

Conference program (last updated: October 27, 2022)

Nov. 9	Nov. 10													
Keynote: Invented for life 12:00 PM – 1:00 PM (60') Stage: A	Keynote: Digital business 9:00 AM – 10:00 AM (60') Stage: A													
digital.auto: opening 1:45 PM – 2:15 PM (30') Stage: A	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="background-color: #008080; color: white; padding: 2px;"> digital.auto: apps and ecosystems <small>10:30 AM – 11:00 AM (60') Stage: A</small> </td> <td style="background-color: #008080; color: white; padding: 2px;"> Sustainable building lifecycle: construction <small>10:30 AM – 11:00 AM (60') Stage: B</small> </td> <td style="background-color: #008080; color: white; padding: 2px;"> Applied AI <small>10:30 AM – 11:00 AM (60') Stage: C</small> </td> </tr> <tr> <td style="background-color: #008080; color: white; padding: 2px;"> digital.auto: software-defined vehicle <small>2:30 PM – 3:30 PM (60') Stage: A</small> </td> <td style="background-color: #008080; color: white; padding: 2px;"> Digital transformation <small>2:30 PM – 3:30 PM (60') Stage: B</small> </td> <td style="background-color: #008080; color: white; padding: 2px;"> Monetizing the AIoT <small>2:30 PM – 3:30 PM (60') Stage: C</small> </td> </tr> <tr> <td style="background-color: #008080; color: white; padding: 2px;"> digital.auto: AI on board <small>4:00 PM – 5:00 PM (60') Stage: A</small> </td> <td style="background-color: #008080; color: white; padding: 2px;"> Industry 4.0 <small>4:00 PM – 5:00 PM (60') Stage: B</small> </td> <td style="background-color: #008080; color: white; padding: 2px;"> Implementing the AIoT <small>4:00 PM – 5:00 PM (60') Stage: C</small> </td> </tr> </table>	digital.auto: apps and ecosystems <small>10:30 AM – 11:00 AM (60') Stage: A</small>	Sustainable building lifecycle: construction <small>10:30 AM – 11:00 AM (60') Stage: B</small>	Applied AI <small>10:30 AM – 11:00 AM (60') Stage: C</small>	digital.auto: software-defined vehicle <small>2:30 PM – 3:30 PM (60') Stage: A</small>	Digital transformation <small>2:30 PM – 3:30 PM (60') Stage: B</small>	Monetizing the AIoT <small>2:30 PM – 3:30 PM (60') Stage: C</small>	digital.auto: AI on board <small>4:00 PM – 5:00 PM (60') Stage: A</small>	Industry 4.0 <small>4:00 PM – 5:00 PM (60') Stage: B</small>	Implementing the AIoT <small>4:00 PM – 5:00 PM (60') Stage: C</small>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="background-color: #008080; color: white; padding: 2px;"> digital.auto: V2X and smart infrastructure <small>12:00 PM – 1:00 PM (60') Stage: A</small> </td> <td style="background-color: #008080; color: white; padding: 2px;"> Sustainable building lifecycle: operations <small>12:00 PM – 1:00 PM (60') Stage: B</small> </td> <td style="background-color: #008080; color: white; padding: 2px;"> Better products and services with digital twins <small>12:00 PM – 1:00 PM (60') Stage: C</small> </td> </tr> </table>	digital.auto: V2X and smart infrastructure <small>12:00 PM – 1:00 PM (60') Stage: A</small>	Sustainable building lifecycle: operations <small>12:00 PM – 1:00 PM (60') Stage: B</small>	Better products and services with digital twins <small>12:00 PM – 1:00 PM (60') Stage: C</small>
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Keynote: Digital product platforms 5:30 PM – 6:30 PM (60') Stage: A	Keynote: Digital culture 2:00 PM – 3:30 PM (60') Stage: A													
Late night talk: racing into the future 7:15 PM – 7:45 PM (30') Open stage														

All times are CET.

November 9, 2022:

Keynote session: Invented for life (stage A)	
12.00pm to 1.00pm CET	Join the CEOs of Bosch and BMW to learn about the future of mobility. How are digitalization, electrification and sustainability transforming this industry? What can the incumbents learn from mobility start-ups, and vice versa? And how is Artificial Intelligence as the latest disruptive technology fuelling the digital transformation in mobility?
	Speakers & moderator: <ul style="list-style-type: none"> Stefan Hartung, Chairman of the Board of Management, Bosch Tanja Rueckert, CDO, Bosch Oliver Zipse, Chairman of the Board of Management, BMW Andrew Ng, Founder & CEO, Landing AI Dirk Slama, VP Co-Innovation IT/IoT Alliances, Bosch (moderator)

