

 A generic silhouette of a person.

root

Submitted by admin on Sat, 10/27/2018 - 16:43

For well over 100 years, a lot of energy was focused on pushing the capabilities of the automobile. Past breakthroughs in vehicular power, handling and design exceeded the physical limits of the human body. But now the invention of connected cars, autonomous driving and smart cities are beginning to transcend the potential of the human brain. As cars become increasingly entwined with our lifestyles and future, we must also demand their makers conduct their craft in an ethical manner. The automotive industry faces several challenges – from shifting to renewable energy to overcoming traffic congestion to new forms of mobility – which it must tackle head-on.

Carmakers also face scrutiny from regulators, competitors and the public. The industry itself is experiencing a paradigm shift with the emergence of electric, smart and connected vehicles. As a result, established players with decades of supremacy under their belt risk being sidelined if they do not adapt to the changing landscape. In this race against time, who will have the last word? Traditional manufacturers and suppliers, IT companies or a complete unknown?

There is no question that new energy vehicles are here to stay. However, the question remains, how can brands generate momentum in an already saturated market? The century-old industry is becoming a testing ground for bleeding-edge technology, and with new business models entering the fray, discussions are turning to whether this will translate into true commercial value. Much of this is dependent on what roles the consumers and regulators will play in this new era of smarter, cleaner automobiles. In this tight race to the top, will China be able to take the lead over Europe, the US, Japan and South Korea?

At the 17th CEIBS Automotive Industry Forum, join regulators, industry leaders and academic experts in exploring the opportunities and challenges presented to the automotive industry. Main topics on the agenda will include Connected and Automated Vehicles, the Future of Clean Cars, Smart Cities, and, of course, the Consumers' Vision on Future Mobility.

Year

2019

Subtitle

Automotive in 2025: Strategies to Success

Image

20190826095443_0.jpg

Tel

+86-

Post

699 Hongfeng Road

Shanghai 201206, PRC

Fax

+86

<https://www.ceibs.edu/autoforum>

Online Registration

<https://event.3188.la/1701903766/SelectCate>

File

[summary_report_of_ceibs_automotive_forum2003-2018.pdf](#)

Programme

Organiser

Registration

Venue

SPEAKERS

Contact

Saturday, October 19 , 2019

08:30 ~ 09:00

Registration

CEIBS Shanghai Petrochemical Auditorium

09:00 ~ 09:05

Welcome Address

Prof. Pedro Nueno

Honorary President (European), CEIBS

Forum Host:

Mr. Pang Yong

Founder and CEO, IDEO Automotive InfoTeach

Session One: Connected and Automated Vehicles

Many expect automated and smart vehicles to appear in the very near future; however, the reality is that these technologies are yet to fully mature. Are we ready to put automated vehicles on the road tomorrow? How will artificial intelligence apply to automated cars, and who will be the key players – traditional OEMs, IT companies or suppliers? What will be the impact of digitalisation on this development? What about consumers, and especially younger motorists – will they still want to drive cars, or to be driven? Will we see self-driving cars tomorrow? Everyone expects this, but when will it really happen?

09:05 ~ 09:15

Keynote Speech I

Mr. Xiaolin Yuan

Senior Vice President, Asia Pacific, Volvo Car Group; President & CEO, Volvo Car Asia Pacific

09:15 ~ 09:25

Keynote Speech II

Mr. Cham Zhong

Vice President, Tencent; CEIBS Alumnus

09:25 ~ 09:35

Keynote Speech III

Ms. Renée Wang

Senior Vice President, ZF Asia Pacific Operations; President, ZF China

09:35 ~ 09:45

Keynote Speech IV

Dr. Hu Jianping

CEO, Haylion Technologies

09:45 ~ 10:45

Panel Discussion

Moderator:

Mr. Ivan Hodac

Founder and President, Aspen Institute Central Europe

10:45 ~ 11:00

Coffee Break

Session Two: Smart Cities

"Smart city" is the big buzzword of today – but what does it really mean? Is a smart city one without cars, as some believe, or is it something else? Will it include sensors to detect parking places, self-driven busses or cars, robots instead of police, drones to replace cars? Is Barcelona a smart city, or is Dubai, Amsterdam, Monaco or Singapore? And where are the key cities in China? Is a smart city a city where it

is pleasant to live, or are there other definitions? What will be the role of the smart vehicles in the development of smart cities?

