

VDI

International VDI Conference 2016

Smart Cars & Urban Mobility

November 30 – December 1, 2016 in Munich, Germany

Renowned speakers will present their results on the following topics:

- Connected Cars in intelligent Infrastructure
- Security and Privacy Challenges of Connected Cars
- Legal Basics for Smart Car Applications
- Automotive Business Models disrupting the Future of Urban Mobility
- Data Mobility Platforms & Ecosystems

+ International VDI Workshop: Trustable Connected Vehicles –
Measurable Security and Privacy for Smart Cars

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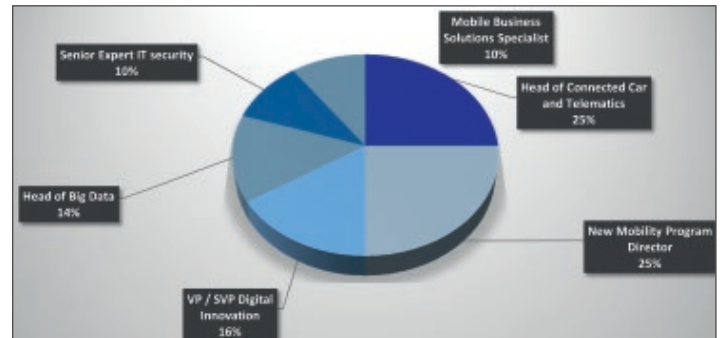
Christian Freese, General Manager, Uber, Berlin, Germany

About us

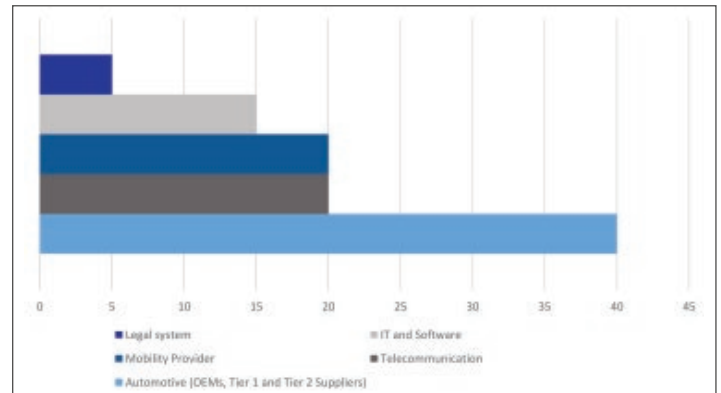


The Association of German Engineers (VDI) is one of the largest technical-scientific associations in Europe. Throughout the years, the VDI has successfully expanded its activities nationally and internationally to foster and impart knowledge about technology-related issues. As a financially independent, politically unaffiliated and non-profit organization the VDI is recognized as the key representative of engineers both within the profession and in public.

Expected Participants according to Functions



Expected Participants according to Industries



08:30 Registration & welcome coffee

09:30 Chair's welcome and opening address

Dipl.-Ing. Gerhard Greiner, Partner BearingPoint, Senior VP Digital Business Innovation, Infonova GmbH, Graz, Austria

Keynotes

09:45 Digitization of Road Transportation: \$5 Trillion Global Net Economic Value at Stake

- How much will the shift to electric, connected, shared vehicles ("uberization") and self-driven vehicles disrupt industries?
- What drives the value at stake of the digitization of road transportation?
- Who are the likely winners and losers?
- How to secure the benefits and minimize the collateral damage from this disruption?

Dipl.-Kfm. Andreas Mai, Director Smart Connected Vehicles, Cisco Systems, Inc., Southfield, USA

10:15 From Vision to Reality – Platforms and Solutions for connected Mobility and connected Cities

- Internet of Things, connectivity, chances and challenges
- IoT platforms, cloud SaaS/PaaS services
- Sensor data and big data analytics
- Electric charging services, multi-modal transportation

Dr.-Ing. Rainer Kallenbach, CEO, Bosch Software Innovations GmbH, Waiblingen, Germany

I. Connected Vehicles in intelligent Infrastructure

10:45 The transforming Potential of smart Vehicle Technologies on urban Mobility

- The role of a systems-based solution for transport sustainability
- Potentials of smart autonomous vehicle technologies for a systems solution
- The reinvention of public transport as a prime example of this potential
- New models and corresponding regime reactions
- The need for new forms of governance to facilitate a systems transition

