

SMART MOBILITY SPACE  
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University of St.Gallen

» IAA MOBILITY  
2023

SMART MOBILITY SPACE  
Programme  
4 – 8 September 2023

Monday  
4 September

16:30  
PwC Opening  
Reception

What  
moves  
you?

What  
moves us?

» IAA MOBILITY  
2023

Munich Exhibition Center | Hall B3



# What moves us?



## 4 – 8 Sept '23

» IAA MOBILITY 2023

### SMART MOBILITY SPACE

The high-profile program of the SMART MOBILITY SPACE provides an opportunity for personal exchange with visionaries, thought leaders, and industry experts. Together, we explore the core question: What moves us?

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## Monday 4 Sept

Press Day

09:30 > 10:00

**09:30 > 10:30**  
What moves us? – Welcome to our Smart Mobility Space 2023!

Joachim Franz (Microsoft),  
Felix Kuhnert (PwC Germany),  
Prof. Dr. Andreas Herrmann (University of St. Gallen)

Moderator  
Anja Kohl (Journalist and TV Presenter)

coffee break

10:15 > 11:15

## Tuesday 5 Sept

Official Opening

Morning Briefing –  
Summary of the trade fair day and outlook

Harald Wimmer (PwC Germany),  
Prof. Dr. Andreas Herrmann (University of St. Gallen),  
Joachim Franz (Microsoft)

Moderator  
Anja Kohl (Journalist and TV Presenter)

## Wednesday 6 Sept

B2B Day

Morning Briefing –  
Summary of the trade fair day and outlook

Heiko Seitz (PwC Middle East),  
Robert Lokner (Microsoft)

Moderator  
Dr. Hans-Peter Kleebinder (University of St. Gallen)

## Thursday 7 Sept

B2B Day

Morning Briefing –  
Summary of the trade fair day and outlook

Jonas Seyfferth (Strategy& Germany),  
Joachim Franz (Microsoft)

Moderator  
Dr. Hans-Peter Kleebinder (University of St. Gallen)

## Friday 8 Sept

B2B Day

Morning Briefing –  
Outlook for the day and wrap-up of the highlights of IAA Mobility

Daniela Hanauer (PwC Germany),  
Robert Lokner (Microsoft)

Moderator  
Dr. Hans-Peter Kleebinder (University of St. Gallen)

coffee break

11:45 > 12:45

**I couldn't share less – What does it take to get sharing out of the niche?**

Gunnar Froh (Wunder Mobility),  
Dr. Oliver Tinz (Volkswagen Financial Services),  
Sinaida Cordes (Munich Public Transport Company (MVG)),  
Robin Svaříček (HoppyGo)

Moderator  
Jonas Seyfferth (Strategy& Germany)

lunch break

12:55 > 13:20

**Food for thought: Spotlight on the Chinese automarket**

Jun Jin (Strategy& China) &  
Felix Kuhnert (PwC Germany)

13:30 > 14:30

**Smart manufacturing as a success driver of the automotive transformation**

Erich Barnstedt (Microsoft),  
Philippe van den Berge (NVIDIA),  
Dr. Michael Ströbel (BMW Group)

Moderator  
Michael Bruns (PwC Germany)

coffee break

15:00 > 16:00

**Welcome to the machine age – Leveraging new incentive models, machine communication and mobility data spaces**

Dr. Nik Scharmann (Bosch),  
James Misener (Qualcomm),  
Alun Jones (Global Battery Alliance)

Moderator  
Jonas Seyfferth (Strategy& Germany)

coffee break

16:30 > 24:00

**16:30 > Open end**  
**PwC Opening Reception**  
Petra Justenhoven (PwC Germany)  
Jürgen Mindel (VDA)  
Christine von Breitenbuch (Messe München)  
Ulrich Homann (Microsoft)  
Prof. Dr. Andreas Herrmann (University of St. Gallen)  
Moderator  
Anja Kohl (Journalist and TV Presenter)  
DJ set by Phil Fuldner

**Visions of the future(s): 3 divergent future mobility scenarios and the pathways from here to there**

Alexander Britz (Microsoft),  
Eva Kreienkamp (EK Consulting),  
Dr. Olga Nevskaja (Telekom Mobility Solutions)  
Elise Harper (PwC Germany)

Moderator  
Daniela Hanauer (PwC Germany)

**AI, drive up the car! Where do we stand on the way to fully automated driving?**

Holger Rothaug (Microsoft),  
Robert Kilian (CertifAI),  
Severin Bredahl-Banovic (HERE Technologies)  
Johann Jungwirth (Mobileye)

Moderator  
Hendrik Reese (PwC Germany)

**12:55 > 14:00**  
**How to ecosystemize the automotive industry? From disruption to value creation.**

Sebastian Grimm (ZF),  
Hui Zhang (NIO),  
Prof. Julian Kawohl (Ecosystemizer),  
Kirstin Hegner (Digital Hub Mobility by UnternehmerTUM)

