

[DAY1] Apr 6, 2021

Time	Topic & Presenter
09:50 ~ 10:00	Opening
10:00 ~ 10:30	Welcome Speech Siemens' Digital Transformation Strategy - Byungjun Oh, Korea Country Manager, Siemens Digital Industries Software
10:30 ~ 11:00	Keynote Speech 1 Status of UAM and Korean Market Strategy - Jaiwon Shin, President, Hyundai Motors
11:00 ~ 11:30	Keynote Speech 2 Global/Domestic Autonomous Driving Trends and Latest Technology Strategies - Prof. Gunsoo Heo, Hanyang University
11:30 ~ 12:00	Keynote Speech 3 Accelerate your digital future [Eng] - Nand Kochhar, Vice President, Automotive and Transportation Industry Strategy, Siemens Digital Industries Software
12:00 ~ 13:30	Lunch Time

Time	Vehicle Electrification	Autonomous Vehicle	Digital Enterprise	TEST
13:30 ~ 14:00	Challenges and Solutions for Electric Vehicle Development [Eng] Steven Dom	Introduction of a complete solution for developing autonomous vehicle technology from chip to city [Eng] Matthieu Worm	Product Development Process Innovation for EV/AV - Future of PLM Myung-Gi Kim	Latest testing technology for electric vehicle development [Eng] Bart Verrecas
14:00 ~ 14:30	Systemic Approach to Effective Electric Vehicle Development and the Development direction of Engineering Organizations [Eng] Lionel Broglia	Importance of SoC and Scenario for next generation AV platform [Eng] David Fritz	AI-Based Parts Geometry Optimization for Lightweight Parts of Vehicle Changhwan Go	Component-based transfer path analysis to predict NVH performance of the entire system [Eng] Simona Ottaiano
14:30 ~ 15:00	Motor Design Using an Integrated Simulation Approach [Eng] Dr. Warren Seeley	Physical-based sensor simulation for next generation AV development [Eng] Bart Heijke	Mechanical / Electronic Collaboration Design for Quality Improvement - MCAD/ECAD Collaboration Design Heesong Noh	Acoustic design to enhance driver's sensibility [Eng] Jeroen Lanslots

[DAY2] Apr 7, 2021

Time	Topic & Presenter
09:50 ~ 10:00	Opening
10:00 ~ 10:30	Keynote Speech 1 Responding Strategy of Automotive suppliers in EV Era - Il-Hwan Kim, Head of R&D, KORENS
10:30 ~ 11:00	Keynote Speech 2 The Future of Safe Electric Vehicle for Various Mobility Environments Beyond the Transportation - Yongseong Park, Head of Planning Division, Korea Transportation Safety Authority
11:00 ~ 11:30	Keynote Speech 3 AV and Electrification and its impact on E/E System Development for EV/AV [Eng] - Doug Burcicki, Senior Director Automotive & Transportation and Heavy Equipment, Integrated Electrical Systems, Siemens Digital Industries Software
11:30 ~ 12:00	Keynote Speech 4 Moving EV production into the "Fastlane" with Smart Manufacturing [Eng] - Todd Bengtsson, Director Automotive Manufacturing Engineering Solution, Siemens Digital Industries Software
12:00 ~ 13:30	Lunch Time

Time	Vehicle Electrification	Autonomous Vehicle	Digital Enterprise	TEST
13:30 ~ 14:00	Battery Development for next generation xEV through simulation [Eng] Dr. Warren Seeley	Advanced recognition algorithms and AV control solution [Eng] Shiva Sivashankar	Changes in Automotive Embedded Software Certification and Responding Strategies Inho Shin	Accurate and efficient durability test and analysis in extreme environments Kwonhyung Lee
14:00 ~ 14:30	Thermal management, NVH, durability, etc. from an EV perspective [Eng] Steven Dom	AV integrated validation solution using cluster Ohbum Kwon	Future of Manufacturing: Evaluation of workability on transportation equipment and battery pack assembly of EV, and process simulation reflecting MES performance data Kyungjae Kim	Automotive's environmental vibration test, identification of noise source, and BSR noise analysis solution Minseung Lee
14:30 ~ 15:00	Development of virtual prototype model for electric vehicle thermal management Donghwan Kim (Hyundai Motors)	Advanced Driver Assistance Systems (ADAS) data acquisition solution for the development of AV Sooyoung Yang	Seamless quality process from design to manufacturing - Closed Loop Quality Woojoon Jang	Advanced Driver Assistance Systems (ADAS) data acquisition solution for the development of AV Sooyoung Yang
15:00 ~ 15:30	Customer success stories: optimizing the Battery Pack installation process for EDAG's EV Seunghwan Kim	E&E System Development Strategy (AEC) Yonghyun Park	EV/AV operations and service strategy - Introducing the IoT/Cloud-based Closed Loop Platform for Smart Mobility Cheol Kang	