1.00pm to 1.45pm CET	Break
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Digital.auto: opening (stage A)	
1.45pm to 2.15pm CET	Customers no longer want fast and furious cars, but rather smart and autonomous ones, providing them with the most convenient digital experience in terms of comfort, entertainment and safety. A digital-first approach is required for the agile and customer-oriented development of the digital auto. Join Mathias Pillin and his guests in the digital.auto opening to get insights into the exciting future of mobility.
	Speakers & moderator: <ul style="list-style-type: none"> Markus Heyn, Member of the Board of Management, Bosch Dirk Hilgenberg, CEO, CARIAD Scott Guthrie, EVP Cloud and AI Group, Microsoft Dirk Slama, VP Co-Innovation IT/IoT Alliances, Bosch (moderator)

2.15pm to 2.30pm CET	Break
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	Stage A	Stage B	Stage C
	digital.auto: software-defined vehicle	Digital transformation	Monetizing the AloT
2.30pm to 3.30pm CET	<p>The future car will be defined by digital features, not horse power. The software-defined vehicle is the foundation of a digital-first strategy for OEMs. Why is this such a powerful concept? What are the key use cases and benefits? And how can we bring together the required ecosystem to implement it? This session provides answers to these questions.</p> <p>Speakers & moderator:</p> <ul style="list-style-type: none"> • Thomas Irawan, CEO, ETAS • Heiko Huettel, Tech Lead SdV, Microsoft • Stephan Durach, SVP Connected Company Development, BMW Group • Harald Ruckriegel, Industry Vertical Lead Automotive Software Defined Vehicle, Red Hat • Michael Plagge, Ecosystem Development Director, Eclipse Foundation • Eser Erdem, Engineering Manager Android Automotive, Google 	<p>Digital transformation is as much about organizational transformation as it is about technology. Find out in this session how to equip your most valuable assets, your people, to be prepared and ready to tackle this transformation and increase customer satisfaction.</p> <p>Speakers & moderator:</p> <ul style="list-style-type: none"> • Davie Sweis, Business Chief Digital Officer and VP of Technology and Enabling for Global Business Services, Bosch (moderator) • Jennifer Wallberg, Lead Digital Transformation Office, Bosch • Frank Engelhardt, Chief Transformation Strategist - Central Europe, Salesforce • Jesper Touboel, VP Operations Moulding Production, Lego Group 	<p>With the growing number of connected and ever smarter things, the focus in AloT is shifting from connectivity and feasibility to profitability. The question of how to realize the business potential of AloT has become a top priority. In light of these developments, this session will focus on fundamental enablers and best practices in AloT monetization.</p> <p>Speakers & moderator:</p> <ul style="list-style-type: none"> • Felix Wortmann, Scientific Director Bosch IoT Lab, University of St. Gallen (moderator) • Anne Rucker, VP Global Digital Consumer Services, BSH Hausgeräte • Amy Konary, SVP, Zuora • Thomas Kaeser, Chairman of the Management Board, Kaeser Kompressoren

3.30pm to 4.00pm CET	Break
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	Stage A	Stage B	Stage C
	digital.auto: AI on board	Industry 4.0 (stage B)	Implementing the AloT at scale
4.00pm to 5.00pm CET	<p>AI is an enabler not only for automated driving, but also increasingly for many other convenience and safety features of the modern car. This session provides a state-of-the art overview of use cases and how to implement them.</p> <p>Speakers & moderator:</p> <ul style="list-style-type: none"> • Thomas Kropf, President Corporate Sector Research and Advance Engineering, Bosch (moderator) • Andrea Brueckner, Chief Product Owner for Vehicle Care Solutions, Bosch • Martin Trillig, CEO, book-n-drive 	<p>Digital transformation is not new for manufacturing and logistics - however, there are still open questions: will Industry 4.0 pay off in the long run? How can we counteract the skills shortage? What does a future-proof digitalization strategy take? It's time to master the next steps with confidence and trust.</p> <p>Speakers & moderator:</p> <ul style="list-style-type: none"> • Sven Hamann, CEO, Bosch Connected Industry (moderator) • Andreas Mueller, Program Manager Value Stream IT and Processes, Bosch Powertrain Solutions 	<p>Is implementing an IoT solution really becoming a commodity skill? Or are there still some hidden pitfalls? And what if we are adding Artificial Intelligence to the equation: How can AI and IoT be managed successfully together? And how to ensure scalability, robustness and agile AloT DevOps? Join this session to discuss the answers to all these questions.</p> <p>Speaker & moderator:</p> <ul style="list-style-type: none"> • Raghavendra Ramakrishna Kulkarni, Business Area Head - Engineering for Digital, Bosch Software and Digital Solutions