Professor Stephen Potter, Emeritus Professor of Transport Strategy, Co-Speakers: Dr. Alan Miguel Valdez, Dr. Matthew Cook, All: The Open University, Walton Hall, Milton Keynes, UK

11:15 The new C.A.S.E. – Connected, Autonomous, Safe & Electric: Rethinking urban Logistics for Light Commercial Vehicles (LCV)

- Connectivity and intelligent logistic solutions
- Autonomous driving: The next steps
- Safe, seamless, fast and (environmentally) clean – Smart logistics

- Electric and more – Alternative powertrains
 - From "platform business" towards "digital eco-systems"
- Dr. Phil. Stefan Wolf**, Product Strategy, Volkswagen LCV, Hannover, Germany, Co-Speaker: Benedikt Lippay, Strategy & Szenario Management, Research & Development, MAN Munich, Germany

11:45 Car Keys on the Smartphone – Potential of a Key Technology

- Overview of the Smartphone as a key technology
- The mobile operator's solution for car keys
- Beyond car keys – A broader vision for OEMs as digital service provider and aggregator

Frank Vahldiek, Head of Consumer Services & Innovation, Vodafone Group, Düsseldorf, Germany, Co-Speakers: Dr. Stefan Eulgem, Vice President Zentrum Mehrwertdienste, Deutsche Telekom AG, Bonn, Germany, Robert Knechtel, Senior Manager, BearingPoint, Frankfurt, Germany

12:15 Connecting the Car to the City

- Introduction – How it started
- Ways to connect the car with the city
- Added value that brings the collaboration between carmaker and cities

Roger Giral, Head of Connected Car, Seat, Martorell, Spain

12:45 Lunch

II. Legal Basics for Smart Car Applications

14:00 Legal Basics for Smart Car Applications – Ownership of Data

- What kind of data will be collected (non-personal vs personal/ sensitive vs non-sensitive data)?
- Who is eligible to monetize the generated data?
- Which legal implications exist for OEMs?

Dr., LL.M. Andreas Eustacchio, Rechtsanwalt, EUSTACCHIO Rechtsanwälte – Attorney at Law, Vienna, Austria

14:30 Internet of Mobility: Challenges for Data Security, Privacy and Standards

- Eco-system for cypher-physical IT systems interconnected
- Autonomous, connected and sustainable electric mobility
- ICT standards for data exchange between interconnected IT-Systems
- Requirements for data security and data privacy

Jayne Golding, European Privacy Lead, IBM Security Services, IBM, Feltham, UK, Co-Speaker: Volker Fricke, Technical Relations Executive, Connected Vehicle, eMobility, C-ITS IBM Technical Relations Europe, Ehningen, Germany

III. Security and Privacy Challenges of Connected Cars

15:15 Current and Future Challenges in Automotive Security

- Automotive security: Why is it difficult to develop a secure system?
- Moving from waterfall to agile: Why are short release cycles important for software and security?
- Upcoming challenges of vehicle-to-vehicle and autonomous driving

Dennis Gessner, Product Owner, Security, BMW Car IT GmbH, Munich, Germany

15:45  Networking & coffee break

16:15 C-ITS, Privacy and Trust: A Challenge for Industry and Society

- V2V location broadcasting: What could possibly go wrong?
- Looking forward to the new pan-European privacy regulation
- Why satisfying law is not nearly good enough
- What do we need to improve and maintain public trust

Simon Hania, Vice President Privacy & Security at TomTom, TomTom, Amsterdam, The Netherlands

16:45 Paving the Way for intelligent Transport Systems (ITS): The Privacy Implications of Vehicular Ad Hoc Networks (VANETS)

- Intelligent transport systems
- Vehicular ad hoc networks
- Privacy laws and public policies

Dr. Ph. D. Rajen Akalu, Assistant Professor, University of Ontario, Institute of Technology, Oshawa, Canada

IV. Automotive Business Models disrupting the Future of urban Mobility

17:15 Panel Discussion: The Car as a Service: Influence, Attractivity and Profitability of Carsharing

Moderator:

Dipl.-Ing. Gerhard Greiner, Senior VP Digital Business Innovation, Infonova GmbH, Graz, Austria

Panelists:

Jorge González-Iglesias, Cofounder & CEO of Bluemove, Madrid, Spain

Jan-Olaf Willums, D.Sc. Chairman, Move About, Oslo, Norway

Dr. Jan Wergin, Managing Director, CarUnity, Berlin, Germany

Christian Freese, General Manager, Uber, Berlin, Germany

Panel Discussion

18:15 End of conference day one

Get-together

At the end of the first conference day we kindly invite you to use the relaxed and informal atmosphere for in-depth conversations with other participants and speakers.

