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IN-PERSON AND DIGITAL

# Driven by the future: Strategic Dialogue for the Automotive Sector in Baden-Württemberg Symposium

 17 November 2022 at the Representation of the State of  
Baden-Württemberg to the European Union in Brussels



Baden-Württemberg

# Welcome



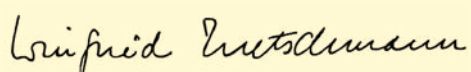
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🦊 The effects of the war in Ukraine are currently exacerbating the situation within the local automotive sector. Even prior to this conflict, the transition to eco-friendly digitalised mobility and the emergence of new competitors meant that the sector was already experiencing the greatest challenges in its history. The success of this structural shift will shape the economic future of many European regions.

Almost 500,000 jobs in Baden-Württemberg are affected by the transition – not only at major automotive manufacturers, but also at small and medium enterprises focusing on supply or trade and at workshops. The State Government of Baden-Württemberg responded back in 2017 by launching the Strategic Dialogue for the Automotive Sector in Baden-Württemberg (SDA), aimed at providing guidance in relation to this vast transition process facing a crucial branch of industry for our state. The SDA brings together stakeholders from the world of politics, the economy, academia, workers' organisations, environmental groups and civil society to tackle the varied and complex challenges resulting from climate goals, technological innovations and social changes. Numerous SDA projects aid the research, development and scaling of important future technologies as well as the expansion of necessary infrastructure.

Yet the transition of the automotive sector has an impact extending far beyond Baden-Württemberg. Other European regions are of course highly active in this field and are all tasked with successfully mastering this process of change. Through open exchange, collaboration and shared alliances, we can learn from one another – and through dialogue with representatives from the EU institutions, we can communicate our regional experiences and concerns. This ensures our active contribution to the achievement of a fair and effective transition: after all, the framework conditions for successful change are being established on a European level.

With this in mind, the Strategic Dialogue for the Automotive Sector in Baden-Württemberg is coming to Brussels. Our SDA symposium will shed light on a number of important topics surrounding the transition and feature discussions with experts, decision-makers and the wider public. I cordially invite you to the SDA symposium in Brussels on 17 November 2022 and look forward to seeing you there!

A handwritten signature in black ink, reading 'Winfried Kretschmann'. The script is cursive and elegant.