	<ul style="list-style-type: none"> • Stan Boland, CEO, Five AI • Maarten Sierhuis, VP/Alliance Global Director, Alliance Innovation Lab - Silicon Valley 		<ul style="list-style-type: none"> • Vadiraj Krishnamurthy, CTO, Bosch Global Software Technologies • Pali Tripathi, CEO, Taabi Mobility • Lars Bomboes, Product Manager Edge Layer for High Voltage Products, Siemens Energy • Tobias Kirchhoff, CEO, Variowell • Stefan Schiffer, Director Business Development – Smart Manufacturing, Fujitsu
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5.00pm to 5.30pm CET	Break
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Keynote session: Product platforms and ecosystems (stage A)	
5.30pm to 6.30pm CET	<p>Creating value from digital platforms is the key to thriving in the digital business era. Learn from leading companies what you need to consider in the platform business model given its value-generation potential: growing the core business, expanding the network and portfolio, and generating revenues from new products and services.</p> <p>Speakers & moderator:</p> <ul style="list-style-type: none"> • Adam Selipsky, CEO, AWS • Markus Heyn, Member of the Board of Management, Bosch • Veronika Wellge, Head of Global Corporate Strategy / SVP, BSH Hausgeräte • Felix Wortmann, Scientific Director Bosch IoT Lab, University of St. Gallen • Mariella Minutolo, EVP Sales Progressive Mobility, Bosch • Bart Lore, Senior Director, PACCAR Global Connected Services • Dirk Slama, VP Co-Innovation IT/IoT Alliances, Bosch (moderator)

6.30pm to 7.00pm CET	Break
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Late night talk: racing into the future (stage A)	
7.15pm to 7.45pm CET	<p>How much Formula E is in your electric vehicle? Formula E is definitely setting the pace of advanced EV innovation and testing under extreme conditions. Learn how your future EV at home is benefitting from the lessons learned on the race track.</p> <p>Speakers & moderator:</p> <ul style="list-style-type: none"> • Derin Adetosoye, Presenter and Content Creator • Markus Heyn, Member of the Board of Management, Bosch • Jamie Reigle, CEO, Formula E

November 10, 2022:

Keynote session: Digital business (stage A)	
9.00am to 10.00am CET	<p>Digital OEMs are customer-centric, utilizing customer-generated as well as product performance data to constantly enhance their offerings. New, digital services are provided and updated in real-time. Advanced analytics of customer and field data is a must and subscription models are becoming a reality in the area of physical products creating new business opportunities.</p> <p>Speakers & moderator:</p> <ul style="list-style-type: none"> • Tanja Rueckert, CDO, Bosch • Claus Fleischer, CEO, Bosch eBike Systems • Markus Hallermann, CEO & Co-Founder, Komoot • Tien Tzuo, Co-Founder & CEO, Zuora

	<ul style="list-style-type: none"> Dirk Slama, VP Co-Innovation IT/IoT Alliances, Bosch (moderator)
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10.00am to 10.30am CET	Break
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	Stage A digital.auto: apps and ecosystems	Stage B Sustainable building lifecycle: construction	Stage C Applied AI
10.30am to 11.30am CET	<p>The “smartphone on wheels” has the potential to create a digital service marketplace around mobility. Offering data and APIs to an open ecosystem is enabling the development of new features and functionalities for mobility users, creating completely new and untapped customer experiences and markets. Discover in this session the possibilities opening up for your business.</p> <p>Speakers & moderator:</p> <ul style="list-style-type: none"> Achim Nonnenmacher, Product and Portfolio Lead "Software-defined Vehicle", Bosch (moderator) Binoy Paul, Chief Engineer, Mahindra Bart Lore, CEO, PACCAR Global Connected Services Jann Kirchhoff, Product Success Manager ConnectedRide, BMW Motorrad Georg Hansbauer, CEO, Testbirds Frédéric Merceron, Industry Solution Director, Dassault Systèmes Asaf Foormoza, CEO & Co-Founder, City Transformer Dominik Rose, VP Product Management & Platform, LeanIX 	<p>Driven by the need for cost efficiency and sustainability, the construction industry is shifting from digital laggard to digital poster child. Digital construction planning is the foundation of sustainable building design as well as the starting point for the building and the digital lifecycle. During the construction process, AIoT technologies can be used to automate the following tasks: monitoring progress, improving transparency, increasing quality, and reducing risk. This session provides a 360-degree overview of state-of-the-art practices.</p> <p>Speakers & moderator:</p> <ul style="list-style-type: none"> Hannes Endriss, Business Line Manager Smart Sustainable Buildings, TÜV SÜD Bernd Oswald, Co-Founder, GROPYUS Marko Dabrović, CEO and Partner, 3LHD Stefan Wolter, Head of Global Real Estate Management, thyssenkrupp 	<p>Artificial Intelligence empowers humans, yet it is useless without them. So, how can we make sure AI serves us in the best possible way? This session will focus on domains and application fields where AI can really make a difference to our society and showcase existing use cases with lasting impact.</p> <p>Speaker & moderator:</p> <ul style="list-style-type: none"> Michael Fausten, Global Head, Bosch Center for Artificial Intelligence (moderator) Milan Petković, Head of AI and Data Innovation, Philips Nuria Oliver, Director Institute of humanity-centric AI, ELLIS Alicante Foundation Christian Koitzsch, Managing Director and Plant Manager, Bosch Semiconductor Manufacturing Dresden