Dinner Speech: Mobility as a Service

Sampo Hietanen, CEO, MaaS Global Ltd., Helsinki, Finland



GM Award Ceremony: GM trophy will be handed to the winning startup

09:00 Autonomous Driving from Vehicle to Data Center: An Intel End-to-End Perspective

- Transition to autonomous driving accelerating
- Market transformation and the rise of transportation-as-a-service (TAAS)
- From vehicle to data center: A complete end-to-end solution
- Cross-industry collaboration and innovation
- What's next for the industry in autonomous driving

Elliot D. Garbus, Vice President, Internet of Things Group, Intel Corporation, Chandler, USA

Keynote

09:30 Panel Discussion: Visions and Challenges of electric Mobility

Moderator:

Dipl.-Ing. Heimo Aichmaier, CEO, Austrian Mobile Power – The e-mobility alliance, Wien, Austria

Panelists:


Stefan Di Bitonto, Senior Manager Transportation Technologies, Germany Trade & Invest, Berlin, Germany

Dipl.-Ing. Peter Siegert, Flotte & Green Mobility, Mitsubishi Motors, Rüsselsheim, Germany

Dipl.-Ing Franz Loogen, President, e-mobil BW GmbH, Stuttgart, Germany

Professor Stephen Potter, Emeritus Professor of Transport Strategy, The Open University, Walton Hall, Milton Keynes, UK

Panel Discussion

10:30  Networking & coffee break

11:00 The Future of light urban Vehicles: Comprehensive Modularization and Platform Strategy

- Presentation of the EU-LIVE objectives, partners and stakes
- Technical innovation, complete concept design
- Economic data: Customer and production
- User needs and acceptance
- Vehicle simulation: Use and attractive features

Ing. Quentin Gauthier, Powertrain engineer, Peugeot Scooters EU-LIVE Project Leader, Peugeot Scooters, Mandeure, France, Co-Speaker: **Andreas Schiessl**, Continental, Regensburg, Germany

11:30 Urban Mobility Innovation – Next Generation short Distance sharing Technology

- Population rise in cities, need to change the current and future transportation systems
- Bike sharing systems and requirements for the next generation
- The Floatility way – Details on the system, the product, the software and the platform
- Our partners, e.g. co-operation with BASF
- Next steps

Daniel Priem, VP Europe, Floatility GmbH, Hamburg, Germany

12:00 Lunch

V. Data Mobility Platforms & Ecosystems

13:30 The urban Mobility Ecosystem: Integrating all Modes of Passenger Transport

- Mobility as a Service (Maas): A new business model for passenger transport
- New use of the car – Car sharing and limo services make an impact to mobility behavior
- Integrating mobility services from various providers
- Mobile Internet, IoT and cloud computing – IT is a game changer for mobility
- Lessons learnt from deploying a mobility platform to forerunners

Dipl. Inf. (FH) Steffen Schäfer, Head of Innovation Management MM ITE, Mobility Division, Siemens AG, Munich, Germany

14:00 The Value Exchange of Driving Behavior Data in a connected World

- Making every journey more rewarding
- Capturing driving behavior and turning it into value
- A use case: Usage based insurance
- Outlook into a connected world

Richard Barlow, Founder & CEO, wejo Limited, Chester, UK

14:30 Open Ecosystems in the Area of Connected Mobility

- Positioning as combined cloud and connectivity provider
- Challenges to establish an open connected mobility ecosystem
- Use cases and examples of a successful cooperation

Prof. Dr.-Ing. Johannes Springer, Vice President Technology and Solution Design, Connected Car, T-Systems International GmbH, Berlin, Germany

15:00  Networking & coffee break

15:30 Using open Source SmartDeviceLink to bring Mobility into the Car

- SmartDeviceLink as open source app connectivity technology for the car
- The road to standardization
- The utilization of templates as easy access to the car for app developers

Dipl.-Ing. (FH) Timur Pulathaneli, Senior Connectivity Engineer, Ford Motor Company, Palo Alto, USA



16:00 App Contest Winner

App Challenge: Can you combine open data & automotive big data? Does your mobility app create a new service to car drivers and enhance their driving experience? Apply for the contest!