Winfried Kretschmann

Minister-President of Baden-Württemberg

# Timetable

TIME	IN-PERSON AND LIVE STREAM 	ROOM
From 9:00 a.m.	Registration/coffee and snacks	
10 a.m.	<b>Plenary Session</b> <b>Keynote speech by Minister-President Winfried Kretschmann</b>  <b>Panel discussion</b> <ul style="list-style-type: none"> <li>■ <b>Florian Hassler</b>, State Secretary in the State Ministry and representative of Land Baden-Württemberg to the European Union</li> <li>■ <b>Henrike Hahn MEP</b>, The Greens –European Free Alliance, European Parliament</li> <li>■ <b>Brigitte Torloting</b>, Vice-President of the Grand Est region</li> <li>■ <b>Joaquim Nunes de Almeida</b>, Director „Ecosystems IV: Mobility &amp; Energy Intensive Industries“, DG GROW, European Commission</li> <li>■ <b>Patrik Andersson</b>, CEO Business Region Gothenburg</li> </ul> <b>Host: Silke Wettach</b> , Wirtschaftswoche	Europasaal
11.15 a.m.	<b>PARALLEL SESSIONS</b>	
Session 1	<b>Transition of the automotive sector: impact on jobs in the vehicle trade – analysis of factors driving change and recommendations for action</b> <ul style="list-style-type: none"> <li>■ <b>Dr. Markus Decker</b>, Ministry of Economic Affairs, Labour and Tourism Baden-Württemberg</li> <li>■ <b>Prof. Dr. Benedikt Maier</b>, Deputy Director, Institute for Automotive Research IfA</li> <li>■ <b>Dr. Florian Herrmann</b>, Fraunhofer Institute for Industrial Engineering IAO</li> <li>■ <b>Michael Ziegler</b>, President, Association of the Automotive Business Baden-Württemberg</li> </ul> <b>Host: Katja Gicklhorn</b> , Director of Industrialisation, e-mobil BW GmbH	Schillersaal
Session 2	<b>Infrastructure for alternative drives I – grids and charging infrastructure/PiLaTes</b> <ul style="list-style-type: none"> <li>■ <b>Markus Wunsch</b>, Head of E-Mobility Power System Integration, Netze BW GmbH</li> <li>■ <b>Dr. Jochen Bammert</b>, Team Leader Non-Standard Markets in Grid Management, TransnetBW</li> <li>■ <b>Dr. Anna-Lena Klingler</b>, Team Leader Energy Innovation, Fraunhofer Institute for Industrial Engineering IAO</li> </ul> <b>Host: Franz Loogen</b> , President of e-mobil BW GmbH	Heidelberg/ Freiburg
Session 3	<b>Improving road safety with AI and digitalisation – Vision Zero by 2040</b> <ul style="list-style-type: none"> <li>■ <b>Winfried Hermann MdL</b>, Minister of Transport Baden-Württemberg</li> <li>■ <b>Dieter Roßkopf</b>, Chairman of the Board, ADAC Württemberg e.V.</li> <li>■ <b>Dr.-Ing. Michael Fausten</b>, SVP Artificial Intelligence and Systems, Robert Bosch GmbH</li> <li>■ <b>Dr.-Ing. Matthias Zimmermann</b>, Department Head, Institute of Highway and Railroad Engineering, Karlsruhe Institute of Technology (KIT)</li> <li>■ <b>Dr. Alexander Viehl</b>, Divisional Head Intelligent Systems and Production Engineering, FZI Research Center for Information Technology</li> </ul> <b>Host: Prof. Dr. Meike Jipp</b> , Head of Institute, German Aerospace Center (DLR), Institute of Transport Research	Europasaal
Session 4	<b>The digital car of the future – cybersecurity risks and opportunities</b> <ul style="list-style-type: none"> <li>■ <b>Dr. Christoph Peylo</b>, SVP (Project Lead Digital Trust, Robert Bosch GmbH)</li> <li>■ <b>Prof. Dr. Frederik Armknecht</b>, Practical Computer Science, Dependable Systems Engineering, Cryptography, Complex Attacks, University of Mannheim</li> <li>■ <b>PD Dr.-Ing. Ingmar Baumgart</b>, FZI Research Center for Information Technology</li> <li>■ <b>Martin Übelhör</b>, Head of Sector Cybersecurity Industry and Innovation, DG CONNECT, European Commission</li> </ul> <b>Host: Dr. Wolfgang Fischer</b> , Procurator/Divisional Head of Projects and Cluster Activities, e-mobil BW GmbH	Mannheim/ Stuttgart