11:00 ~ 11:10

Keynote Speech I

Mrs. Ines Anitua
CEO, AIC-Automotive Intelligence Centre, Bilbao

11:10 ~ 11:20

Keynote Speech II

Mr. Mats Harborn
Executive Director, Scania China Strategic Office

11:20 ~ 11:30

Keynote Speech III

Mr. Liu Zhiyan
Director, Urban Economy Studies Dept., Institute for Urban and Environmental Studies, Chinese Academy of Social Sciences

11:30 ~ 11:40

Keynote Speech IV

Prof. Zhang Lijun
President, School of Automotive Studies, Tongji University

11:40 ~ 12:40

Panel Discussion

Moderator:
Prof. Pedro Nuño
Honorary President (European), CEIBS

12:40 ~ 13:40

Luncheon

13:40 ~ 13:50

Summary Report of CEIBS Alumni Auto Association

Mr. Lou Zhouren
President, CEIBS Alumni Auto Association

Session Three: Future of New Energy/Clean Cars

Environmental pressure is probably the biggest challenge the automotive industry is currently facing – not only in China, Korea and Europe, but also in the US. Who has the best strategy at this moment? The Europeans, or others? In which territory is the industry under the most regulator pressure? And why? It was traditionally Europe, but it is still true? Battery driven cars seem to be the preferred technology to solve the environmental challenge – but are they really? Hydrogen for fuel cells is being developed by almost every company today. And are battery driven e-cars really more environmentally friendly, from the production line to scrapyard, than a clean diesel model?

13:50 ~ 14:00

Keynote Speech I

Dr. Heung-Soo Kim
Vice President, Corporate Product Strategy, Hyundai Motor Company

14:00 ~ 14:10

Keynote Speech II

Mr. Jordi Aranega
Vice President and Board Member, Hengrui Corporation

14:10 ~ 14:20

Keynote Speech III

Mr. Ding Xiaohua
Deputy Director, Shanghai Electric Vehicle Public Data Collecting, Monitoring and Research Centre

14:20 ~ 14:30

Keynote Speech IV

Ms. Dita Charanzová
Vice President, the European Parliament

14:30 ~ 15:30

Panel Discussion

Moderator:

Mr. Peter Zhou

Consultant, Tencent; CEIBS Alumnus

Session Four: Consumers' Vision on Future Mobility

At the end of the day, what do consumers really want? To be driven or to drive? To pay a premium for an electric car, or to drive an ICE powered car? How do the young people of today want to move tomorrow? The status symbol of today in most countries is still a car – but this may not be true of tomorrow. Is the automotive industry able to adjust to this?

15:30 ~ 15:40

Keynote Speech I

Mr. Thierry Willemarck

Deputy President for Mobility, FIA

15:40 ~ 15:50

Keynote Speech II

Mr. Dominik Declercq

Chief Representative, ACEA Beijing Office

15:50 ~ 16:00

Keynote Speech III

Mr. Zhong Lixin

Board Director, SAIC Motor; Member, CPPCC Shanghai Committee; CEIBS Alumnus

16:00 ~ 16:10

Keynote Speech IV

Mr. Jin Jun

Partner, PwC China Auto Consulting

16:10 ~ 17:10

Panel Discussion

Moderator:

Mr. Ivan Hodac

Founder and President, Aspen Institute Central Europe

17:10 ~ 17:15

Closing Address

Prof. Pedro Nueno

Honorary President (European), CEIBS

组织机构

活动

Translate redirect

node/13937

CONNECT WITH CEIBS



[PRIVACY POLICY](#) [MAKE AN ENQUIRY](#) [CEIBS ICAMPUS](#) [WEBMAIL](#)

SHANGHAI

BEIJING

SHENZHEN

ZURICH

ACCRA



699 Hongfeng Road, Pudong, Shanghai 201206, P.R.C. ([Virtual Reality Campus Tour](#) | [Map](#) | [Campus Layout](#))


Tel: +86-21-2890 5890

Admissions Hotline: +86-21-2890 5588

Email: info@ceibs.edu

[Make an Enquiry](#)

[> MORE DETAILS](#)

Copyright © China Europe International Business School. 沪ICP备12032981号 
沪公网安备 31011502016087号