

Forum SHIFT AUTOMOTIVE @ GIMS 2019 of Wednesday, 6 March, **HALL 6**

HOW NEW TECHNOLOGIES WILL CHANGE THE WAY WE THINK, LIVE AND DRIVE?

Moderation: Roger Lanctot, Director Strategy Analytics "Automotive Connected Mobility"

TIMING	TOPIC	SPEAKER
10:00-10:15	Official opening and welcome	Maurice Turrettini , Chairman Geneva International Motor Show Jens Heithecker , Executive Director Messe Berlin Chaesub Lee , Director ITU Telecommunication Standardization Bureau
10:15-10:45	Keynote 1: Digital technology	Avijit Sinha , Sr. Director, IoT and Intelligent Edge, Microsoft
10:45-11:00	Impulse talk 1: Cybersecurity of connected and autonomous vehicles	Dimitri Konstantas , Director Information Science Institute, University of Geneva
11:00-11:15	Impulse talk 2: Why mobility providers need air traffic control for vehicles	Sébastien Ruffino , Head Business Development & Strategic Alliances Bestmile
11:15-11:30	Impulse talk 3: AR technology and how it will change the car industry	Vitaly Ponomarev , CEO WayRay
11:30-11:45	Impulse talk 4: From RPM to EPM: the new user centric experience in connected and autonomous cars	Bill Wyman , VP Global Marketing, Car Audio at Harman International
11:45-12:15	Panel 1: From AI-assisted to autonomous driving: crutch or trap?	The speakers of the morning take part in the panel discussion
12:15-13:45	Break	
13:45-14:15	Keynote 2: Reimagine mobility	Michael Halbherr , Chairman Trafi.com
14:15-14:30	Impulse talk 5: 5G perspective for autonomous and connected cars	Dino Flore , VP Technology & Products Qualcomm EMEA
14:30-14:45	Impulse Talk 6: Challenges and trends of urban mobility	Oliver Ouboter , COO Micro Mobility
14:45-15:00	Impulse Talk 7: First autonomous, electric motor sport racing league	Bryn Balcombe , CSO Roborace.com
15:00-15:30	Panel 2: How will smart cars interact with their environment?	The speakers of the afternoon take part in the panel discussion
15:30-16:00	Outlook: The future of mobility	Sarwant Singh , Senior Partner at Frost & Sullivan "Automotive & Transportation"
16:00-17:00	Apéro and Networking	