



**FROM TRADITIONAL TO WOW**

**9 – 11 November 2021**  
**– DIGITAL EDITION –**

<https://veranstaltungen.handelsblatt.com/autogipfel-en/>  
**#autogipfel**

TUE / 9 NOVEMBER 2021

## FOCUS DAY I: INNOVATION AND TECHNOLOGY

- 8.30 PLATFORM OPENING
- 9.30 VIDEO INTRO | From Traditional to WOW
- WELCOME | Handelsblatt bids you a warm welcome**  
*Markus Fasse, Head of Companies & Markets*  
*Kirsten Ludowig, Deputy Editor-in-Chief*  
*Ina Karabasz, Head of Journalism Live*  
*Sebastian Matthes, Editor-in-Chief*
- 9.40 INTERVIEW | Europe in Motion: The European Mobility Strategy  
*Handelsblatt interview with **Adina Vălean**, EU Transport Commissioner*
- 10.00 Q&A  
#INTERACTIVE: Put your questions to Adina Vălean
- 10.05 DISCUSSION | Auto Industry Theory Check  
*Handelsblatt discusses three theories that are currently moving the industry with **André Schmidt**, President, Toyota Deutschland GmbH and **Wolf-Henning Scheider**, CEO, ZF Group*
- 10.30 COMMUNITY CHECK | Presentation – Event Platform  
*Henrike Ströer, Producer and Community Manager, Handelsblatt*
- 10.32 WORDCLOUD | Which topics currently confront the Germany auto industry?  
#INTERACTIVE: Share your views with us
- 10.35 TOPIC INTRODUCTION | SOFTWARE FIRST: NO CHIPS – NO CARS  
*Ina Karabasz, Head of Journalism Live, Handelsblatt*
- 10.37 VIDEO INTRO | The Global Chip Bottleneck – A Timeline
- 10.40 INTERVIEW | No Chips – No Cars  
*Handelsblatt interview with **Dr. Reinhard Ploss**, CEO, Infineon Technologies AG*
- 10.55 Q&A  
#INTERACTIVE: Put your questions to Dr. Reinhard Ploss
- 11.00 INTERVIEW | Software Makes the Difference  
*Handelsblatt interview with **Nikolai Setzer**, Executive Board Chairman, Continental AG and Chairman of the Automotive Board*
- 11.15 Q&A  
#INTERACTIVE: Put your questions to Nikolai Setzer

- 11.20 **DISCUSSION | How digital can, and must, the auto industry be?**  
*Handelsblatt discussion with **Silja Pieh**, Chief Strategy Officer, AUDI AG, **Dr. Michael Schulte**, CEO Strategic Business Unit Northern and Central Europe (SBU NCE), Capgemini*
- 11.50 Questions and discussion
- 11.55 **COMMUNITY CHECK | Presentation – DEEP D[R]IVE SESSION**  
***Henrike Ströer**, Producer and Community Manager, Handelsblatt*
- 12.00 **DEEP D[R]IVE SESSION**  
***Dr. Wolfgang Hackenberg**, CEO, Co-Founder, Synaos GmbH*
- 12.30 NETWORKING BREAK
- 13.00 CONTENT BREAK
- 13.30 **TOPIC INTRODUCTION | CONNECTED & INTELLIGENT CARS**  
***Ina Karabasz**, Head of Journalism Live, Handelsblatt*
- 13.33 **COMMUNITY CHECK**  
***Henrike Ströer**, Producer and Community Manager, Handelsblatt*
- 13.35 **CORRESPONDENTS JOIN THE FEED**
- 13.50 **IMPULSE | Data-Driven Customer Experience**  
***Dirk Wollschläger**, General Manager Global Automotive, Aerospace & Defense Industries, IBM*
- 14.00 **Q&A**  
#INTERACTIVE: Put your questions to Dirk Wollschläger
- 14.05 **IMPULSE | Your Car is Connected. Now What?**  
***Rana June**, Founder and CEO, Zync Inc.*
- 14.15 **Q&A**  
#INTERACTIVE: Put your questions to Rana June (RJ)
- 14.20 **INTERVIEW | Platforms and Data**  
***Carsten Hurasky**, Vice President Industry Solutions, HERE Technologies*
- 14.35 Questions and interaction
- 14.40 **IMPULSE | Cybersecurity Solutions for Connected and Autonomous Vehicles**  
***Dr. Tamir Bechor**, Co-Founder, CYMOTIVE Technologies*
- 14.50 **Q&A**  
#INTERACTIVE: Put your questions to Tamir Bechor