<b>12.30 p.m.</b>	<b>Lunch buffet</b>	
<b>1.30 p.m.</b>	<b>PARALLEL SESSIONS</b>	
<b>Session 5</b>	<b>Employees at the heart of change – mastering the transition together</b> <b>■ Timo Peters</b> , Staff unit of the State Councillor for Civil Society & Civic Participation <b>■ Katja Gicklhorn</b> , Director of Industrialisation, e-mobil BW GmbH <b>■ Carsten Beuß</b> , Managing Director, Association of the Automotive Business Baden-Württemberg <b>■ Dr. Petr Dolejsi</b> , Vice-President Automotive Skills Alliance, Mobility Sustainable Transport Director, ACEA <b>Host: Jennifer Rübel</b> , ifok GmbH	Schillersaal
<b>Session 6</b>	<b>Infrastructure for alternative drives II and regulation for reFuels – hydrogen and reFuels</b> <b>■ Jan Zerhusen</b> , Senior Project Manager, Ludwig-Bölkow-Systemtechnik <b>■ Volker Hasenberg</b> , Deputy Head of Department Regulatory Strategy and Global Hydrogen Strategy Manager, Daimler Truck AG <b>■ Maike Schmidt</b> , Head of the Department of systems analysis, Center of Solar Energy and Hydrogen Research (ZSW) <b>■ Dorothea Nold</b> , Senior Markets Officer – Europe & Africa, HIF <b>■ Karl Dums</b> , Team Lead Politics and Governmental Affairs, Dr. Ing. h.c. F. Porsche AG <b>Host: Tabea Ruckh</b> , Plattform H2BW, e-mobil BW GmbH	Heidelberg/ Freiburg
<b>Session 7</b>	<b>More state involvement in mobility data? – Roles, obligations and limits</b> <b>■ Winfried Hermann MdL</b> , Minister of Transport Baden-Württemberg <b>■ Constantin Greim</b> , Senior Expert on EU Digital Policy, Robert Bosch GmbH <b>■ Gwenael de Calan</b> , Head of Sales, CARUSO dataplace GmbH <b>■ Dr.-Ing. Florian Herrmann</b> , Deputy Director, Fraunhofer Institute for Industrial Engineering IAO <b>■ Nils Heller</b> , Mobility expert, bitcom e.V. <b>■ Martin Förster</b> , Project Lead Strategy for Data Analytics & AI, Dr. Ing. h.c. F. Porsche AG <b>Host: Franz Loogen</b> , President of e-mobil BW GmbH	Europasaal
<b>Session 8</b>	<b>Sustainable and digital: production for the future of mobility</b> <b>■ Prof. Dr. Thomas Hirth</b> , Vice President for Innovation and International Affairs, Karlsruhe Institute of Technology (KIT) <b>■ Prof. Dr.-Ing. Peter Middendorf</b> , Prorector for Knowledge and Technology Transfer, University of Stuttgart <b>■ Thomas Pfund</b> , President E-Systems business unit, Schaeffler AG <b>■ Dr. Mark Nicklas</b> , Head of Unit Mobility, DG GROW, European Commission <b>■ Prof. Dr. -Ing. Thomas Herlan</b> , CEO Herlanco GmbH <b>Host: Dr. Wolfgang Fischer</b> , Procurator/Divisional Head of Projects and Cluster Activities, e-mobil BW GmbH	Mannheim/ Stuttgart
<b>2.45 p.m.</b>	<b>Coffee break</b>	
<b>3.00 p.m.</b>	<b>Closing plenary session: results of the expert discussions/sessions</b>	Europasaal
<b>4.00 p.m.</b>	<b>End of event</b>	

## Session 1:

# Transition of the automotive sector: impact on jobs in the vehicle trade – analysis of factors driving change and recommendations for action

Around 4 million people across Europe are employed in the vehicle trade (source: ACEA). They perform a wide variety of tasks such as providing advice to buyers, performing parts logistics, undertaking the repair and maintenance of conventional drives, and reselling used cars. However, the combustion engine is increasingly being replaced by electric drives – and new software is becoming integral to all modern cars. The vehicle trade and its employees must intensify preparations for new drive variants and digital working methods. How might the vehicle trade evolve in light of these developments? This very question has been investigated by the state of Baden-Württemberg as part of a study addressing the impact on jobs in the vehicle trade. The results of the study will be presented in this session and discussed in a wider European context.

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### Speakers:



© Institut für Automobilwirtschaft

Prof. Dr. Benedikt Maier,  
Deputy Director,  
Institute for Automotive  
Research IfA



© Ludmilla Parsyak

Dr.-Ing. Florian Herrmann,  
Deputy Director,  
Fraunhofer Institute for  
Industrial Engineering IAO



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Michael Ziegler,  
President, Association of  
the Automotive Business  
Baden-Württemberg

Introductory remarks by Dr. Markus Decker, Ministry of Economic Affairs, Labour and Tourism Baden-Württemberg

Host: Katja Gicklhorn, Director of Industrialisation, e-mobil BW GmbH

## Session 2:

# Infrastructure for alternative drives I – grids and charging infrastructure/PiLaTes

In order to establish climate-neutral mobility based on reFuels or alternative drive systems such as electric mobility and hydrogen mobility, it is necessary to ramp up corresponding infrastructure throughout Europe. The first part of the 'Infrastructure for alternative drives' session focuses on the expansion of charging infrastructure for battery-powered vehicles and the integration of charging infrastructure into power grids. Netze BW GmbH and TransnetBW will report on completed projects and current examples of best practice in Baden-Württemberg. These serve to demonstrate how accelerating the expansion of charging infrastructure can reap rewards in a number of different application areas. The session will also look at the 'Pilot charging and refuelling infrastructure for long-haul trucks' (PiLaTes) project, which aims to establish a common infrastructure for battery-powered and hydrogen-powered commercial vehicles alike.

