

**DÜNYA OTOMOTİV KONFERANSI**

4-5 Ekim 2018

Wyndham Grand Levent



# **WORLD AUTOMOTIVE CONFERENCE**

4-5 October 2018

Wyndham Grand Levent  
ISTANBUL

**Endorsed By:**



Republic of Turkey

Ministry of Science, Industry and Technology



#wac2018

# ABOUT WAC



WAC 2018 provides a platform where 800+ attendees from across the entire automotive industry can learn about the latest trends and technologies affecting their business.

Guaranteeing international speakers and the presence of decision makers from across the region; this is the event for anyone wanting to learn about the future of the automotive market and the business potential within emerging markets.

## Highlights include:

- 2018 Manufacturing Trends: am I up to day with latest Industry 4.0 and robotics developments?
- How is digitalisation affecting the automotive industry?
- How is changing consumer preferences redefining The Future of Mobility? How far away is this future really?



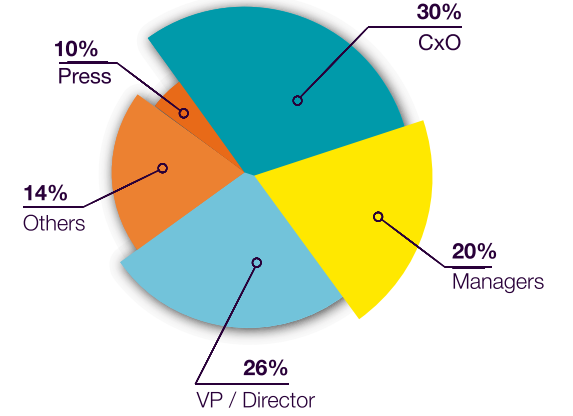
Dünya Otomotiv Konferansı 800+ katılımcısı ve 80+ konuşmacısı ile Türkiye ve Dünya'dan otomotiv sektörüne ait en güncel trendleri ve gelişmeleri duyabileceğiniz bir platform sunmaktadır.

Bu zirvede; yeni projelerinizi ve tecrübelerinizi paylaşabilir, firmanızı sponsorluk seçenekleri ile ön plana çıkarabilir yada katılarak yenilenen otomotiv sektörü hakkında stratejik gelişmeleri duyabilirsiniz.

## Öne çıkan konular:

- 2018 Üretim Trendleri: Endüstri 4.0 ve Robotlaşmada gelişmelerin neresindeyim?
- Türkiye'nin elektrikli araç projesi gelişmeler neler? Bu gelişmelerin bir parçası olabilir miyim?
- Dijital Dönüşüm, otomotiv başta olmak üzere sektörleri nasıl etkiliyor?
- Akıllı nesnelere, Akıllı ulaşım, akıllı şehirler derken otomotiv sektör temsilcisi olarak bu konuların neresindeyim?

