

#Third Edition

# CONNECTED AUTOMOBILES 2016

THE OPEN INNOVATION EVENT  
FOR CONNECTED VEHICLES

The only european connected car  
conference inside a test track


**October 17-18, 2016**

ACI-SARA Safe Driving Center - **Milan**

**[www.connectedautomobiles.eu](http://www.connectedautomobiles.eu)**

## Conference Program

Draft as of September 29

In co-location with   
Smart *Mobility* World

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## INVITED SPEAKERS

**Leandro Agrò**, Digital Product Director, **Design Group Italia**

**Andrea Baldini**, Investment Manager, **Breed Reply**

**Alessandro Bertone**, Technical Lead Infotainment, **Inrete**

**Marco Bicocchi Pichi**, President, **Italia Startup**

**Luigi Bisbiglia**, Business Development Manager, **SBD**

**Pietro Boggia**, Principal Consultant, **Frost&Sullivan**

**Jörg Brakensiek**, Chief Architect, **Car Connectivity Consortium/Mirrorlink**

**Morgana Caldarini**, Country Manager, **Artificial Solutions**

**Franco Caldato**, Key Account Manager, **TEXA Telemobility**

**Yuri Chianese**, Co-Founder, **Ares2t**

**Gianluca Di Loreto**, Principal, **Bain & Company**

**Martin Duncan**, BU Director, **STMicroelectronics**

**Pietro Erratico**, Member, **AEIT**

**Lorenzo Franchini**, Senior Advisor, **LVenture Group**

**Marco Girolamo Guarna**, Managing Director, **Euro-Engineering Italia**

**Paul Gudonis**, Representative, **ESOA**

**Dominikus Hierl**, Managing Director, **lot-Wise**

**Theo-Han Jansen**, Global Automotive Sales & Business Development leader, **Jasper-Cisco**

**Andrea Jurkic**, Motor Telematics Program Manager, **Generali Italia**

**Heino Kantimm**, Chief Expert Connected Vehicles, **SAP**

**Marc Kottmann**, Practice lead connected car & mobility, **Allianz Ventures**

**Michela Maggi**, Business Lawyer, **Maggilegal**

**Paolo Magni**, Business Developer, **EIT Digital Italy**

**Vincent Mahieu**, Privaset Project Leader, **European Commission - Joint Research Centre**

**Fabio Marangini**, President, **Technology Hub for Info-mobility** / Sales Manager, **Safer Place**

**Stefano Maifreni**, Founder, **Eggcelerate**

**Marco Mistretta**, CEO, **IngDan Italia**

**Giacomo Mori**, Managing Director, **Alix Partners**

**Rasmus Nielsen**, Head of Product Management, **Movimento**

**Stefano Porro**, Original Equipment Product Manager, **Pirelli Tyre**

**Paolo Rezzaghi**, IPR Manager, **Brembo**

**Markus Rieger**, CEO and CTO, **HYVE Innovation Community**

**Marco Risso**, Global Sales Director Car Multimedia, **Bosch**

**Israel Ronn**, CEO, **Logtel**

**Maria Sorokina**, Business Development Manager, **Orange Business Services**

**Andreas Strasser**, Head of Research- and Automotive Strategy, **Volvo Car Corporation**

**James Tagg**, CIO, **Truphone**

**Enrico Tardocchi**, Innovation and product marketing manager, **Europ Assistance Italia**

**Federico Tiziani**, Principal Automotive Engineer, **Micron**

**Francesco Tomasoni**, Head of Data Monetization, **Octo Telematics**

**Alessandro Torchio**, Head of Consulting & Corporate Vehicle Observatory (CVO), **Arval**

**Sergio Tusa**, President, **TSP Association** / Associate Partner **Ptolemus Consulting Group**

**Francesco Vatalaro**, Professor, **University of Rome Tor Vergata**

**Hanns Wolter**, Technical Director, **DAB Italia**

## AT A GLANCE

	DAY 1 – OCTOBER 17	DAY 2 – OCTOBER 18
9:00 AM	<b>CONFERENCE</b> Market Overview, Evolving Ecosystems, End-User needs	<b>CONFERENCE</b> From ADAS to autonomous vehicles Providing the connectivity
1:00 PM	<b>NETWORKING LUNCH</b>	<b>NETWORKING LUNCH</b>
2:00 PM	<b>CONFERENCE</b> Security for cars & ITS Open Innovation in the automotive industry Investors Panel	<b>CONFERENCE</b> Emerging products & services
5:30 PM	<b>PITCHFIRE EVENT</b>	
7:00 PM	<b>NETWORKING RECEPTION</b>	

## **WORLD MARKET OVERVIEW, EVOLVING ECOSYSTEMS, END-USER NEEDS**

9:00 am – 1:00 pm

The session examines the state-of-the-art and major trends on a global scale, focusing on technology challenges, major enablers, eco-systems and overcoming business models which will shape the future of the market.

