# SUSTAINABILITY & TECH ARE SHAPING THE FUTURE

## PROGRAM

### SESSION 1  
**SHIFT IT FOR GOOD – MOBILITY TODAY & TOMORROW**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker(s)</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:30</td>
<td>Welcome to SHIFT Mobility</td>
<td>Susanne Schöne</td>
<td>Moderation</td>
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<tr>
<td>10:35</td>
<td>The Connected &amp; Intelligent Future of Automotive</td>
<td>Nakul Duggal</td>
<td>Senior Vice President &amp; General Manager, Automotive, Qualcomm Technologies, Inc.</td>
</tr>
<tr>
<td>11:10</td>
<td>How Start-Ups Can Enable the Transformation Towards a Sustainable Aerospace Industry – The Start-Up Story of Lilium</td>
<td>Patrick Nathen</td>
<td>Co-Founder, Lilium</td>
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### SESSION 2  
**SUSTAINABLE MOBILITY – WHO’S IN CHARGE?**

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<tr>
<td>11:30</td>
<td>Sustainability as the Source of Innovation</td>
<td>Vanessa Thompson</td>
<td>Clean-tech author &amp; speaker, New Degree Press</td>
</tr>
<tr>
<td>11:50</td>
<td>Need for Speed – The Future of Charging in E-Mobility</td>
<td>Alexander Junge</td>
<td>Member of the Executive Board of Aral AG, General Manager bp pulse, Central Europe</td>
</tr>
<tr>
<td>12:10</td>
<td>E-Mobility – Pathway to a More Sustainable Future</td>
<td>Alexander Junge</td>
<td>Member of the Executive Board of Aral AG, General Manager bp pulse, Central Europe</td>
</tr>
<tr>
<td>12:40</td>
<td>Multi-Stakeholder – Dialogue as a Key Tool for Building Sustainable Ventures across Nations</td>
<td>Dr. Jeremias Kettner</td>
<td>German Foreign Policy Expert</td>
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### SESSION 3  
**URBAN MOBILITY – HOW CITIES MOVE**

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<tr>
<th>Time</th>
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<tbody>
<tr>
<td>14:00</td>
<td>The Mercedes-Benz SUSTAINEER: An Innovation Driver for a Sustainable Urban Mobility</td>
<td>Marcel Minter</td>
<td>Head of Business &amp; Product Strategy, MB Vans, Mercedes-Benz AG</td>
</tr>
<tr>
<td>14:20</td>
<td>New Urban Mobility &amp; Smart Cities – Does the Ideal City for Future Mobility Exist?</td>
<td>Marcel Minter</td>
<td>Head of Business &amp; Product Strategy, MB Vans, Mercedes-Benz AG</td>
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### SESSION 4  
**PUSHING THE LIMITS – NEW DIMENSIONS OF MOBILITY**

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<tbody>
<tr>
<td>15:40</td>
<td>Let’s Give Cars a Sense of Smell</td>
<td>Thorsten Graunke</td>
<td>Senior Scientist - Smart Sensing and Electronics, Fraunhofer IIS</td>
</tr>
<tr>
<td>16:00</td>
<td>Urban Electric Mobility – Silent &amp; Smog-free</td>
<td>Simone Vicari</td>
<td>Vice President Of Global Operations, Lexo</td>
</tr>
<tr>
<td>16:20</td>
<td>Will Satellites Drive the Future of Mobility?</td>
<td>Anela Boese</td>
<td>CTO, Stellar</td>
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### MIND-SHIFTER COMPETITION  
ELEVATOR PITCH OF MOBILITY START-UPS

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<tr>
<td>15:00</td>
<td>Human-Scaled Mobility in Cities</td>
<td>Lynn Greenberg</td>
<td>Founder &amp; CEO, Pivt Enterprise</td>
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### Closing

<table>
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<tr>
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<td>17:00</td>
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</table>
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PROGRAM

SESSION 5  
INNOVATIONS – EMPOWER TO MOVE
9:30 Welcome to SHIFT Mobility  
Susanne Schöne, Moderation
9:35 A New World on the Horizon? Smart Cities Powered by Quantum Computing  
Romi Lifshitz, Quantum Computing Algorithms Developer and Researcher, PASQAL
9:55 Why Customer Driven Design and Innovation Should Replace Technology Driven Innovation  
Usha Raghavachari, Lab Director, D-Ford London, Ford Motor Company

SESSION 6  
KEEPING TRACK – DIGITIZATION IN LOGISTICS
10:15 Autonomy Driving: Silverbullet for Sustainable Mobility?  
Augustin Friedel, Mobility Service Expert, MHP: DRIVEN BY EXCELLENCE
10:35 Driving EVs with Data – How to Bring Your Fleet into the Future  
Taco Van der Leij, VP Webfleet Europe, Webfleet
10:55 Beyond Mobility – Digitizing & Connecting Transportation  
Doug Brown, Head of Europe, Fleetport
Augustin Friedel, Mobility Service Expert, MHP: DRIVEN BY EXCELLENCE
Taco Van der Leij, VP Webfleet Europe, Webfleet

SESSION 7  
ELLECTRIC x SHIFT
11:15 Raising Awareness: Life Cycle Thinking and Environmental Impact of Electric Bikes  
Tanja Tanskanen, Sustainability Manager, Ampler
11:30 Future Flight – Creative Women in a New Frontier of Aviation  
Louise Bristow, VP Marketing and Communications, Archer
11:45 Italdesign: Let’s Talk Feminine  
Francesca di Nicola, Project Manager, Italdesign
Elena Negro, Innovation & Digitalization Product Leader, Italdesign
electric Presents New Horizons in Design, Materials and Entertainment
12:00 Challenging the Aesthetics of Safety  
Fabrice Furlan, Founder & CEO, Plume
Antoine Chastan, Co-founder, Tweener
12:15 The Architects of Future – Time to Move Better  
Martina Starke, Studio Director Munich, Designworks, a BMW Group Company
12:30 Design – The Ultimate Experience  
Martina Starke, Studio Director Munich, Designworks, a BMW Group Company
Enrico Moccia, Head of UX/UI Mobility Design, Pininfarina
13:30—14:00 MIND-SHIFTER – NEXT GENERATION
FINALS START-UP COMPETITION MIND-SHIFTER

SESSION 8  
AI – WHEN MOBILITY STARTS THINKING
14:00 Creating Utopia? Designing an Optimal World with Artificial Intelligence  
Shalev Lifshitz, Reinforcement Learning (AI) Researcher, University of Toronto
14:20 The Next Generation of Human Machine Interaction  
Osman Dumbuya, Founder & Managing Director, Incarl GmbH
14:40 Reverse-Engineering Human Perception for Autonomous Driving  
Tobias Wessels, Chief Development Officer, Helm.ai
15:00 Key Insights to Making Autonomous Driving a Reality  
Manuel Yoon, VP Strategy, Autobrains
15:20 How Responsible Can AI Be in Mobility?  
Manuel Yoon, VP Strategy, Autobrains
Shalev Lifshitz, Reinforcement Learning (AI) Researcher, University of Toronto
15:45 Decision Intelligence: Cutting-Edge Technologies to Boost Business Decisions  
Pascal Bornet, Global AI expert & Author, Chief Evangelist / Chief Data Officer, Aera Technology

16:05 CLOSING