# ATTENDEE BREAKDOWN 2017



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+44 203 289 500

## Exhibitors



## LADIES BREAKFAST

Otomotivde Kadınlar Kahvaltısı



## 5<sup>th</sup> Anniversary Closing Party

Özel WAC 5.Yıl Yemeği



## SIT-DOWN VIP LUNCH

VIP Öğlen Yemeği



## INTERNATIONAL START-UP ZONE

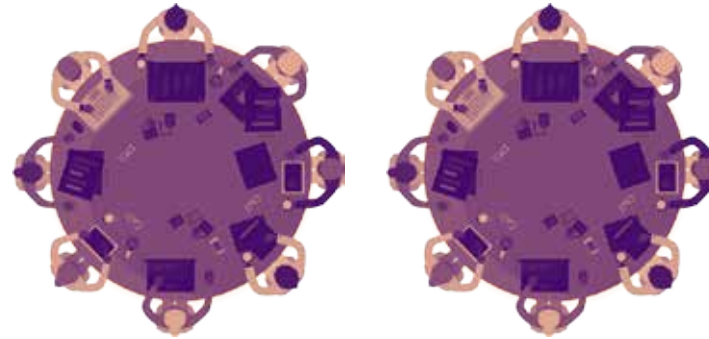
Uluslararası Girişimci Köşesi



## ROUNDTABLE WORKSHOPS

1-2-1 discussions

Yuvarlak Masa Toplantıları B2B



## DEDICATED SESSION TRACKS

Konu Odaklı Oturumlar





# SPEAKERS

#wac2018



**Dr Faruk Özlü**  
Minister  
Ministry of Science, Industry  
and Technology, Turkey



**Takehiro Nakamura**  
Vice President  
NTT DOCOMO, Japan



**Jan Burdinski**  
Executive Director  
Hyundai Motor EU, Belgium



**Bilal Al Rais**  
General Manager, Africa, India  
& Middle East  
Nissan, UAE



**Satoshi Nagata**  
Board Member  
5GAA, Japan



**Christoph Stadeler**  
Head of Automotive  
Facebook, Germany



**John Fleming**  
Executive VP (retired)  
Ford Motor Company, USA



**Dr Angelika Sodian**  
Managing Director  
NIO, UK



**Gökçe Bezmez**  
CIO  
Mercedes-Benz Turk



**Ömer Özgür Çetinoğlu**  
CIO  
TOFAŞ



**Özlem Vidin Engindeniz**  
Director  
Daimler Global  
IT Solutions Center



**Raz Peleg**  
CEE Director  
Mobileye - an Intel Company



**Lyubomir Stanislavov**  
CEO  
Automotive Cluster  
Bulgaria



**Francesco Alferi**  
Industry 4.0 Manager  
Maserati, Italy



**Moritz van Grothuss**  
CEO  
gestigon - a Valeo brand  
Germany



**Rüdiger Ebel**  
Head of New Markets  
Alphabet - BMW Group, Germany



**Demet Yavuz**  
Director of Consumer Finance  
Garanti Bank-BBVA Group



**Monika Mikac**  
CBO  
QEV Technologies



**Christy Roman**  
Founder  
Women in Automotive, USA



**Ken Wee**  
SVP, Partnership and Innovation  
Bridge Alliance, Singapore



**Hakan Kostepen**  
Executive Director  
Panasonic, USA



**Nader V. Aghei**  
Vice President  
Kavian Khodro Asia, Iran



**Adnan Abu Dayya**  
CEO  
QMIC, Qatar



**İbrahim Dölen**  
General Manager  
Borusan Lojistik

# SPEAKERS

#wac2018



Bengi Pekmezoğlu  
Country General Manager  
OMRON, Turkey



Kandan Özgür Gök  
Sales Development Manager  
Universal Robots, Spain



Hakan Kendirci  
Industry Management  
TRUMPF, Germany



Gurvinder Ahluwalia  
CEO  
Digital Twin Labs, USA



Ahu Serter  
President  
FARPLAS Automotive



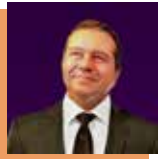
Andy Goldby  
Chief Product Officer  
The Floop, UK



Nicolas Deturck  
Founder  
The Name of the Game



Ian Webber  
Auto Industry Director  
Teads, UK



Murat Özbilen  
Senior Partner  
GBMC



TBC  
ROMAX



TBC  
ICRON



Özlem Derici Şengül  
Economist  
Spinn Consultant



Michael Padmanathan  
Director  
Vizolution, UK



Osman Doğrucu  
Managing Director  
Green Lojistik



Edgar Scholler  
Founder  
GETAWAY, GmbH  
Germany



Akin Adamson  
CEO  
BPC Plus  
Qatar

# AGENDA DAY 1

## Morning Keynotes

- 8.30 Chair's Welcoming Address
- 8.35 Ministerial Opening Speech  
**Dr Faruk Özlü, Minister of Science, Industry and Technology of Turkey**
- 9.00 Keynote Presentation  
reserved for Diamond sponsor
- 9.30 Keynote Panel: International Trends & Technologies  
**John Fleming**, Executive VP (retired), **Ford Motor Company**, USA  
**Dr. Adnan Abu-Dayya**, CEO, **Qatar Mobility Innovations Center**, Qatar  
**Christoph Stadeler**, Head of Automotive, **Facebook**, Germany
- 10.00 Keynote Panel: Turkey Domestic Car Project



10.40 - 11.20 Coffee Break

### Track 1

#### Future of Manufacturing

- Industry 4.0
- Digitalisation
- Big Data Analytics

### Track 2

#### Connected Networks

- New market potential
- The Localisation & Globalisation Paradox
- Supply Chain Digitalisation

### Track 3

#### Future Mobility

- Changing consumer choices
- Impact of Sales & Marketing Strategy & Financing models

11.20 OEM Perspective

11.40 Flexible and efficient manufacturing by bringing innovation in automation  
**OMRON**

12.00 Case Study

OEM Perspective

Customer Case Study  
**ICRON**

Case Study

OEM Perspective

How is Garanti Bank responding to new generation customer needs?  
**Demet Yavuz**, Director of Consumer Finance, **Garanti Bank**

Case Study



12.20 - 13.50 Lunch Break

### Track 1

#### Future of Manufacturing

- Smart Factories
- Predictive Maintenance

13.50 OEM Perspective

**Gökçe Bezmez**, CIO, **Mercedes Benz Türk**

14:10 Sponsor Presentation

**Universal Robots**

14:25 Panel Discussion

**Francesco Alfieri**, Industry 4.0 Manager, **Maserati**, Italy  
**John Fleming**, EVP (retired), **Ford Motor Company**, USA