- 14.55      **INTERVIEW | Relevance of Data and Data Security on the Customer Journey**  
*Handelsblatt interview with **Sabine Scheunert**, Vice President Digital & IT  
Sales/Marketing Mercedes-Benz Cars, Mercedes-Benz AG*
- 15.10      Questions and interaction
- 15.15      SUM UP Day One
- 15.30      CLOSING

WED / 10 NOVEMBER 2021

**FOCUS DAY II: AUTOMOTIVE INDUSTRY AND MARKETS**

- 8.30 PLATFORM OPENING
- 9.30 **WELCOME | Handelsblatt bids you a warm welcome**  
*Kirsten Ludowig, Deputy Editor-in-Chief, Handelsblatt*  
*Ina Karabasz, Head of Journalism Live, Handelsblatt*
- 9.35 **VIDEO INTRO | Stock Market Analysis of the Automotive Industry**
- 9.40 **IMPULSE**  
*Oliver Zipse, CEO, BMW AG*
- 9.50 **INTERVIEW**  
*Sebastian Matthes interviews Oliver Zipse*
- 10.05 **Q&A**  
#INTERACTIVE: Put your questions to Oliver Zipse
- 10.15 **IMPULSE**  
*Ola Källenius, Chairman of the Board of Management, Daimler AG and Head of Mercedes-Benz AG*
- 10.25 **INTERVIEW**  
*Sebastian Matthes interviews Ola Källenius*
- 10.40 **Q&A**  
#INTERACTIVE: Put your questions to Ola Källenius
- 10.50 **IMPULSE**  
*Herbert Diess, CEO, Volkswagen AG*
- 11.00 **INTERVIEW**  
*Sebastian Matthes interviews Herbert Diess*
- 11.15 **Q&A**  
#INTERACTIVE: Put your questions to Herbert Diess
- 11.25 Questions and discussion
- 11.35 **COMMENTARY [RECORDED] | Empathy at Mass Scale: The New Driver Experience Paradigm**  
*Bill McDermott, CEO, ServiceNow*
- 11.50 Questions and discussion

- 11.55 **COMMUNITY CHECK | Presentation – Deep D[r]ive Sessions**  
*Henrike Ströer, Producer and Community Manager, Handelsblatt*
- 12.00 **DEEP D[R]IVE SESSION**  
**How current technologies can support sustainability in the automotive industry**  
*Dr. Daniel Knödler, Director Global Automotive, Aerospace & Defense Industries, IBM*
- 12.30 NETWORKING BREAK
- 13.00 CONTENT BREAK
- 13.45 **TOPIC INTRODUCTION | INNOVATIVE MARKETS & CHALLENGERS**  
*Ina Karabasz, Head of Journalism Live, Handelsblatt*
- 13.50 **INTERVIEW**  
*Handelsblatt interview with **Hui Zhang**, Vice President, NIO Europe*
- 14.05 Questions and interaction
- 14.10 **INTERVIEW**  
*Michael Lohscheller, Global CEO, VINFAST LLC*
- 14.25 **IMPULSE / INTERVIEW**  
*tbd*
- 14.40 **IMPULSE followed by interview [RECORD]**  
*Marc Berg, CEO, Free Now*
- 14.55 **START-UP PITCH | Ideas with the WOW factor for new forms of mobility**  
We're looking for new ideas and thought leaders who are shaping the future of mobility. In short pitches, start-ups will have the opportunity to present their 'business models with the WOW factor'. Please send your short application to [h.stroeer@handelsblattgroup.com](mailto:h.stroeer@handelsblattgroup.com)  
  