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### Speakers:



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Markus Wunsch,  
Head of E-Mobility Power  
System Integration,  
Netze BW GmbH



© TransnetBW

Dr. Jochen Bammert,  
Team Leader Non-Standard  
Markets in Grid  
Management,  
TransnetBW GmbH



© Fraunhofer IAO

Dr. Anna-Lena Klingler,  
Team Leader Energy  
Innovation, Fraunhofer  
Institute for Industrial  
Engineering IAO

Host: Franz Loogen, President of e-mobil BW GmbH



## Session 3:

# Improving road safety with AI and digitalisation – Vision Zero by 2040

The EU's Vision Zero concept has the objective of eliminating road deaths entirely by 2040. Thanks to new technologies, artificial intelligence and the targeted use of data, this highly ambitious goal now appears more achievable than before. But how can digitalisation and artificial intelligence help us make further progress in this regard? Which measures need to be taken – and by whom? These are just some of the fascinating questions that will be addressed at the 'Improving road safety with AI and digitalisation – Vision Zero by 2040' session organised by the Ministry of Transport Baden-Württemberg.

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### Speakers:



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Winfried Hermann,  
Member of the State  
Parliament, Minister of  
Transport Baden-Würt-  
temberg



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Dieter Roßkopf,  
Chairman of the Board,  
ADAC Württemberg e. V.



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Senior Vice President  
Artificial Intelligence and  
Systems, Robert Bosch  
GmbH



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Dr.-Ing. Matthias  
Zimmermann,  
Department Head,  
Institute of Highway and  
Railroad Engineering,  
Karlsruhe Institute  
of Technology (KIT)



© FZI Forschungszentrum Informatik

Dr. Alexander Viehl,  
Divisional Head  
Intelligent Systems and  
Production Engineering,  
FZI Research Center for  
Information Technology

Host: Prof. Dr. Meike Jipp, Head of Institute, German Aerospace Center (DLR), Institute of Transport Research

## Session 4:

# The digital car of the future – cybersecurity risks and opportunities

This session organised by the Ministry of the Interior Baden-Württemberg will feature a number of stimulating topics for all those with an interest in cybersecurity issues. In a series of presentations followed by a panel discussion, numerous experts from business and academia will shed light on the threats inherent to digitalisation and provide a clear demonstration of how IT security in connected mobility might look. Other topics to be discussed include potential threats in the field of digital mobility and how companies can improve the cybersecurity of their products. The session will conclude with a look at the latest developments and measures taken by the European Commission.

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### Speakers:



© Robert Bosch GmbH

Dr. Christoph Peylo,  
SVP (Project Lead Digital  
Trust), Robert Bosch  
GmbH



© Leonie Kopatzki

Prof. Dr. Frederik  
Armknecht,  
Practical Computer  
Science, Dependable  
Systems Engineering,  
Cryptography, Complex  
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PD Dr.-Ing. Ingmar  
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FZI Research Center for  
Information Technology



© Martin Übelhör

Martin Übelhör,  
Head of Sector  
Cybersecurity Industry  
and Innovation, DG  
CONNECT, European  
Commission

Host: Dr. Wolfgang Fischer, Procurator/Divisional Head of Projects and Cluster Activities, e-mobil BW GmbH



## Session 5:

# Employees at the heart of change – mastering the transition together

Digitalisation and electrification are major drivers of the ongoing transition in the automotive industry. Both have a key impact on how vehicles will be produced and maintained in the future. These developments will change the working environment for employees at suppliers and within the vehicle trade. But how might new operating processes, products and services be implemented and how can these changes be realised successfully in partnership with the workforce?

This session provides companies with a guide to navigating such issues, backed up by practical experience and tips. Focusing on communication, qualification and modern company culture, the discussion will address numerous real-world case studies.

