

eMOVE360° Preparatory workshop Germany: challenges and opportunities

Torino, September 27th, 2019
Hilton Doubletree Hotel – Via Nizza 230

h. 9.00 - 9.30 **Registration and Welcome Coffee**

h. 9.30 - 9.50 **Welcome introduction & definition of workshop targets** - *Piemonte Agency*

• **PGUB Management Consultants GmbH**

Peter Gresch – CEO

h. 9.50 - 10.30 **Challenges and opportunities in the next years, expectations for eMove:**

Comments about companies' answers to some key questions about doing business in Germany and the E-mobility sector

h. 10.30 - 10.45 Coffee break

h. 10.45 - 12.30 **Industrial trends in Automotive Mechatronics/EE/E-Mobility with focus on Germany**

"Disruptive" changes in business alignment and models along the entire automotive value chain through alternative propulsion and the path to autonomous driving

- *E-Vehicles, Batteries & BMS - Overview Market Trends*
- *New (HV, 48V, ADAS, etc.) EE architectures and systems*
- *Connectivity and data bus communication*
- *Autonomous driving and interiors applications*

Major strategies of:

- ✓ *Large Tier1s such as Bosch, Continental, ZF, Magna, Valeo/ValeoSiemens, Aptiv/Delphi, Mahle, Schaeffler and so on*
- ✓ *Medium-sized, family-owned Mechatronics suppliers (and potential customers) such as Brose, Draexlmaier, Dr. Schneider Hella, Kostal, Inalfa, Inteva, Marquardt, Novem, Preh, TE Connectivity, and so on*
- ✓ *OEMs including Audi, BMW, Hyundai, MAN, Mercedes, Opel, Porsche, VW*
- ✓ *Other players attending eMove360 like ABB, Mennekes, Phoenix and Webasto including examples of their product strategies and footprints.*

h. 12.30 - 13.15 Lunch Break

h. 13.15 - 13:45 - **Key criteria in Automotive – Project Management and Sales/ Key Account structure**

- *Major requirements and prerequisites to win - and execute – business in Automotive in Germany*
- *Best practices and EE/Mechatronics Sales and Project Management*
- *How to approach German Tiers/OEMs with which messages at eMove*
- *Current (business) situation in Automotive industry*

h. 13.45 - 15.15 - **eMove 360**

Exhibition concept & congresses. Which companies might be of most interest? Which products and services may fit? Engineering Services – largest companies in Germany.

- *Products directly linked to autonomous and electric vehicle functions needed by the market but not targeted to be manufactured/developed by Tier 1*
- *Charging infrastructure: which customers are the best targets for these products?*
- *What type of partnerships would help achieve the goal of designing and developing products?*
- *How to identify possible new customers and/or (Electronics) partners*
- *Typical collaboration models in Automotive EE, Mechatronics and consequences for Piemonte companies*

h. 15.15 - 15.45 - Coffee Break

h. 15.45 – 16.30 - **Development of a draft for eMove contacts:** *discussion on USPs of Piemonte companies. Values to focus on / promote during eMove?*

16:30 **Summary:** *timeline before, during and after eMove360*

17:00 *End of Workshop*

Work Language: English