

Organiser



AUTOMOTIVE & MOBILITY FORUM 2022

SOUTHERN AND EASTERN EUROPE



1-3 June
2022

At the Cutting Edge of Innovations

Sofia, Bulgaria

NEW AUTOMOTIVE ERA



ELECTRIFICATION
AND AUTONOMY

NEW PROJECT
IDEAS

INNOVATION
TRENDS



LATEST
TECHNOLOGIES

DIGITALIZATION



200+
INDUSTRY PLAYERS

Main Partner



www.automotive-mobility-forum.com

The **AUTOMOTIVE & MOBILITY FORUM** Southern and Eastern Europe is a unique platform for sharing best practices and in-depth case studies, exchanging knowledge and ideas, fostering new business relationships and finding solutions for the region's automotive sector.

REASONS TO ATTEND:

- Meet key industry decision-makers all in one place
- Get inspired by leading professionals and innovators in the industry
- Attract the attention of 200+ industry players and promote your products and services
- Discover the latest innovation trends and technologies for a new automotive era of electrified, autonomous, shared and connected vehicles
- Learn about new sustainability strategies and solutions transforming both the product and the value chain
- Explore the best digital automotive marketing strategies
- Find potential commercial and technology partners in the region
- Present, discuss and develop new project ideas at this international platform



SPECIAL FEATURES OF THE EVENT:

INTERACTIVE HOSTED GOVERNMENT DISCUSSION:

Creating a State Policy for mobility and car fleet management

START-UPS PITCH SESSION:

Start-ups as a driving force for innovations and industry growth

SPECIAL INTERACTIVE SESSION:

Uniting OEMs and dealerships to create a personalized retail experience for the evolved car buyer

SITE VISITS

Participants of the Forum will have the unique opportunity to join Site Visits to a number of local Tier-1 manufacturing facilities to see some of the most innovative automotive projects in Bulgaria

AMONG THE FORUM'S KEY THEMES:



**AUTOMOTIVE INDUSTRY TRANSFORMATION
IN SOUTHERN & EASTERN EUROPE:
UNLOCKING THE FULL POTENTIAL OF THE SEE
MARKET AND BUILDING A NEW ECOSYSTEM**



**INNOVATION TRENDS AND TECHNOLOGIES
FOR A NEW AUTOMOTIVE ERA**



**DIGITALIZATION OF MANUFACTURING
PROCESSES & INCREASING PRODUCTION
EFFICIENCY**



**SUSTAINABILITY IN THE AUTOMOTIVE
INDUSTRY**



**SUPPLY CHAIN & LOGISTICS TRENDS IN THE
AUTOMOTIVE SECTOR**



AND MUCH MORE



WHO SHOULD ATTEND:

OEMs

Suppliers of Automotive
Parts and Components

Automotive R&D Centres,
Software providers

Automotive IT
and Innovative Solution
Providers

Automotive Systems
and Modules Developers

Investment institutions

Governmental authorities

Automotive Dealers




SITE VISITS

Participants of the Forum will benefit from the unique opportunity to visit 3 - 4 innovative Tier-1 suppliers' manufacturing facilities free of charge.

See exciting automotive innovations in operation, get inspired and share your experience with peers and colleagues at the Forum.

- **PLACES FOR EACH SITE VISIT ARE STRICTLY LIMITED**
- **REGISTRATION WILL OPERATE ON A 'FIRST COME, FIRST SERVED' BASIS**
- **YOU MUST BE REGISTERED FOR THE FORUM TO JOIN THE SITE VISITS**

DAY 1. Thursday 2 June 2022


08:30 – 09:30	Registration and morning coffee 
09:30 – 09:40	Welcome address and opening remarks
09:40 – 10:10	Keynote presentation 
10:10 – 11:30	<p>Session 1: Automotive industry transformation in the Southern & Eastern Europe region: Building a new ecosystem and unlocking the full potential of the SEE market</p> <ul style="list-style-type: none"> • Analysis of current industry status and forecasts • Plans and strategies of Governments in the SEE countries to transform the automotive industry • Views from OEMs: Strategies and demands for the future • Investment opportunities in the SEE countries and supply chain potential • Nearshoring opportunities in SEE
	Q&A
11.30 – 12.00	Coffee and networking break 
12.00 – 13.30	<p>Session 2: Innovation trends and technologies for a new automotive era: The car of the future is electric, autonomous, connected and shared</p> <ul style="list-style-type: none"> • Electric car trends: Overview of innovative technologies. Latest trends in EV development. How to make electric vehicles affordable? How to increase battery capacity and


efficiency? Thermal management in electric vehicles

Connecting vehicles to smart city infrastructure and city transport innovations: creating a new charging infrastructure – how to charge faster?

