Mobility Goes Digital: The Future of Mobility Technologies & Smart Automotive Manufacturing
An Innovation Exchange about Trends, Best Practice & Lessons Learned from German & US companies
Contact

USA Representation of the German Federal State of Niedersachsen c/o Hannover Fairs USA, Inc.

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About this Conference

With a German business delegation, headed by Olaf Lies, Niedersachsen’s Minister of Economics, Labor and Transportation, coming to Chicago, GACC Midwest together with UI LABS would like to welcome you to a half day conference focusing on mobility technologies and smart automotive manufacturing in Chicago, IL.

With this program, we would like to show flagship projects in mobility out of Germany’s Federal State of Niedersachsen which offer optimization in transportation, logistics and manufacturing processes through digitalization, innovative software, connected products and processes. We will combine these digital accomplishments with success stories and perspectives from US companies. Both the German and US speakers will focus on market trends, strategies and perspectives in mobility and manufacturing.

We are delighted to have you all as part of this innovation exchange about trends and best practices in the US and Germany and to connect with the high-ranking company members of the delegation as well as the German-American business community in Chicago.

Date & Venue

Monday, March 13, 2017
9:45am – 2:00pm

UI LABS/ DMDII
Innovation House 1, 2, 3
1415 North Cherry Avenue
Chicago, IL 60642
Business Delegation to the USA

Olaf Lies, Minister for Economics, Labor and Transport of Niedersachsen

I am very pleased to be visiting the USA with a delegation of around fifty representatives of Niedersachsen’s trade and industry, professional associations and state parliament. On this trip we are looking to build on and extend the traditionally good business relations between Niedersachsen and the USA, and especially to exchange information and views on current developments in the fields of digitalization and mobility.

Niedersachsen is home to such global players as Volkswagen, Continental and Airbus, leaders in the automobile and aerospace industries, but also to many innovative and visionary medium-sized enterprises that play a shaping role in the Niedersachsen economy.

Currently, I am conducting numerous discussions with enterprises and professional associations on how digitalization will change our economy and society. In the digitalization process I perceive many opportunities; delivery and value added chains have been established in all sorts of sectors that, being well equipped for future demands and open to cutting-edge innovation, are already living in the age of ‘Industry 4.0’ production.

Our specialized providers of automation and IT solutions are making their contribution to this standard; facilities such as Hannover Centre for Production Technology (PZH) and the OFFIS Institute for Information Technology in Oldenburg are driving forces of ‘intelligent production’. The Niedersachsen state government backs private enterprise with competence centers like ‘SME 4.0’, learning factories and networks providing training, expert dialog and project support.

In the field of digital data networking for logistics and mobility, Niedersachsen’s enterprises have also made a name for themselves in the vanguard of progress, with achievements in modern traffic management, autonomous driving and car-to-car communication.

From 2017 Niedersachsen is planning test tracks to secure the future of the automobile industry by improving safety and driving comfort. The successes of Niedersachsen enterprises are also showcased at the world’s largest industrial trade fair, HANNOVER MESSE, along with CeBIT and Agritechnica in Hannover.

If you would like to learn more about Niedersachsen as a business location and the excellent prospects it offers companies, you will find much of interest at www.nds.de.
Conference Agenda

9:45am Registration & Networking

10:15am Welcome & Opening Remarks
Tom McDermott, Chief Program Officer of UI LABS and Interim Executive Director of DMDII

10:20am Keynote Speech: Faurecia’s Digital Transformation
Derek Harper, Vice President of Information Technology, Faurecia North America

10:40am Niedersachsen. Land of mobility, energy & digital enterprises
Olaf Lies, Minister for Economics, Labor and Transport of Niedersachsen

10:50am Digitalization and cross-clustering in Niedersachsen
Dr. Maik Plischke, General Manager, Innovationszentrum Niedersachsen GmbH

11:00am Mobility Technologies: A Panel Discussion on Trends, Strategies & Perspectives
- Michael Frankenberg, Managing Director and Partner, HaCon Ingenieurgesellschaft GmbH
- Dr. Udo Brockmeyer, CEO, BTC Embedded Systems AG
- Neal Hemenover, Chief Information Officer, Transdev North America
- Hugh Sullivan, Chief Strategy Officer, Luum

*moderated by Virginia Attaway Rounds, Director Consulting Services at GACC Midwest*

12:00pm Smart Manufacturing for the Automotive Industry: A Panel Discussion on Success Stories within Industry 4.0
- Darragh Staunton, President & Group COO, BBS Automation
- Curt Christensen, Manager – CNC Aftermarket Support, FANUC America Corporation
- Stephan Prigge, Head of Sales Projects, Nass Magnet GmbH
- Derek Harper, Vice President of Information Technology, Faurecia North America

*moderated by Virginia Attaway Rounds, Director Consulting Services at GACC Midwest*

1:00pm Business Luncheon & Networking; DMDII Tours

2:00pm End of event

*The conference is moderated by Aryan Zandieh, USA Representative of the German Federal State of Niedersachsen.*
Welcome & Opening Remarks

Tom McDermott, Chief Program Officer of UI LABS, and Interim Executive Director of DMDII

Tom McDermott is Interim Executive Director of the Digital Manufacturing & Design Innovation Institute (DMDII) and Chief Program Officer for UI LABS. He oversees program planning and operations, including technical strategy, the R&D project portfolio, and membership engagement.

