

## electronica automotive conference – Experts to discuss automobile electronics of the future

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Press release from: [Messe München GmbH](#)

Munich, 29 July 2010. Electro-mobility is dominating the headlines more than any other topic at present. However, it still remains to be clarified how the automobile industry will implement the change to electro-mobiles. This question will be one of the most important topics at electronica 2010 (November 9 to 12, 2010, New Munich Trade Fair Center). The electronica automotive conference “electronics meets automotive” will begin in the Munich International Congress Center one day before the start of the trade fair. During this conference, top managers from the international automobile, automotive component supply and electronics industries will present technologies, solution approaches and strategies with which the industry is intending to tackle the challenges in coming years.

The electronica automotive conference will take place on November 8 and 9, 2010. Its program will include questions relating to markets, strategies and technologies for automobile electronics. Around 20 per cent of exhibitors will present solutions for automobile electronics in the exhibition halls. On all four days of the trade fair, the Automotive Forum in Hall A6 will feature talks and podium discussions on topics such as power supply or key components in electro-mobility. With these three pillars, electronica will provide an all-round platform for automobile electronics. You can find the program of the electronica automotive conference in the Internet at [www.electronica.de/eac](http://www.electronica.de/eac). The conference language is English.

### Developments and strategies

The first day of the conference is aimed, in particular, at top managers from automobile manufacturers, automotive component suppliers and electronics companies. The program will include, for example, talks by Brad Maggart, President of Delphi Japan and Sales Director Delphi Electronics & Safety Asia, on the topic of “Challenges and Opportunities in the Electrification of the China Auto Market“ or by Peter Bauer, CEO, Infineon Technologies, who will speak about “Semiconductors as Innovation Engine for Energy Efficient and Safe Mobility“.

Other talks from the program of the first conference day will examine, for example, questions relating to lithium-ion batteries (SB LiMotive) or system architectures for cognitive safety functions (TRW Automotive).

### Expert know-how for technical management

The second day of the conference will feature two parallel sessions. It will focus on technologies and will be aimed at technical managers from automobile manufacturers, automotive component suppliers and electronics companies.

The first session will deal exclusively with electro-mobility. The program will include, for example, talks by Brose Fahrzeugteile entitled “Energy-Efficient Electromechanical Systems Used in Automotive Applications”, or “Global Standard Charging interface for electric Vehicles“ by Volkswagen.

The second session will examine communication, driver assistance and lighting. Trade visitors can look forward, for example, to talks by BMW on “IP & Ethernet as Potential Mainstream Automotive Technologies“, by NXP Semiconductor on “Driving Innovation in a Green Automotive Industry“ or by Hella on “Lighting Based Driver Assistance Systems as an Enabler for Future Safety Functions“.

### Program Committee for the electronica automotive conference

The program of the electronica automotive conference was compiled by a Program Committee, whose members include leading experts from international automobile manufacturers, automotive component suppliers and electronics companies:

- > Dr. Wolfgang Bochtler, Mektec Europa GmbH
- > Claas Bracklo, BMW AG, Chairman of the Program Committee:
- > Dr. Heinz-Georg Burghoff, Horegulus Consulting
- > Richard Espertshuber, Odu Automotive GmbH

- > Dr. Werner Faber, Epcos AG
- > Markus Geisenberger, Messe München GmbH
- > Peter Gresch, Brose Fahrzeugteile GmbH & Co. KG
- > Jochen Hanebeck, Infineon Technologies AG
- > Martin Haub, Valeo
- > Siegfried Hauptenbuchner, KOSTAL Kontakt Systeme GmbH
- > Dr. Bernd Hense, Daimler AG
- > Prof. Dr. Günter H. Hertel, European Institute for Postgraduate Education at Dresden Technical University
- > Prof. Dr.-Ing Gangolf Hirtz, Chemnitz Technical University
- > Jürgen Höllisch, Elmos Semiconductor AG
- > Maximilian Huber, Sharp Microelectronics Europe
- > Helmut Keller, Automotive Electronics Reliability Committee SAE International
- > Uwe H. Lamann, Leoni AG
- > Lennart Lundh, Volvo Car Corporation
- > Nicole Schmitt, Messe München GmbH
- > Dr. Martin Stark, Freudenberg & Co. KG
- > Christoph Stoppok, ZVEI e.V.
- > Dr. Volkmar Tanneberger, Volkswagen AG
- > Martin Thoone, TRW Automotive/Lucas Automotive GmbH
- > Johann Weber, Zollner Elektronik AG
- > Jürgen Weyer, Freescale Halbleiter Deutschland GmbH

You can find all information on electronica 2010 in the Internet at: [www.electronica.de](http://www.electronica.de). Press releases are available on the press pages at: [www.electronica.de/press](http://www.electronica.de/press). Photos can be found at: [www.electronica.de/photos](http://www.electronica.de/photos).

#### Messe München International (MMI)

Messe München International (MMI) is one of the world's leading trade-fair companies. It organises around 40 trade fairs for capital and consumer goods, and key high-tech industries. Each year over 30,000 exhibitors and over two million visitors take part in the events in Munich. In addition, MMI organises trade fairs in Asia, Russia, the Middle East and South America. Environmental protection and sustainability are key priorities in all MMI's operations, at home and abroad. Further information: [www.messe-muenchen.de](http://www.messe-muenchen.de)

#### About electronica

electronica is the world's leading trade fair for electronic components, systems and applications. It has been held every two years in Munich since 1964 and presents innovations from the entire range of products and services in the electronics industry. electronica is the most important international meeting-point for the electronics industry and features, in addition to the exhibition areas, a supporting program containing first-class conferences - electronica Automotive Conference and Wireless Congress – and discussions. electronica 2008 was attended by around 73,000 visitors and almost 2,800 exhibitors. The total amount of exhibition space was 160,000 square meters.

In addition to electronica in Munich, Messe München organizes trade fairs for the electronics industry all over the world. This network of electronics trade fairs includes leading regional events in Bangalore, Hong Kong, Sao Paulo and Shanghai, as well as productronica in Munich. A total of 6,700 exhibitors and 244,000 take part in these events.

#### Messe München GmbH

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[You can find this press release here](#)