- **Prospects for autonomous vehicles:** Overcoming challenges in designing reliable fully autonomous vehicles (noise factor and legal restrictions). Perspectives on regulatory approval for a new Drive Pilot Level 3 self-driving system
- **Connected mobility in the digital age**
Developing sensors and connectivity around the vehicle
Foolproof sensors to ward against sensor malfunction

Q&A

13.30 – 14.30	Lunch 
14.30 – 15.30	<p>Session 3: Automotive software solutions – driving the transformation of the automotive industry</p> <ul style="list-style-type: none"> • The software-defined vehicle. How is software transforming the modern car? • How to harness the potential of the latest software developments? • Case studies of successful automotive software projects • Customer-focused software solutions – how to optimise the mobility experience? • Cyber security: eliminating the cyberrisk of connected cars

15.30 – 15.35 Technical Break 

15.35 – 16.30 **Session 4: Digitalisation of manufacturing processes. Increasing production efficiency**


- Industry 4.0 after COVID-19: Reimagining automotive manufacturing operations
- Technological advancement in automotive electronics software as a tool for optimising manufacturing efficiency
- Creating collaboration standards along the software value chain: Quality and safety requirements that need significant verification and validation
- How will Artificial Intelligence and 5G reshape the automotive industry?
- Smart factories: the latest ideas and solutions

Q&A


16.30 – 17.00 Coffee and networking break 

17.00 – 18.00 **Session 5: Start-ups as a driving force for innovation and growth**


- The power of start-ups for driving the industry towards innovation
- Supporting start-ups: How to find funding and investment opportunities in the early stages?
- Session of start-up presentations offering innovative solutions for the automotive industry


18.00 – 20.00 **B2B meetings:** 

A series of short, organised meetings, hosted by OEMs and suppliers
Pre-scheduled, private and time-effective. Available on a first-come, first-served basis

18.00 – 20.00 **Cocktail Reception** 



09:00 – 9:30 Registration and morning coffee 

09:30 – 09:40 Keynote presentation 

09:40 – 11:00 **Regulatory Round-Table: Present and future of the Bulgarian car fleet. Creating a state policy for mobility and car fleet management. Organised in partnership with Association of Car Manufacturers**

Current state of the mobility and fleet process management



Host: Hrabrin Ivanchev, Chairman of Association of Car Manufacturers


- Current state of the car fleet of the Republic of Bulgaria.
- Market, technical security and car service. Tax policy.

Creating a mobility policy for a sustainable car fleet

- Electrification and digitalization of the fleet management. Creating a car register containing information about each newly registered car for the period of its operation. Digitization of the processes related to the use and servicing of vehicles in Bulgaria. The example of Romania.

- State support for renewal and decarbonization of the fleet. Creation of an ecological fund to stimulate the renewal of the fleet. Possible change in the annual car tax according to the damage they cause to the environment. Incentives and sanctions.
- Development and construction of the charging infrastructure for electric cars in big cities and on the national road network.

11:00 – 12:00 Official opening of Sofia Motor Show

11:00 – 12:00 Coffee & networking break 

12:00 – 13:00 **Session 6: Supply chain and logistics trends in the SEE automotive sector**

- Overcoming supply challenges in the post-pandemic world. Supply chain disruptions in the automotive industry
- How to build a resilient and productive supply chain in the region?
- How to create full transparency along the supply chain?
- Interaction between OEMs and suppliers: quality control, cost optimisation
- Suppliers' strategies to meet OEM expectations



- Diversification trends in the automotive suppliers' sector
- How will autonomous vehicles influence the supply chain?
- Overcoming current shortages in semiconductors and raw materials
- How does the industrial revolution 4.0 change logistics trends in the automotive industry?

Q&A

13:00 – 14:00

Lunch



14:00 – 15:00

Panel Discussion: How to become an automotive supplier?

Purchasing Directors from OEMs and Tier-1 Suppliers will discuss their supplier requirements in terms of quality, cost and reliability. How to establish highly effective cooperation between OEMs and suppliers?

