigkeit; Smart Grid with Peter Siegert
12:40 - 13:00	Speakers Corner: QualComm The future of the Urban Mobility is electric & Wireless Speaker: Dr. Anthony Thomson Moderator: Guido Reinking
13:00 - 14:00	Rebuilding
14:00 - 16:15	Official Opening of the New Mobility World by BMVI Dobrindt
B2B Area	
10:00 - 12:00	B2B Auditorium I Eröffnungsveranstaltung des Urban Solution Market Einführung: Prof. Dr. Dr. e.h. Lutz Heuser; "Die Kölner Mobilitätsstrategie", Stadt Köln: Oberbürgermeister Jürgen Roters; "Smart City Wiesloch", Oberbürgermeister Franz Schaidhammer; "Smart Lightning - Intelligente Lösungen für die Stadt von morgen", SCHREDER, Koen van Winkel; "Smart Traffic - Vernetztes Fahren", Continental, Werner Koestler; "Smart Site - Vernetzung und Intelligenz", Wilo, Christian Beckmann (public/open)
13:00	Lunch of the G7 Ministers of Transport (closed event, geschlossene Veranstaltung)
Connected Car	
10:00 - 11:00	Automated Driving and New Paradigms of HMI (Moderated by EY with experts from Quanergy, Neonode) Intro by Peter Fuss, Senior Advisory Partner Automotive, EY; "From ADAS to Autonomous to Driverless Cars - The Road Ahead", Louay Eldada, CEO and Co-Founder, Quanergy; "HMI and Automated Driving – A New Paradigm", Neonode; "The Autonomous Car: From Student Pilot to Copilot", Alon Atsmon, VP of Technology Strategy, Harman
11:00 - 11:45	The Future of the In Car Experience (Nuance, Parrot) "Accelerating Development through Simplified Architecture", Parrot; "Personalized In-Car Experience", Nuance; "Why a 'Smart' Car is Not Enough", OSR Enterprises
11:45 - 12:45	Telematics transform Mobility Vodafone, Targa Infomobility Srl; Metasystem
12:45 - 14:15	Digital Lifestyles and the Connected Car – New Services transform the Consumer Experience and Drive New Business Models Moderated by PwC: "PwC Connected Car Study", PwC; "Opel OnStar - Your Personal Connectivity and Service Assistant", Opel OnStar; "How to Connect? Intelligent Cloud Services for the Future of Mobility", Susi&James; "Global Business Models for Connected Car Services", Jasper
16:00 - 16:30	"CarIT - die Revolution in der Automobilentwicklung", EDAG
16:30 - 17:00	"Results of the PwC Connected Car Study", PwC
Digital Infrastructure	
10:00 - 10:45	Always on Digital Lifestyles and the Future of Mobility – The Central Role of Security (moderated by Harry Strasser with Gemalto and Baimos)
11:00 - 11:20	Urban Mobility Solutions (Tom Kirschbaum, Ally)
11:20 - 11:40	"The Role of Intelligent Mobility in a Connected Car Environment" (Matthias Brucke, embeteco)

