

Agenda | From the Chip to City – Automotive Digital Event

March 9, 2022



Time	Topic	Speaker
9.00 – 9.10	Welcome – Siemens solutions for the transportation ecosystem	Ian McGann, Director of Strategy and Innovation, Siemens Digital Industries Software
9.10 – 9.30	Cities in transformation - or not? Understanding how emerging trends shape our cities	Maria Börjesson, Professor of Economics, VTI Swedish National Road and Transport Research Institute
9.30 – 10.15	Benefit of the digital twin on Chip and City level	Gwen van Vugt, Senior Director Autonomous Vehicles
10.15 – 10.30	Break	
10.30 – 11.15	Lifecycle insights with the executable digital twin	Matthieu Worm, Senior Principal Expert, Simulation & Digital Twin at Siemens Technology
11.15 – 11.45	The future of transport is electric, autonomous and digital	Per Olof Arnäs, Senior Logistics Strategist, Einride
11.45 – 12.30	Software vulnerability in connected vehicles	Lee Harrison, Automotive IC Test Solutions Manager
12.30 – 13.00	Break	
13.00 – 13.45	Charging the evolution of eMobility, connecting the real and digital world	Andreas Finnstedt, Country Director at Siemens Smart Infrastructure
13.45 – 14.30	Automotive and Heavy Equipment Industries' role in achieving viable sustainability	Doug Burcicki, Sr. Director, Integrated Electrical Systems at Siemens Digital Industries SW
14.30 – 15.15	Panel discussion - The future of the automotive industry and mobility infrastructure	Elisabeth Hörnfeldt / Ian McGann / Gwen van Vugt / Doug Burcicki

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15.15 – 15.30	Break	
15.30 – 16.15	Commercial vehicle transportation of the future - vision	Elisabeth Hörnfeldt, Head of Innovation Office YRI Scania CV AB
16.15 – 16.55	Smart cars, smart cities and smart people – making our transportation future	Edward Bernardon, Vice President, Strategic Automotive Initiatives Siemens Digital Industries Software
16.55 – 17.00	Closing summary	Ian McGann, Director of Strategy and Innovation, Siemens Digital Industries Software

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Andreas Finnstedt

Country Director, Siemens Smart Infrastructure

Topic: Charging the evolution of eMobility, connecting the real and digital world!



Douglas A. Burcicki

Senior Director, Integrated Electrical Systems, Siemens Digital Industries Software

Topic: Automotive and Heavy Equipment Industries' role in achieving viable Sustainability Transportation and Heavy Equipment Industries realize the importance of achieving true sustainability on our planet. However, the path is fraught with challenges – companies must remain financially viable to exist long term, sustainability must bring value to consumers, partners, and producers, and we must achieve it within the context of existing infrastructure. Companies struggle to transform internally, let alone with external partners such as municipalities and governments as well as technology providers. The only way to succeed is through intense partnerships that change where and how the players cooperate.



Edward Bernardon

VP Strategic Automotive Initiatives, Siemens

Topic: Smart Cars, Smart Cities, Smart People – Making our Transportation Future Autonomous, electric cars and smart cities will have a transformational impact on our lives. As the next generation of smart electric car technology develops, supporting technology and infrastructure is also evolving to help make autonomous electric cars a common occurrence in our daily lives. This ranges from a variety of transportation modes, micro-mobility to air taxis as well as urban infrastructure, laws and regulations. This presentation will highlight the challenges and issues of how smart cars and smart cities are evolving together to create our transportation future.

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Elisabeth Hörnfeldt

Head of Innovation Office | YRI, Scania CV AB

Topic: What will affect the future of transportation and logistics? Elisabeth will share about their HITS project and the EU collaboration project Alice.



Gwen van Vugt

Senior Director Autonomous Vehicles, Siemens

Topic: The future of autonomous vehicles and connected cities!



Ian McGann

Director of Strategy and Innovation, Siemens Digital Industries Software



Lee Harrison

Automotive IC Solutions Manager, Siemens EDA

Topic: Cloud technology is touching almost every part of a vehicle's electronic system, the complexity and the stakes are higher than ever when it comes to ensuring that safety and security! Not just at the source, but at every level of the automotive supply chain and beyond. But the reach of this technology is far greater, and far more complex than its original intended use and here lies a great vulnerability that we need to address!

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Maria Börjesson

Professor of Economics, VTI Swedish National Road and Transport Research Institute, Affiliated professor in economics at Linköping University

Topic: Cities in transformation - or not? Understanding how emerging trends shape our mobility. Maria Börjesson's research covers transport policy, transport modelling and transport economics, and Maria will challenge our ideas on what the future of mobility will look like in our cities of today and tomorrow.



Matthieu Worm

Senior Principal Expert, Simulation & Digital Twin, Siemens Technology

Topic: Lifecycle insights with the Executable Digital Twin The true added value of a Digital Twin for complex mechatronic products like autonomous vehicles comes when the entire lifecycle is taken into account from the start. During every stage of the product's lifecycle, its Digital Twin is enriched and performance optimization is in reach at all times. Siemens drives advanced research towards standardization of critical Digital Twin technology, to enable a digital thread from design, through manufacturing and use, up to disposal and recycling: a prerequisite for every stakeholder in the future of mobility ecosystem.



Per Olof Arnäs

Senior Logistics Strategist, Einride

Topic: The future of transport is electric, autonomous and digital. The global transportation system we have today has evolved during the last 100 years. A large part of this development has been focused on simplification and reduction of complexity, which is the only way to be able to scale without digital technology. In fact, most of the transportation industry still works according to these old principles, even though we now have access to immense digital power. When we are electrifying and automating the transportation system we also need to embrace the inherent complexity in ways that were previously not necessary. It is time to stop doing things like it is still 1999.