Q&A

15.00 – 15.30

Coffee and networking break



15:30 – 17:00

Session 7: Sustainability in the automotive industry

- Developing sustainable strategies and solutions to transform both the product and the value chain

- Which processes should be prioritised in the transition towards sustainability?
- Introducing and increasing the use of biodegradable and eco materials
- How to implement sustainable solutions, such as the 'circular economy' and recycling?
- Recycling, refurbishing, and zero emissions in the automotive industry
- The opportunities and ramifications of decarbonisation: development of CNG, LNG and hydrogen-fuel vehicles
- Eco-solutions that reduce vehicle fuel consumption and greenhouse gas emissions
- ESG investment as a driver for sustainability in the automotive industry

Q&A

17:00 – 17:10

Close of the conference



17:10 – 19:00

B2B meetings:



A series of short organized meetings hosted by OEMs and suppliers

Pre-scheduled, private and time-effective. Available on a first-come, first-served basis



Networking at the Forum is invaluable, providing the chance to meet with your peers and establish new contacts. The Automotive & Mobility Forum Southern and Eastern Europe is the only event that provides the unique opportunity to network with OEMs, Tier suppliers, service providers, automotive associations, investment agencies and governmental organisations from 30+ countries.



B2B meetings

4 hours of the forum agenda will be devoted to a series of short informal meetings, hosted by OEMs and Tier-1 suppliers. These prescheduled, private, time-efficient meetings provide a superb opportunity for you to introduce your services and products, exchange business cards and initiate a dialogue for future successful collaboration. Make the maximum number of face-to-face, personal connections, all in one place, at one time!



Networking coffee breaks and lunches

These offer an exceptional opportunity to meet OEMs, Tier Suppliers, governmental organisations, global analysts and investment agencies from different countries across Southern and Eastern Europe. You can use this time to network with your peers, exchange views on current trends and to make new business contacts for developing your business.



Cocktail reception

The first day of the forum will close with an Awards Ceremony followed by a Cocktail Reception. You will have the opportunity to relax and talk to your automotive industry colleagues from different countries across the region in a friendly, informal setting.



Site visits

Participants of the Forum will benefit from the unique opportunity to join Site Visits to a number of local Tier-1 manufacturing facilities to learn more about new developments and explore business opportunities. Don't miss the chance to visit some of the most innovative automotive projects in Bulgaria!



PARTICIPATING COUNTRIES

**AUTOMOTIVE
& MOBILITY
FORUM 2022**
SOUTHERN AND EASTERN EUROPE





AUTOMOTIVE CLUSTER BULGARIA

WHO ARE WE?

Automotive Cluster Bulgaria (ACB), founded in July 2012, is a non-profit organization which represents the interests of automotive manufacturers, suppliers and organizations providing services for the automotive industry. It fosters synergies between the cluster members and supports their business growth and competitiveness through participation in international projects, case studies and professional automotive qualification programs. With the support and activities of ACB, the interest toward Bulgaria as a destination for investments in the automotive industry is increasing.

ACB currently consists of over 250 nationally and internationally recognized automotive companies in the country, which have over 67,000 employees in Bulgaria and over 1.5 million employees worldwide.

WHAT ARE OUR SERVICES TO THE MEMBERS?

- Information seminars, campaigns and trainings for funding programs aimed at businesses
- Organizing roundtables, Days of suppliers and other forums in the interest of members
- Conducting conferences with representatives of leading companies in the industry with a different topics - human resources development, trends in the automotive area, research and innovations
- Collaborative case studies with public administration and central government

- Training of employees of companies in different directions - soft and technical skills, REFA, lean management and others
- Incentives for joint activities among members to improve products and operations in R & D, production, quality assurance and meet international requirements and standards
- Assistance in organizing events - opening of offices and production bases, celebrating anniversaries and special events of the companies

WHAT ARE OUR MAIN ACTIVITIES?

- Networking with all automotive clusters in Europe and organizations from other sectors
- Development and management of projects under various EU programs (national, cross-border, cross-industries, etc.)
- Initiatives for legislative changes
- Representing the interests of producers and suppliers from the automotive industry in Bulgaria at national and international forums, especially for carmakers
- Cooperation in developing research and new products and services with high added value

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SPONSORSHIP OPPORTUNITIES



Speaking opportunity



Exhibition stand



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Coffee House Sponsor



Evening Cocktail Reception Sponsor

HOW CAN YOUR COMPANY BENEFIT FROM THE AUTOMOTIVE & MOBILITY FORUM SOUTHERN & EASTERN EUROPE 2022?

Are you interested in raising the profile of your company and capitalising on the unrivalled networking opportunities available to sponsors and exhibitors at the Automotive & Mobility Forum Southern & Eastern Europe 2022?

Other OPPORTUNITIES INCLUDE:

- ✓ Site visit Sponsor
- ✓ Session Sponsor
- ✓ Masterclass Sponsor
- ✓ Registration Sponsor
- ✓ Pads and Pens Sponsor



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