### Track 2

#### Logistics 4.0

- Optimized Decisions
- IoT & Augmented Reality

OEM Perspective

Sponsor Presentation

Panel Discussion

**Ibrahim Dolen**, General Manager, **Borusan Lojistik**

### Track 3

#### The Future "Car"

- Electrification
- Fuel-cell technology
- Light-weight developments

Electric Car Success Story

**Dr Angelika Sodian**, Managing Director, **NIO**, UK

Customer Case Study

**TRUMPF**

Panel Discussion

**Jan Burdinski**, Executive Director, **Hyundai Motor Europe**, Belgium



15.10 - 15.45 Coffee Break

## 15.45 - 17.00 Roundtable Workshop Session

- Bulgarian Automotive Industry - Development and opportunities

**Lyubomir Stanislavov**, CEO, **Automotive Cluster Bulgaria**

- Iranian Automotive Market - Opportunities

**Nader V. Aghaei**, Vice President, **Kavian Khodro Asia**, Iran

- Enabling Interior Safety and Mobility Concepts in ADAS

**Moritz Grotthuss**, CEO, **Gestigon GmbH-a Valeo brand**, Germany

- Data Science in the Auto Industry

**Ömer Özgür Çetinoğlu**, CIO, **TOFAŞ FIAT**

- Outsourcing options in automotive spare parts logistics sector: pro's & cons's of in-housing

**Osman Doğrucu**, Managing Director, **Green Lojistik**

- Topic TBC

**Romax Technologies**

17:00 Cocktail Reception & VIP Dinner

# AGENDA DAY 2

## Morning Keynotes

- 9.00 Chair's Welcoming Address
- 9.10 Keynote Presentation: 5G global trends & impact on automotive market  
**Takehiro Nakamura**, VP and General Manager, **NTT DOCOMO**, Japan
- 9.30 Keynote Presentation  
Reserved for Diamond Sponsor
- 9.50 Keynote Panel: Women at the Wheel  
**Chrisy Roman**, Founder, **Women in Automotive**, USA  
**Monika Mikac**, CBO, **QEV TECHNOLOGIES**, Spain  
**Ahu Serter**, President, **FARPLAS Automotive Systems**



10.30 - 11.10 Coffee Break

### Track 1

Future of Manufacturing  
- Robotics  
- AI & M2M Learning

### Track 2

The Aftermarket  
- Car-Ownership?  
- E-Commerce & New Marketplace Platforms

### Track 3

The Future "Car"  
- Autonomous Driving  
- Cybersecurity & Blockchain

11.10 OEM Perspective

OEM Perspective  
**Özlem Engindeniz**, Director  
Global IT Solutions Delivery  
Center, **Daimler AG**

OEM Perspective

11.30 Sponsor Presentation

Sponsor Presentation

OEM Case Study  
**Raz Peleg**, CEE Sales, **Mobiley**  
- an Intel Company

11.50 Case Study

Case Study

Case Study



12.10 - 13.40 Lunch Break

### Track 1

Future of Manufacturing  
- Disruptive technologies  
- Eg 3D Printing

13.40 Blockchain in Automotive  
**Gurvinder Ahluwalia**, CEO,  
**Digital Twin Labs**, USA

14:00 Sponsor Presentation

14:20 Panel Discussion

### Track 2

Aftermarket  
- OEM demand fluctuations  
- Digital disruption

OEM Perspective

Sponsor Presentation

Panel Discussion

### Track 3

Future Mobility  
- Connectivity & Infotainment  
- Impact of 5G & Smart Cities

OEM Perspective  
**Bilal Al Rais**, General Manager, Africa,  
India & Middle East, **Nissan**, UAE

Sponsor Presentation  
**Reserved**

Panel Discussion  
**Satoshi Nagata**, Board Member, **5G Automotive Association**, Japan  
**Ken Wee**, SVP, **Bridge Alliance**, Singapore