Prior to joining UI LABS, Tom was a consultant in McKinsey & Company’s Operations Practice, where he led numerous strategy and operations projects across manufacturing, service operations, and logistics topics. Tom joined McKinsey from the U.S. Navy, where he served as a submarine officer responsible for directing both ship and nuclear power plant operations. He also served as a Naval ROTC assistant professor at Boston University and MIT, where he taught engineering and weapons systems courses to future naval officers. Tom holds a Bachelor of Science in Ocean Engineering from the United States Naval Academy and an MBA from the Kellogg School of Management.

Our Keynote Speaker

Derek Harper, Vice President IT, Faurecia North America

Derek Harper is the Vice President of Information Technology at Faurecia North America, based in Auburn Hills Michigan. In this role, Harper leads a team of more than 200 professionals located in 50 sites in the US, Mexico, and Canada. Harper’s responsibility includes development and execution of the company’s IT strategy with special focus on Digital Transformation, Manufacturing Execution Systems, SAP, and IT Operations.

Harper started his career as a controls engineer at Canedus Engineering in Oak Park, MI. He then moved to General Motors where he spent 17 years in various positions, including: Controls Engineer, Engineering Manager, Regional IT Manager, Mexico IT Launch Manager, and Senior IT Manager in charge of IT Operations and all North America Vehicle Assembly plants.

Harper was also the Global Controls IT Integration Manager responsible for creating GM’s global standards for plant floor connectivity to IT systems, including specification design, modular PLC coding, creation of OPC validation tools, and plant floor integration during launch.

He holds an MBA in Business Management and a BS in Computer Information Systems from Wayne State University.

Faurecia is one of the world’s largest automotive equipment suppliers, with three key Business Groups: Seating, Interiors and Clean Mobility. In 2016, the Group posted total sales of $20.7 billion. On December 31, 2016, Faurecia employed 100,000 people in 34 countries at 330 sites and 30 R&D centers. Faurecia is listed on the NYSE Euronext Paris stock exchange and trades in the U.S. over-the-counter (OTC) market. For more information, visit www.faurecia.com
Our Speakers from Germany

Dr. Maik Plischke, General Manager, Innovationszentrum Niedersachsen GmbH

Innovationszentrum Niedersachsen is an essential element of the state’s economic development. Our goal is to support the Niedersachsen economy in developing innovation and creating and securing jobs. We are the independent strategy and technology consultancy of the Niedersachsen state government, and set up branch-specific and cross-sectoral economic promotion networks to stimulate the business, science and political communities to develop and disseminate cutting-edge key technologies. We thus optimize technology transfer in Niedersachsen and assist the state’s enterprises with implementing and developing their technological and social innovation projects.

Michael Frankenberg, Managing Director and Partner, HaCon Ingenieurgesellschaft GmbH

Honored by MIT as one of the ‘50 Smartest Companies’ worldwide, HaCon provides cutting-edge software solutions for public transportation, mobility and logistics. From trip planning to mobile ticketing and fleet management, our HAFAS product suite covers all aspects of Intelligent Transportation Systems (ITS). Each day our apps and webbased solutions receive over 100 million requests from passengers who rely on HAFAS to shape their multimodal mobility choices. HaCon holds shares in the NYC-based startup and ticketing expert Bytemark, Inc. to deliver the future of mobile ticketing and real-time trip planning for customers such as Capital Metro in Austin, Texas. Google has also recently partnered with HaCon to streamline real-time management, e.g. for NYC’s Metropolitan Transportation Authority members. With headquarters in Hannover, Germany, HaCon also maintains offices in Berlin, Paris and London.

Dr. Udo Brockmeyer, CEO, BTC Embedded Systems AG

BTC Embedded Systems AG, part of the BTC Group, was founded in 1999. We started with an ambitious goal: to take complex and powerful mathematical verification and test methods out of the academic ivory tower and make them available for real-life model-based software development projects. We are still dedicated to this goal and look back proudly on 17 years of technological market leadership in areas such as formal verification, model checking and automatic test generation. Currently we have locations in Oldenburg, Berlin, Tokyo, Paris, and Timisoara. Partnerships with leading research institutes support our objectives and contribute to a continuous innovation process, recognized with the ‘Innovative through research’ certificate. Today, our products are used by car makers and suppliers worldwide for the automated testing and verification of embedded systems.
Stephan Prigge, Head of Sales Projects, Nass Magnet GmbH

Nass magnet is one of the market leaders in modular and compact electromagnetic components, represented throughout the world from its headquarters in Hannover. Sister companies are nass magnet Hungária Kft. in Veszprém, Hungary, nass controls in New Baltimore, USA and nass magnet Shanghai Trading Co., Ltd. in China. With approximately 600 employees, nass magnet develops, produces and distributes electromagnetic solutions for very diverse control technology applications e.g., for air, neutral gases, liquids and other media. Core client sectors are automotive, industrial pneumatics and process automation. Customers appreciate nass magnet know-how acquired over many decades, one-stop competence at any stage up to customer interface adaptation along with fulfillment of the highest quality, environmental and safety standards.