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### Speakers:



Katja Gicklhorn,  
Director of Industrialisation,  
e-mobil BW GmbH



Carsten Beuß  
Managing Director,  
Association of the  
Automotive Business  
Baden-Württemberg



Dr. Petr Dolejsi,  
ASA Vice-President,  
Mobility and Sustainable  
Transport Director, ACEA

Introductory remarks by Timo Peters, Staff unit of the State Councillor for Civil Society & Civic Participation,  
State Ministry Baden-Württemberg

Host: Jennifer Rübel, ifok GmbH

## Session 6:

# Infrastructure for alternative drives II and regulation for reFuels – hydrogen and reFuels

The second part of the ‘Infrastructure for alternative drives’ session focuses on hydrogen and reFuels. Green hydrogen is a key factor in meeting climate protection goals and is set to become the fourth cornerstone of the energy transition in the coming years, alongside energy efficiency, renewable energies and electrification. A successful switch to hydrogen is therefore highly important, above all in the field of heavy goods traffic. In addition to this, renewable energy fuels (reFuels) generated using renewable energies and CO<sub>2</sub> are growing ever more vital to achieving climate goals in the traffic sector and ensuring reliability of supply. Baden-Württemberg is a domestic pioneer in the development of reFuels and agreed a dedicated roadmap in July 2022 on the basis of initial studies and projects. This session will present and discuss the latest developments, one of the most noteworthy being the support given to the MiRO Karlsruhe mineral oil refinery for its transition to green operations and the implementation of an industrial (demonstration) plant. Green input products are necessary for reasons of cost and efficiency – and given the importance of the European Union’s regulatory framework for business cases, the issue of regulation also commands significant attention.

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### Speakers:



© Beatrice Vohler

Jan Zerhusen,  
Senior Project Manager,  
Ludwig-Bölkow-System-  
technik



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Volker Hasenberg,  
Deputy Head of  
Department Regulatory  
Strategy and Global  
Hydrogen Strategy  
Manager,  
Daimler Truck AG



© ZSW

Maike Schmidt,  
Head of the Department  
of systems analysis,  
Center of Solar Energy  
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(ZSW)



© Dorothea Nold

Dorothea Nold,  
Senior Markets Officer –  
Europe & Africa, HIF



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Karl Dums,  
Team Lead Politics and  
Governmental Affairs,  
Dr. Ing. h.c. F. Porsche AG

## Session 7:

# More state involvement in mobility data? – Roles, obligations and limits

The interaction between the various groups in the mobility data ecosystem demands further clarity, namely a shared definition of the respective roles of the state authorities, society, industry and academia in relation to mobility data. An agile creative process within the Strategic Dialogue for the Automotive Sector in Baden-Württemberg has helped achieve an initial common understanding in a position paper. This will be presented and discussed at the ‘More state involvement in mobility data? – Roles, obligations and limits’ session organised by the Ministry of Transport Baden-Württemberg.

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### Speakers:



© Sebastian Berger

Winfried Hermann,  
Member of the State  
Parliament, Minister of  
Transport Baden-Würt-  
temberg



© Constantin Greim

Constantin Greim,  
Senior Expert on EU  
Digital Policy, Robert  
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Nils Heller,  
Mobility expert,  
Bitkom e.V.



© Dr. Ing. h.c. F. Porsche AG

Martin Förster,  
Project Lead Strategy for  
Data Analytics & AI, Dr.  
Ing. h.c. F. Porsche AG

Host: Franz Loogen, President of e-mobil BW GmbH

## Session 8:

# Sustainable and digital: production for the future of mobility

Sustainability, resilient value networks and strategic autonomy are becoming increasingly important for the successful transition of the automotive sector, both in the short and long term. The current situation further demonstrates just how significant these topics are on a European level.

Baden-Württemberg promotes innovative research projects in mobility and production technology through the 'Mobility of the future' innovation campus programme. In this session, we will address issues such as the impact that stricter climate protection and resource efficiency requirements have on value networks and production systems within the automotive sector – and how research can help in this regard.