15.00 - 15.45 Coffee Break

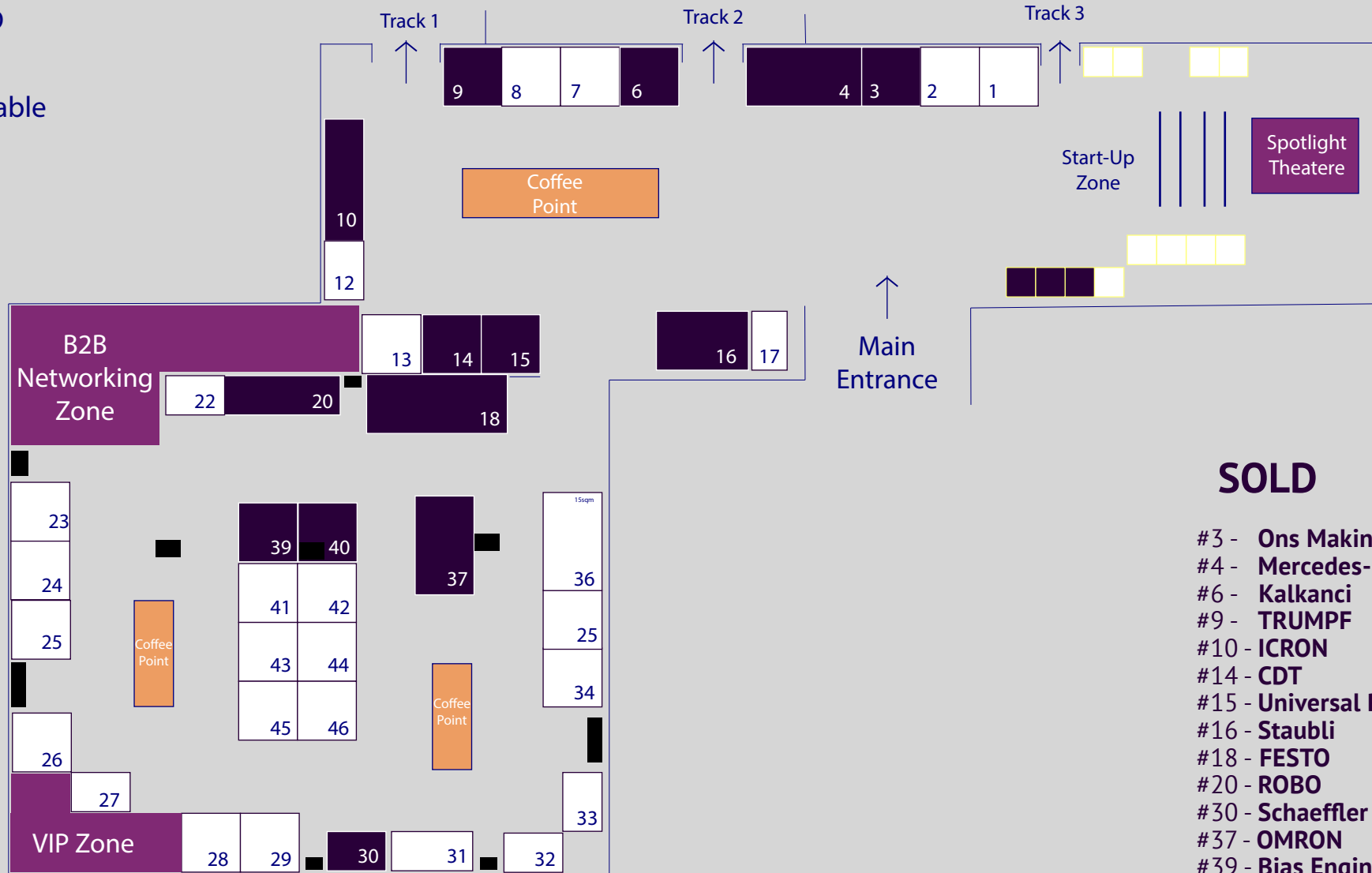
## 15.45 - 17.00 Roundtable Workshop Session

- Enabling Cost Effective Telematics Implementation  
**Andy Goldby**, Chief Product Officer, **The Floow**, UK
- 
- How do we educate and engage evolving car buyers?  
**Ian Webber**, Auto Industry Director, **Teads**, UK
- The 1st technology-driven on-demand fleet of private cars  
**Edgar Scholler**, Founder, **GETAWAY GmbH**, Germany
- Car Leasing and Fleet News  
**Rüdiger Ebel**, Head of New Markets, **Alphabet International - A BMW Group Company**, Germany
- Transforming automotive sales through Remote selling  
**Michael Padmanathan**, Director, **Vizolution**, UK
- Topic TBC  
**Murat Ozbilen**, Director, **GBMC**

## 17:00 5th Anniversary Party



# Floor Plan



## SOLD

- #3 - **Ons Makina**
- #4 - **Mercedes-Benz**
- #6 - **Kalkanci**
- #9 - **TRUMPF**
- #10 - **ICRON**
- #14 - **CDT**
- #15 - **Universal Robots**
- #16 - **Staubli**
- #18 - **FESTO**
- #20 - **ROBO**
- #30 - **Schaeffler**
- #37 - **OMRON**
- #39 - **Bias Engineering**
- #40 - **ROMAX**

**DÜNYA OTOMOTİV KONFERANSI**

4-5 Ekim 2018 | ISTANBUL



# **WORLD AUTOMOTIVE CONFERENCE**

4-5 October 2018 | ISTANBUL

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