It will be analyzed the many ways automotive technologies and digital+telecommunication capabilities intersect to provide advanced features

Technology has evolved that allows cars to offer desirable new features to drivers, revolutioning the user experience. As a consequence, the user experience of these systems needs to be reconsidered by product and service providers.

Chairman: **Pietro Boggia**, Principal Consultant, Frost & Sullivan

- 9:00 am     **Welcome address & Opening remarks from the Chair**
- 9:05 am     **Pietro Boggia**, Principal Consultant, **Frost & Sullivan**
- 9:30 am     **Rasmus Nielsen**, Director of Product Management, **Movimento**
- 9:55 am     **The business networks for vehicle related services**  
**Heino Kantimm**, Chief Expert Connected Vehicles, **SAP**
- 10:20 am    **Theo-Han Jansen**, Global Automotive Sales & Business Development leader, **Jasper-Cisco**
- 10:45 am    **Q&A**
- 10:50 am    *Coffee Break*
- 11:10 am    **Jörg Brakensiek**, Chief Architect, **Car Connectivity Consortium/Mirrorlink**
- 11:35 am    **Smart Mobility and the Italian commuters -The new mobility solutions...with the eyes of the consumers**  
**Gianluca Di Loreto**, Principal, **Bain & Company**
- 12:00 pm    **ROUND TABLE - Revolutioning the driver experience and addressing the end-user needs: trends and strategies**
- Chairman: Sergio Tusa**, Associate Partner **Ptolemus Consulting Group**
- Panelists:**  
**Leandro Agrò**, Digital Product Director, **Design Group Italia**  
**Franco Caldato**, Key Account Manager, **TEXA Telemobility**  
**Andrea Jurkic**, Motor Telematics Program Manager, **Generali Italia**  
**Andreas Strasser**, Head of Research- and Automotive Strategy, **Volvo Car Corporation**  
**Enrico Tardocchi**, Innovation and product marketing manager, **Europ Assistance Italia**  
**Hanns Wolter**, Technical Director, **DAB Italia**
- 1:00 pm     **End of session**

Networking Lunch 1:00 - 2.15 pm

## SECURITY FOR CARS & ITS

2:15 pm – 3:10 pm

The session addresses the security aspects in the domains of Smart Cars and ITS, thus investigating cyber security threats, challenges and solutions, as well as the technology to ensure traceability in the forthcoming scenario.

Chairman: tbd

- 2:15 pm     **Security of Cooperative Intelligent Transport Systems and Smart Cars**  
**Vincent Mahieu**, Privaset Project Leader, **European Commission - Joint Research Centre**
- 2:40 pm     **The blockchain technology: applications for the connected car**  
**Francesco Vatalaro**, Professor, **Università degli Studi Roma Tor Vergata**
- 3:05 pm     **Q&A**
- 3:10 pm     **End of session**

## OPEN INNOVATION IN THE AUTOMOTIVE INDUSTRY

3:10 pm – 4:30 pm

The automotive industry is increasingly competitive and consumer expectations are changing fast, so OEMs and suppliers alike need to keep up with the technological pace or risk losing market share.

The economic crisis and complex technological challenges are reasons to integrate actors from outside the company into the innovation effort. The question is if Open Innovation can be really used in mature asset-intensive industries like the car industry. R&D networks are becoming a crucial success factor and mostly OEMs are forming such networks, while supplier-supplier and supplier-institution collaborations still have to increase. The session analyzes real examples of Open Innovation already being adopted and the lesson learned.

- 3:10 pm     **Giacomo Mori**, Managing Director, **Alix Partners**
- 3:35 pm     **ROUND TABLE - Open Innovation: best practices, threats and critical success factors for a winning strategy**  
Chairman: **Yuri Chianese**, Co-Founder, **Ares2t**  
Panelists:
  - Marco Girolamo Guarna**, Managing Director, **Euro-Engineering Italia**
  - Michela Maggi**, Business Lawyer, **Maggilegal**
  - Paolo Magni**, Business Developer, **EIT Digital Italy**
  - Markus Rieger**, CEO and CTO, **HYVE Innovation Community**
  - Stefano Porro**, Original Equipment Product Manager, **Pirelli Tyre**
  - Paolo Rezzaghi**, IPR Manager, **Brembo**
  - Marco Riso**, Global Sales Director Car Multimedia, **Bosch**
- 4:30         **End of session**

## **VENTURE & INVESTMENT SESSION**

4:30 pm – 7:00 pm

### **THE BOOSTERS FOR THE AUTOMOTIVE VALUE CHAIN**

4:30 – 5:30 pm

Automotive is attracting investors who see a profit opportunity in connection with the innovation wave coming from the digital technologies. What is considered attractive to individual professional investors? In this session a panel of venture capitalists and industrial investors will share their knowledge and vision.