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### Speakers:



© Markus Breig

Prof. Dr. Thomas Hirth,  
Vice President for  
Innovation and  
International Affairs,  
Karlsruhe Institute of  
Technology (KIT)



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Prof. Dr.-Ing. Peter  
Middendorf, Prorector for  
Knowledge and  
Technology Transfer,  
University of Stuttgart



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Thomas Pfund,  
President E-Systems  
business unit, Schaeffler AG



© Dr. Mark Nicklas

Dr. Mark Nicklas,  
Head of Unit Mobility,  
DG GROW  
European Commission



© Herlanco

Prof. Dr.-Ing.  
Thomas Herlan  
CEO  
Herlanco GmbH

Host: Dr. Wolfgang Fischer, Procurator/Divisional Head of Projects and Cluster Activities, e-mobil BW GmbH

# Registration

The SDA symposium will take place on 17 November 2022 at the Representation of the State of Baden-Württemberg to the European Union as both an in-person and digital event. Attendance is free of charge.

Registration is available via our event website:

**[www.sda2022.e-mobilbw.de/en](http://www.sda2022.e-mobilbw.de/en)**



The symposium forms part of the Strategic Dialogue for the Automotive sector in Baden-Württemberg (SDA) and is jointly conducted by the State Ministry of Baden-Württemberg, the Ministry of Economic Affairs, Labour and Tourism Baden-Württemberg, the Ministry of Transport Baden-Württemberg, the Ministry of the Environment, Climate and the Energy Sector Baden-Württemberg, the Ministry of the Interior, Digitalisation and Local Government Baden-Württemberg, the Ministry of Science, Research and the Arts Baden-Württemberg, and the State Agency for New Mobility Solutions and Automotive Baden-Württemberg (e-mobil BW).



# Important information on Covid-19

We are currently planning the symposium as an in-person event with digital access also provided. If there is a sudden change in the pandemic situation, we will inform you in good time of any resulting changes to the event format (e.g. digital-only/live stream, postponement or cancellation).

Attendees must observe the hygiene-related and protective measures according to the current Corona Ordinance of the State of Baden-Württemberg (see **[www.baden-wuerttemberg.de/en](http://www.baden-wuerttemberg.de/en)**) and the restrictions in place in Belgium.



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## Venue

Representation of the State of Baden-Württemberg to the European Union  
Rue Belliard 60–62, 1040 Brussels, Belgium

## How to get there

[www.stm.baden-wuerttemberg.de/bruessel](http://www.stm.baden-wuerttemberg.de/bruessel)

## Contact

Ministry of State Baden-Württemberg  
Unit 33 – Traffic, Future Mobility Concepts, Electric Mobility, Strategic Dialogue for the Automotive Sector in  
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Katharina Aubele, Phone: +49 711 2153 346, [Katharina.Aubele@stm.bwl.de](mailto:Katharina.Aubele@stm.bwl.de)



# About the Strategic Dialogue for the Automotive Sector in Baden-Württemberg (SDA)

Baden-Württemberg is one of the world's leading automotive regions and particularly renowned for its high concentration of globally successful automotive manufacturers, world-leading system suppliers, numerous small and medium-sized automotive suppliers, highly specialised production equipment providers and service providers, and its excellent universities and research institutions. This economic ecosystem is significantly influenced by the transition of the automotive sector, with almost 500,000 jobs in Baden-Württemberg depending on this branch of industry.

The response of the State Government in 2017 was to launch the Strategic Dialogue for the Automotive Sector in Baden-Württemberg (SDA), aimed at providing support and guidance in relation to this vast transition process. As part of a holistic approach for tapping into innovation potential across a number of different sectors, representatives from the world of politics, the economy, academia, workers' organisations, environmental groups and civil society work together to develop measures and concepts for safeguarding value creation and future jobs in the state.

Close interaction on a European level is growing in importance as the foundation for the framework conditions that will ensure a successful transition. Baden-Württemberg is therefore an active member of organisations such as the Automotive Regions Alliance and the Automotive Intergroup of the European Committee of the Regions (CoR). The 'Brussels debates on the Strategic Dialogue for the Automotive Sector in Baden-Württemberg' have also featured various event formats at the Representation of the State of Baden-Württemberg to the European Union since the start of 2022, enabling the discussion of relevant issues with European decision-makers.

More information see [PDF](#)