*Malte Andree, CEO & Co-Founder, uRyde - CONNECT Mobility GmbH*  
*tbd*
- 15.30 CONTENT BREAK
- 16.00 **TOPIC INTRODUCTION | CUSTOMER FOCUS**  
*Ina Karabasz, Head of Journalism Live, Handelsblatt*
- 16.05 **ANALYSIS | Smart, digital, autonomous – How do we turn urban traffic around?**  
*Anne Klein-Hitpass, Head of Mobility Research, German Institute for Urban Studies (Difu)*

- 16.10 **Q&A**  
#INTERACTIVE: Put your questions to Anne Klein-Hitpass
- 16.15 **INTERVIEW | How are Customer Requirements Changing?**  
*Handelsblatt interview with **Mag. Dr. Bettina Schützhofer**,  
Board Member, German Society for Traffic Psychology (DGVP)*
- 16.25 **INTERVIEW | Innovative mobility concepts for tomorrow**  
***Maxim Nohroudi**, Co-Founder and CEO, door2door*
- 16.40 Questions and interaction
- 16.45 **INTERVIEW | The Porsche Way – Innovative, Sporty, Sustainable**  
***Oliver Blume**, CEO, Porsche AG*
- 17.00 **Q&A**  
#INTERACTIVE: Put your questions to Oliver Blume
- 17.05 **INTERVIEW**  
***Christian Bertermann**, CEO & Co-Founder, Auto1 Group*
- 17.15 **Q&A**  
#INTERACTIVE: Put your questions to Christian Bertermann

THU / 11 NOVEMBER 2021

**FOCUS DAY III: MOBILITY AND SOCIETY**

- 8.30 PLATFORM OPENING
- 9.30 **WELCOME | Handelsblatt bids you a warm welcome**  
*Markus Fasse, Head of Companies & Markets*  
*Kirsten Ludowig, Deputy Editor-in-Chief, Handelsblatt*
- 9.35 **VIDEO INTRO | The Green Automotive Industry**
- 9.40 **IMPULSE | Mobility Transformation: How Traditional Carmaker Opel is Pushing Forward in Electrification**  
*Uwe Hochgeschurtz, CEO, Opel Automobiles and VDIK Vice President*
- 9.50 **Q&A**  
#INTERACTIVE: Put your questions to Uwe Hochgeschurtz
- 9.55 **INTERVIEW [RECORDED]**  
*Corinna Schittenhelm, Board of Managing Directors, HR and Sustainability, Schaeffler AG*
- 10.10 **INTERVIEW [RECORDED]**  
*Handelsblatt interview with **Hildegard Müller**, President, Association of the Automotive Industry*
- 10.25 **DISCUSSION | ECOLOGICAL BALANCE – How green can the automotive industry become?**  
*Handelsblatt discussion with **Patrick Ayad**, Global Leader Mobility and Transportation, Hogan Lovells, **Dr. Thomas Becker**, Leader Sustainability, Mobility, BMW Group and **Dr. Michael Karrer**, Senior Vice President Sustainability & EHS, ZF Friedrichshafen*
- 10.55 **COMMUNITY CHECK | What measures are you taking to operate more sustainably?**  
*Henrike Ströer, Producer and Community Manager, Handelsblatt*
- 11.05 **DISCUSSION | Technology openness as the basis for a successful mobility transition – How will we 'refuel' in future, and what with?**  
*Handelsblatt discussion with **Dietmar Goericke**, Managing Director, Research Association for Combustion Engines (FVV), **Karsten Schulze**, Vice President for Technology ADAC e.V. and Board Member for Technology at ADAC Berlin-Brandenburg and **Adrian Willig**, Managing Director, IWO - Institute for Heat and Mobility*
- 11.35 Questions and discussion
- 11.40 **INTERVIEW | Circular Economy as a Key Enabler for Sustainability**  
*Dr. Irene Feige, Head of Circular Economy, Corporate Strategy, BMW Group and Head of Institute for Mobility Research*



11.50	<b>Q&amp;A</b> <u>#INTERACTIVE: Put your questions to Dr. Irene Feige</u>
11.55	SUM UP II
12.00	CLOSING