Our US Speakers

Curt Christensen, Manager – CNC Aftermarket Support, FANUC America Corporation

Curt Christensen is currently the Manager – CNC Aftermarket Support for FANUC AMERICA Corporation. He is responsible for all aspects of sales of CNC Aftermarket Support services. Previously, Curt was the CNC Automotive Program Manager where his focus was on the Primary and Tier One automotive manufacturing companies. His role was to introduce FANUC’s value added propositions to all levels of the target automotive customer base, and to drive FANUC specification for all automotive projects. Curt’s career includes over 25 years with FANUC in positions ranging from Applications Engineering & Service Support to management roles in Technical Support & Training, Service Operations, and Strategic Account Management of Transplant Automotive. He served as a Staff Sergeant in the United States Air Force and has a BS degree in Business Management from Cardinal Stritch College.

Neal Hemenover, Chief Information Officer, Transdev North America

As Chief Information Officer, Neal is responsible for the technological direction of the company and contributes in all areas of business management and growth strategies through leadership for all operating divisions in North America. This includes management of all traditional IT responsibilities including data centers, technical service centers, help desks, communication networks (voice and data), application development, and oversight of all IT projects in North America. Neal works as a member of the innovation department in Transdev to identify business issues and find solutions that can transform the transportation business. Addition to the traditional CIO duties Neal is in charge of, he has taken on a lead role of Autonomous Vehicle work in North America. Neal is responsible for helping drive the North America AV team for executing a roadmap that includes the integration of AV’s into the services that Transdev provides. Neal also works closely with the Transdev Global team to execute on the global AV roadmap.
Darragh Staunton, President & Group COO, BBS Automation

Darragh Staunton has over 20 years experience working with custom automation and production systems, in Medical, Aerospace, Automotive, Energy generation and storage industries. Now the BBS Automation North America CEO and Group COO his company is leading the path forward in Industry 4.0 with some of the worlds Fortune 500 companies. Redefining how production systems are engineered, produced, implemented and supported is what sets him apart in the industry.

Hugh Sullivan, Chief Strategy Officer, Luum

Hugh Sullivan is a member of the board of directors and Chief Strategy Officer for Luum, an enterprise software platform that helps employers engage with employees to optimize their daily commute. Through Luum, employers deliver a comprehensive and personalized commute benefit to employees, understand employee commute activity and preferences, make a range of alternative commute modes available and motivate behavior change. In addition to his role at Luum, Hugh is a Senior Advisor at Morgan Stanley, chairs the board at mHub, a not-for-profit product innovation center in Chicago, serves on the Advisory Board of the Yale School of Management and chairs the Advisory Board for the Yale Center for International Finance. Hugh brings Luum over 35 years of experience, much of which has involved advisory work with key players in the mobility ecosystem. Hugh earned a B.S. in Engineering at the University of Michigan and an M.P.P.M. at the Yale School of Management.
Our Moderators

Aryan Zandieh, USA Representative of the German Federal State of Niedersachsen

Mr. Aryan Zandieh is the USA Representative of the German Federal State of Niedersachsen and serves as a transatlantic liaison between the US and Niedersachsen. He assists companies on both sides of the Atlantic with their expansion strategies for the USA and Germany.

Previously, Mr. Zandieh served as a Sr. Sales Director at HANNOVER FAIRS USA working mainly with US manufacturing OEMs and suppliers to develop new sales markets through industry trade shows in Germany, China, Turkey and Brazil. Prior to that, Mr. Zandieh served as a economic consultant at the German American Chamber of Commerce of the Southern United States to promote bilateral trade between the USA and Germany.

Mr. Zandieh received his Bachelor in Economics from University of Göttingen (Germany) and speaks English and German.

Virginia Attaway Rounds, Director, Consulting Services, GACC Midwest

Virginia Attaway Rounds has been with GACC Midwest since March 2007. After graduating with a degree in Mechanical Engineering and German, she worked for a U.S. software company for several years, then as an intercultural trainer in Berlin for 3 years, teaching communication techniques as well as business English to German professionals.

Her industry focus areas includes machinery and automation, automotive, and energy efficiency, including electric vehicles and smart grid technologies.
We look forward to seeing you in Niedersachsen!