12:15 - 13:00	"Cybersecurity – Making Connected Cars and Digital Infrastructures Secure" – Panel with Mahbubul Alam (CTO, Movimento Group), Colonel Moshe Nissan (Head of Cyber & Security Department, OSR Enterprises) and Alon Atson (VP Technology Strategy, Harman)
13:15 - 13:35	"The Connected Consumer Experience - From the Connected Car to the Connected Driver to the Connected Consumer" , Robert Schuessler, Bright Box)
13:35 - 13:55	"The Connected Car as a Key Element in Intelligent Mobility Concepts" , Jochen Apel, Alcatel Lucent
13:55 - 14:20	"Will Broadband Connectivity Change Mobility Solutions" , Panel with Bright Box and Alcatel Lucent
16:00 - 16:30	"The Language of Connected Cars" , Mark Thomas, Director Connected Car Product Marketing, Jasper
Urban Mobility	
14:00 - 14:30	Urban Solution Market - ein Überblick urban integrated Inc., NYC: Erwin Rezelmann
14:30 - 15:00	Urban Tech Republic Tegel-Projekt, Berlin: Britta Heinemann
15:00 - 15:30	Die Smart City App - Zugang für alle Bürgerinnen und Bürger SAP: Reiner Bildmayer
15:30 - 16:00	Smart Environment [ui!] the urban institute: Daniel Münch
16:00 - 16:30	Smart City München Stadt München. Klaus Illigmann
16:30 - 17:00	Smart City Cologne Stadt Köln: Dr. Barbara Möhelndick
17:00 - 17:30	City Next Microsoft: Alexander Britz
17:30 - 18:00	Wilo-Energy Solutions – Wie mache ich aus Kosten Erträge Wilo: Christian Beckmann
Multimodal Market Hall	
10:00 - 10:30h	Ownership re-defined: 'Sharing is the new buying' for urban mobility Moderator: Ernst & Young: Dr. Rainer Scholz car2go: Eva Beringer, press speaker; BMW: Frank Hansen, Center of Competence Urban Mobility; Drivy: Gero Graf, MD
10:30 - 11:00h	Intermodal Apps: the best & fastest way from A to B Moderator: tbd.; moovel: tbc.; Qixxit: tbd.; Ubeepo: Pierre Garcia, MD
11:00 - 11:30h	Carsharing systems: competition or addition?! Moderator: Andreas Nelskamp; car2go: Eva Beringer, press speaker; CiteeCar: Heiko Barnerθoi, Head of Marketing; Flinkster: tbc.; Drivy: Gero Graf, MD; Carzapp: Oliver Lünsted, MD
11:30 - 12:00h	Ridesharing: win-win for drivers & guests Moderator: Andreas Nelskamp; BlaBlaCar: Olivier Bremer, General Manager DE; ADAC Mitfahrclub, Sven Domroes; Fliinc: Dr. Klaus Dibbern, CEO; SAP two go: David Sommer, Co-Founder
12:00 - 12:30h	Sharing mobility for greener cities and more living space Event of German Partnership of Sustainable Mobility of GIZ Tamyca: Malte Behrendt, MD; eMio Sharing: Valerian Seither; VCD: Heiko Balsmeyer, Projektleiter Clean Air
13:30 - 14:00h	Startup challenges: growth and internationalization Moderator: Andreas Nelskamp BlaBlaCar: Olivier Bremer, General Manager DE
14:00 - 14:30h	Carsharing & New Mobility trends in America and Italy (presentation + question/answer) Sandra Philips: movmi, Founder; Carlo Iacovini: Click Utility, Associate Senior Manager

Startup Zone

11:00 - 11:30	Startup Pitches - B2B Trade
11:30 - 11:50	ADAS and Automated Driving Brightway Vision, Schutzranzen.de, Commsignia, OriginGPS
11:50 - 12:10	What do we drive tomorrow? New forms of mobility beyond the car Roadix, Greenride, UNU Motors, Co-Module
12:10 - 12:30	Flex – Moving from “Sketch to Scale”
12:30 - 13:00	Innovations in HMI – Creating intuitive interfaces that increase comfort and improve safety Aito, Arkamys, Semvox, Jugend Forscht, BeeStar
13:00 - 14:30	Lunch PWC Executive Networking Lunch incl. Fireside Chat with Flex CEO Mike McNamara, investor legend Dr. Joseph (Yossi) Vardi moderated by Prof Wolcott from the Kellogg School of Management."
14:30 - 14:50	Parking Made Easy – Innovations that simplify the daily quest for parking PARKU, Parkjockey, Parkpocket, ParkHere
14:50 - 15:10	Innovations in Electric Mobility - The path towards zero emissions PlugSurfing, has.to.be, Spin8
15:10 - 15:30	The Sharing Economy – Access versus Ownership Carjump, Carzapp, flyt.club
15:30 - 16:00	New Services around the Car and Mobility autoaid, mila, cross-marketplaces, infozone, VIMcar
16:00 - 16:30	Making Cities Smarter – Startups that create more livable urban spaces QUCIT, Crocodile, Clevershuttle, Smartlane, Modalizer, Ice Gateway
16:30 - 17:00	Be Inspired – Innovative Startups that will amaze you To be announced following the initial pitches
17:00 - 18:00	Fireside Chat – The Future of Mobility Yanfeng Automotive Interiors, Future of Transport, Re2you
18:00 - 19:00	Networking – Post Opening Ceremony