11.30am to 12.00pm CET	Break
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	Stage A digital.auto: V2X and smart infrastructure	Stage B Sustainable building lifecycle: operations	Stage C Better products and services with digital twins
12.00pm to 1.00pm CET	<p>The shift towards autonomous cars is reality and it entails not only an enhanced manufacturing process and a new kind of supply chain but also a smart infrastructure able to support</p>	<p>Improvements to building operations can have huge impacts on tenant satisfaction, sustainability, efficiency, and safety. Key topics here include building automation, security,</p>	<p>Making the entire lifecycle of a product transparent – that is the goal and, at the same time, the greatest challenge of many digitalization measures. Learn how to utilize your data across</p>

	<p>the safety of the vehicles from inside the car as well as its surrounding. Join this session to hear about intelligent infrastructure and its interaction with connected and automated vehicles as well as other aspects of smart infrastructure.</p> <p>Speakers & moderator:</p> <ul style="list-style-type: none"> • Peter Kuerpick, SVP, Head of Germany and CTO, EPAM Systems • Rolf Nicodemus, Project Vice President, Bosch • Thilo Buehnen, Director, PwC Strategy& • Theo Thuis, Managing Director, Q-Park • Olivia Arago, Head of eMobility Solutions, Bosch Powertrain Solutions • Ozgur Tohumcu, Automotive Director, Amazon Web Services 	<p>safety, and energy efficiency. How can state-of-the-art AIoT technology help you achieve your targets? After providing some answers and practical examples, this session will close out the building-lifecycle discussion with a holistic perspective on building operations.</p> <p>Speakers & moderator:</p> <ul style="list-style-type: none"> • Thomas Quante, CEO, Bosch Building Technologies • Dirk Dittrich, Director Acquisitions, EDGE • Dominik Brunner, Managing Director, Arelio • Johannes Kreißig, CEO, Deutsche Gesellschaft für Nachhaltiges Bauen e.V. - DGNB • Marcus Nadenau, SVP, Bosch Energy and Building Solutions • Andreas Mauer, VP, CTO & Chief Architect, Bosch Building Technologies 	<p>the whole product lifecycle with digital twins and how they already play a role in the automotive sector, for instance in improving quality. Find out how to scale in an open ecosystem to address your current and future product challenges.</p> <p>Speaker & moderator:</p> <ul style="list-style-type: none"> • Rainer Lang, VP Chief Digital Office Mobility, Bosch (moderator) • Alexander Henle, Head of Business Digital Organization Powertrain Solutions, Bosch • Ulrich Wolters, Chief Product Owner Semantic Data Structuring and Digital Twins, Bosch • Detlef Deuil, Head of Vertical Products, SICK AG
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1.00pm to 2.30pm CET	Break
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Keynote session: Digital culture (stage A)	
2.30pm to 3.30pm CET	<p>Digital is everywhere and everything. Digital companies and digital natives are paving the way. How are incumbents and especially industrial players infusing their traditional DNA with digital culture? What can be learnt from digital pure plays, and what will not work in a world of manufacturing and functional product safety? Find out how to address the clash of cultures, the clash of values, and the clash of business models.</p> <p>Speakers & moderator:</p> <ul style="list-style-type: none"> • Filiz Albrecht, Member of the Board of Management & Director of Industrial Relations, Bosch • Christian Bertermann, CEO & Co-Founder, AUTO1 Group • Ken Forster, Executive Director, Momenta • Miriam Kotte & Janina Schoenitz, Head of Digital Transformation, Deutsche Bahn • Melissa Di Donato, CEO, SUSE • Sebastian Herzog, Co-CEO, hy • Danny Krautz, CDO, CeramTec • Dirk Slama, VP Co-Innovation IT/IoT Alliances, Bosch (moderator)