#### **Round Table – Investing in the automotive revolution: the most attractive application sectors and the critical success factors for choosing the emerging startup companies**

Chairman: **Stefano Maifreni**, Founder, **Eggcelerate**

Panelists:

**Andrea Baldini**, Investment Manager, **Breed Reply**

**Marco Bicocchi Pichi**, President, **Italia Startup**

**Lorenzo Franchini**, Senior Advisor, **LVenture Group**

**Marc Kottmann**, Practice lead connected car & mobility, **Allianz Ventures**

**Marco Mistretta**, CEO, **IngDan Italia**

**Gabriele Ronchini**, Founder & CEO, **Digital Magics**

(more to come)

### **STARTUPS PITCHFIRE**

5:30 pm – 7:00 p.m

A group of selected startups in the automotive-related industries will have 10 minutes to pitch their business concept to a panel of venture capitalists and top corporate observers.

**TUESDAY - OCTOBER 18, 2016**

## **FROM ADAS TO AUTONOMOUS VEHICLE: THE SAFETY CHALLENGE**

9:30 am – 1:00 pm

Advanced driver assistance systems are becoming increasingly powerful in the functionality of the vehicles. In the near future, full automation is going to be introduced in the vehicle, which will even allow unmanned driving.

Integrating autonomous vehicle controls into an already complicated vehicle system will increase the challenges in maintaining a failsafe system by design, as sensor fusion, cyber security and cost-reduction efforts are key enablers for the deployment.

ICT and automotive competences, solutions and production approaches merge within the autonomous and connected vehicles of the future, to address key questions.

Chairman: **Pietro Erratico**, Member, **AEIT**

- 9:00 am     **Welcome address & Opening remarks from the Chair**
- 9:10 am     **Autonomous driving implications – changing the car use paradigm**  
**Israel Ronn**, CEO, **Logtel**
- 9:35 am     **Paving the way towards autonomous driving**  
**Martin Duncan**, BU Director, **STMicroelectronics**
- 10:00 am    **Memories in Automotive systems**  
**Federico Tiziani**, Principal Automotive Engineer, **Micron**
- 10:25 am    **Toward the autonomous car: trends in company fleets**  
**Alessandro Torchio**, Head of Consulting & Corporate Vehicle Observatory (CVO), **Arval Italia**
- 10:50 am    **A Consumer Centric Journey Toward Autonomy**  
**Luigi Bisbiglia**, Business Development Manager, **SBD**
- 11:15 am    **Q&A**
- 11:20 am    **End of Session**

## **PROVIDING THE CONNECTIVITY**

11.40 am – 1:00 pm

Chairman: tbd

- 11:40 am    **Maria Sorokina**, Business Development Manager, **Orange Business Services**
- 12:05 pm    **Paul Gudonis**, Representative, **ESOA**
- 12:30 pm    **The Puzzle of cellular connectivity architecture**  
**James Tagg**, CIO, **Truphone**
- 12:55 pm    **Q&A**
- 1.00 pm     **End of session**

Networking Lunch 1:00 - 2.00 pm

## EMERGING PRODUCT & SERVICES

2:00 pm – 5:15 pm

Automotive technology is converging with a wide variety of complementary technologies – vision, touch, speech recognition, communications and advanced mechanics, consequently creating the opportunity for new applications, new business and investment opportunities.

The session analyzes the perspectives for the most innovative product & services. Among the key subjects: strategy and analytics framework capable of fully capitalizing on the opportunity created by the connected vehicles generated Big Data, while compelling privacy issues.

Chairman: **Dominikus Hierl**, Managing Director, **lot-Wise**

- 2:00 pm **Opening Remarks from the Chairman**
- 2:10 pm **Dominikus Hierl**, Managing Director, **lot-Wise**
- 2:35 pm **Car data as a digital currency**  
**Francesco Tomasoni**, Head of Data Monetization - Product Service & Innovation area, **Octo Telematics**
- 3:00 pm Representative from Generali Innovation Center
- 3:25 pm **Morgana Caldarini**, Country Manager, **Artificial Solutions**
- 3:50 pm **Connected cars: hype vs. reality on the road**  
**Alessandro Bertone**, Technical Lead Infotainment, **Inrete**
- 4:15 pm **Fabio Marangini**, President, **Technology Hub for Info-mobility** / Sales Manager, **Safer Place**
- 4:40 pm **Sergio Tusa**, President, **TSP Association**
- 5:05 pm **Q&A**
- 5:15 pm **End of session**

**MONDAY & TUESDAY - OCTOBER 17-18, 2016**

**SMART MOBILITY WORLD**

**EXPO VISIT, VEHICLE EXPERIENCE (RACETRACK & OUTDOOR AREA)**

9:00 am – 6:00am