Moderator  
Alexander Rösch (PwC Germany)

**14:00 > 15:00 / livestream**  
**Opening Speech of Chancellor Olaf Scholz**

**Towards the habitat on wheels**  
hosted by SBD Automotive / Bosch

Dietmar Rambu (Bosch),  
Niranjan Babu (Bosch Engineering India),  
Dr. Dirk Slama (digital.auto),  
Andrew Hart (SBD Automotive),  
Andrea Sroczynski (SBD Automotive)

**16:30 > 17:30**  
**Catena-X Collaborative Data Exchange along the Automotive Value Chain to enable Circular Economy**

Jean-Baptiste Burtscher (Valeo),  
Philipp Leschinski (BMW)

**Charge me up, Scotty! How will the charging of electric vehicles become a matter of course?**

Frederic Korn (NIO),  
Nikolaus Oberkandler (Federal Ministry for Digital and Transport),  
Luis Roever (SIXT),  
Anne Smart (ChargePoint)

Moderator  
Heiko Seitz (PwC Middle East)

**Goodbye company car. Hello corporate mobility strategy!**

René Braun (NAVIT),  
Jan Wolf Baake (Deutsche Bahn),  
Dr. Lena Lindemann (ERGO),  
Ralf Weichselbaum (Volkswagen Leasing)

Moderator  
Steffen Leffler (PwC Germany)

**Power to the people! Lunch chat on EV-charging**  
Heiko Seitz (PwC Middle East),  
Roger Atkins (Electric Vehicles Outlook),  
Nishant Arya (JBM Group)

**In-car payments: What happens when mobility and commerce merge?**  
hosted by Mastercard

Uli Kiendl (ryd),  
Stefani Poßner (Mercedes pay),  
Kilian Thalhammer (Deutsche Bank)  
Dr. Peter Robejsek (Mastercard)

Moderator  
Andreas Pratz (Strategy& Germany)

**Alles auf E! Die große Transformation**  
hosted by electricar

Kurt Sigl (Bundesverband eMobilität (BEM)),  
Christoph Knogler (Keba),  
Alexander Klose (Aiways)

Moderator  
Armin Grasmuck (electricar)

**16:30 > Open end**  
**Founders Fight Club goes IAA Mobility**

Jutta Jakobi (PwC Germany),  
Inga Grieger (BMW iVentures),  
Dr. Hans-Peter Kleebinder (University of St. Gallen)  
Anne-Sophie Bernard (Trade Fair Center Munich)  
Moderator  
Jan Küster (Founders Fight Club)

**From hardware to software: an industry in transition.**

Ulrich Homann (Microsoft),  
Swantje Kowarsch (diconium),  
Dr. Peter Schiefer (Infineon),  
Dr. Martin Fischer (ZF)

Moderator  
Tanjeff Schadt (Strategy& Germany) &  
Dr. Claus Gruber (Strategy& Germany)

**Next Stop: Smart Public Transport! Data and tech in intermodal mobility**

Michael Ruffer (Frankfurt Public Transport Company (VGF)),  
Alexander Möller (Association of German Transport Companies (VDV)),  
Victoria Markewitz (Via),  
Christoph Helf (State Capital Munich),  
Gernot Bahle (PwC Germany)

Moderator  
Maximilian Rohs (PwC Germany)

**Food for thought: Electric vehicle powertrains of the future**

Dr. Jörn Neuhausen (Strategy& Germany)  
Jan-Hendrik Bomke (Strategy& Germany)

**Completing the EV life cycle – Battery recycling will be a sustainable and profitable business before 2035**

Prof. Heiner Heimes (RWTH Aachen),  
Uwe Wolf (BASF),  
Dr. Marcus Ewig (Rhenus Automotive),  
Dr. Jörn Neuhausen (Strategy& Germany)

Moderator  
Jan-Hendrik Bomke (Strategy& Germany)

**16:30 > 17:30**  
**Fireside Chat: Smart moves – how artificial intelligence will reshape mobility**  
Ulrich Homann (Microsoft),  
Andreas Hufenstühl (PwC Germany)  
Moderator Felix Kuhnert (PwC Germany)

**18:00 > Open end**  
**Women in Mobility Networking**  
Annabelle Kliesing (Strategy& Germany) &  
Inga von Bibra (Microsoft)

**Necessity of funding in mobility**  
hosted by Carbonify

Niklas Gawehn (Carbonify),  
Tim Kempel (Carbonify)

Moderator  
Marc Cousins (Carbonify)

**Capital, standards or new players – What's really driving us toward sustainable mobility?**

Dr. Isabelle Canu (Green European Tech Fund),  
Dr. Matthias Ballweg (CIRCULAR REPUBLIC),  
Marcus Behrendt (BMW iVentures)

Moderator  
Hadas Zucker (PwC Germany)

**Science bites – Future rides, youth guides: SAVs on the rise!**

Marvin Greifenstein (University of St. Gallen) &  
Dr. Peter Kauschke (PwC Germany)