Keynote

16:45 Conference chair's closing remarks

17:00 End of conference

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Become a speaker at our international VDI Automotive Conferences. Make yourself known in the industry and discuss best practice examples with other international experts. We are looking for speakers on: IT-Security for Vehicles, Automated Driving and Radar Technologies

Please submit your topic to:

[Katrin Pinkwart](#)

Product Manager Business Development

Phone: +49 211 6214 - 213

Email: Pinkwart@vdi.de

VDI-Workshop

Trustable Connected Vehicles – Measureable Security and Privacy for Smart Cars

Workshop Chair:

Dr. Werner Rom, Head of Department, Co-Chair: Marco Steger, Security Expert Wireless Technologies, All: Virtual Vehicle Research Center, Das virtuelle Fahrzeug Forschungs-GmbH, Graz, Austria

Date and venue:

November 29, 2016
Munich, Germany

Content

Smart vehicles will play an essential role in the future. They will be connected to other vehicles, the surrounding road infrastructure and to the Internet to offer new services and functions. As a result of that vehicle safety can be increased and new features provided. The enhanced connectivity, however, can potentially be exploited by an attacker to endanger the safety of a vehicle or to compromise the privacy of the driver by e.g. eavesdropping user- and vehicle-specific data. Today, already a number of attacks on modern vehicles, e.g. by using the wireless interface of the infotainment system of a vehicle, are known. In the worst case, an attacker could even remotely control a vehicle, thereby massively endangering the safety of the passengers and other road users.

To prevent such attacks, to guarantee the safety of the vehicles and their drivers as well as to address the related privacy aspects, a structured security and privacy analysis leading to a strong and comprehensive security concept is required.

The introduction gives an overview of different approaches to analyze the security of cyber-physical systems and systems of systems, highlights the potential advantages of a measureable security approach for smart cars and describes the DEWI security metrics. These metrics can be used to analyze the security as well as the privacy of an entire system. They result in secure system configurations, the related security requirements and finally in a security concept. Additionally concepts for privacy labeling and a trust indicator for secure and reliable wireless networks will be introduced.

Introduction

- System security analysis: Attack-centric vs. system centric approaches
- Measureable security
- DEWI security metrics based on SHIELD multi-metrics
- DEWI security metric supporting SAE-J3061

Case study: Security concept enabling efficient and trustworthy wireless SW updates for smart cars

- Applying the DEWI security metrics: Defining security goals and performing a structured system analysis
- Extracting secure system configurations and security requirements
- Defining the overall security concept

Security and privacy for smart cars

- State of the Art (technical, legal, user perspective)
- Future developments: Upcoming challenges and threats

Measureable security and privacy for smart cars

- Advantages, barriers and open issues
- Approaches, frameworks and tools
- User-convenient security and privacy measures

Trustability as a key enabler for IoT

- Trust and user acceptance: Creating and enhancing trust
- Trust assessment and trust indicators

Summary “Trustable connected smart cars”

(Please note that the number of participants is limited. Registrations and individual parts and segments of the workshop are subject to confirmation. Contributions 5–10 min are appreciated.)

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Mariya Petkova

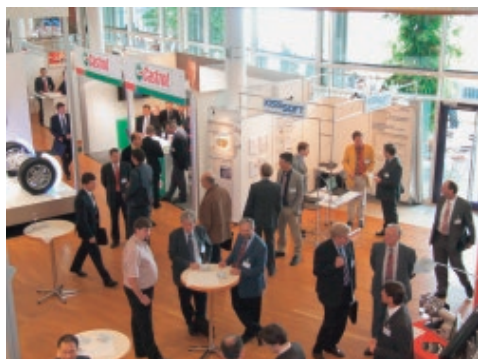
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Conference venue

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Email: info@rilano.com

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Hotel room reservation: A limited number of rooms has been reserved for the benefit of the conference participants at the The Rilano Hotel München.

Please refer to "VDI Conference". For more hotels: www.vdi-wissensforum.de/hrs

VDI Wissensforum service package: The conference package includes the conference documents (online), beverages during breaks, lunch and the get together on November 30, 2016.

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Smart Cars & Urban Mobility



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(01KO910016) € 1,590

Workshop 29.11.2016
(01ST314002) € 850

Package Price
(conference and workshop) € 2,190

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(01KO910016) € 1,490

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(01ST314002) € 800

Package Price
(conference and workshop) € 2,040

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