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2016

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29-30 November 2016
Istanbul

WORLD AUTOMOTIVE CONFERENCE 2016

Innovation is the future &
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2016 SPEAKERS INCLUDE:

Onaylı Konuşmacılar



John Fleming
VP Manufacturing
& Labour Affairs (Retired)
Ford Motor Co., USA



Bahadır Tunaboğlu
President
TUBITAK MAM



Arif Emecen
General Manager
IETT



Engin Comakci
Head of M2M/IoT
Turkcell



Osman Sever
Secretary General
OSD



Sebastian Wedenieski
Chief Technology Officer
IBM
Japan



Hayriye Karadeniz
Chief Digital Officer
Ford Otosan



Taner Gocmez
Managing Director
FEV Turkey



Muhammed Alyuruk
General Manager
Isbak A.S., Turkey



Ozlem Kurt Karayurek
Partner
Cukur & Yilmaz Law Firm



Filippo Sesia
R&D Director
Tofas Fiat



Gokce Uzun
Automotive Industry Manager
Google



Mustafa Ayhan
Industry 4.0 Coordinator
Bosch



Okan Gedik
General Manager
Assan Hanil



Erol Yanar
General Director
Ministry of Transport,
Turkey



Murat Kavrar
General Manager
Ekol Logistics



Michael Weiss
Partner
AT Kearney



Hakan Kostepen
Executive Director
Panasonic Automotive
Systems, USA



Ali Riza Ersoy
Deputy General Manager
Siemens A.S.



Jan Burdinski
Director Government &
Industry Relations,
Adam Opel AG, Germany

2016 SPEAKERS INCLUDE:

Onaylı Konuşmacılar



Ibrahim Dolen
General Manager
Borusan Lojistik



Cagri Tolga Avsar
General Manager
Scheer Group



Maximilian Coqui
Director
AlixPartners
Germany



Francois E. Guichard
UN Secretary Vehicle Active
Safety, United Nations
Switzerland



Bulent Unsever
CEO
Blue Ocean Robotics



Ali Utku Atalay
Automotive Group Chairman
YASED



Murat Palaoglu
Partner
KPMG, Turkey



Mert Umut Ozkaynak
Innovation & Product Manager
Temsa



Quentin le Hetet
International Research
Manager, GiPA



Dogu Ozden
CAO
TOFAS - Fiat Chrysler



Serdar Susuz
Managing Director
INSPARK



Murat Yapici
Directorate General, EU Affairs
Ministry of Economy, Turkey



Ozan Nalcioglu
Powertrain Group Manager
Ford Otosan



Sertel Ozturk
IT Law Partner
Cukur & Yilmaz Law Firm



András Kadocsa
Associate Principal
McKinsey & Company



Erdem Ozsalih
R&D Director
Ekol Lojistik



Ahmet Atak
Executive Secretary
TUBITAK TEYDEB



Pierluigi Ghione
Regional Coordinator
Grammer AG, Serbia



Ekrem Ozcan
Advisor
ITU ARI Teknokent



Ozkan Yildirim
Partner, Automotive
Deloitte

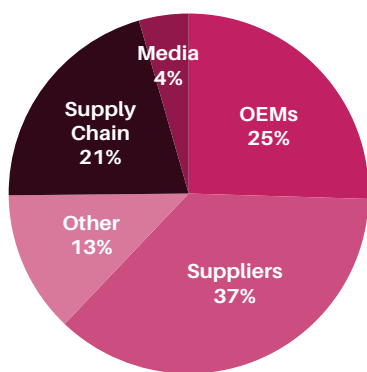
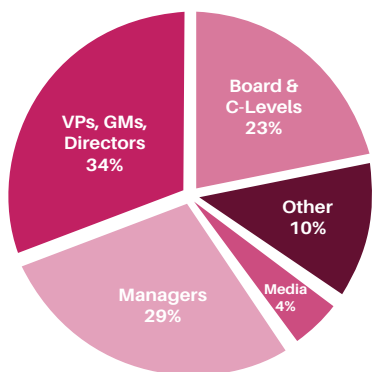
2016 SAMPLE ATTENDEES:

Konferansa ziyaretçi olarak katılan firmalardan bazıları:



2015 Statistics

Katılımcılar Arasında



3M Managing Director	ContiTech General Manager	MAN General Manager
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Aktas Holding CEO & Board Member	Ekol Logistics Sales & CRM General Manager	OPET Product Development Manager
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AT Kearney Partner	Ford Otosan Assistant General Manager	PRESMETAL Business Development Director
Audi AG Head of Audi Connect IT Turkey	GEFCO General Manager	PSA Peugeot Citroen Purchasing Executive Manager
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Automotive Cluster of Slovenia Director	Google Automotive Industry Manager	Rollmech Automotive Chairman
Autoport - Arkas Holding Terminal and Port Services / Director	HOEDLMAYR Managing Director	Samsung General Manager
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BMC General Manager	Inci Lojistik General Manager	Temsa Innovation & Product Manager
Borcelik Innovation Manager	ISBAK General Manager	TOFAS FIAT R&D Director
Borusan Lojistik General Manager	JATO Dynamics CEO	Toyota Motor Europe General Manager
Borusan Mannesmann Boru Sales Director	Karsan CEO	TSE Transportation & Logistics President
Borusan Technology Development and R&D General Manager	Kibar Holding CEO	TUBITAK MAM President
Bosch President, Turkey & Middle East	Knorr Bremse Managing Director	UECC Head of Turkey
CEVA Logistics Operations Manager	KPMG Partner	Valeo General Manager
Chemetall General Manager	Magna Otomotiv General Manager	Volkswagen Head of Regional Office Turkey
CMS Jant General Manager	Mahle General Manager	ZF Lemforder Managing Director

AGENDA

Day One

08:30 **Registration & Coffee**

09:00 Chairman's Welcoming Address
Michael Weiss, Partner, **AT Kearney**

09:05 Ministry of Science, Industry and Technology, CLEPA, OIB (invited)

09:10 Turkey's automotive industry update
Osman Sever, Secretary General, **OSD**

SESSION 1: Strategic Overview

09:20 Manufacturing, Industry 4.0 the Cyber & Physical age
John Fleming, Executive VP Manufacturing & Labour Affairs (Retired), **Ford Motor Co. USA**

09:45 IoT & Mobility revolution with the data-defined vehicle architecture. How not to miss the digital turnpike?
Sebastian Wedeniwski, CTO, **IBM Japan**
Hakan Kostepen, Executive Director, **Panasonic United States**

10:25 **Networking Tea & Coffee Break** ☕

11:00 Key Note Presentation (reserved for sponsor)

11:10 Future of manufacturing vs suppliers
Okan Gedik, General Manager, **Assan Hanil Otomotiv**

11:30 Case Study
Jan Burdinski, Director Government & Industry Relations, **Adam Opel AG**

11:40 **Panel Discussion:** Global trends and effects on Turkish automotive industry

Moderator:

Murat Palaoglu, Partner, **KPMG**

Panel Speakers:

Osman Sever, Secretary General, **OSD**

Ali Utku Atalay, Automotive Group Chairman, **YASED**

Jan Burdinski, Director Government & Industry Relations, **Adam Opel AG**

Murat Yapici, Directorate General, EU Affairs

Ministry of Economy

Dogu Ozden, CAO, **TOFAS - Fiat Chrysler**

12:40 **Networking Lunch Break** 🍽️

13:50 Data Transformation and Data Protection in Automotive
Ozlem Kurt Karayurek, Partner, **Cukur & Yilmaz Law Firm**
Sertel Ozturk, IT Law Partner, **Cukur & Yilmaz Law Firm**

14:10 Automotive 2030 - a revolution?
András Kadocsa, Associate Principle, **McKinsey and Company**

14:30 **Panel Discussion:** Digitalization and Industry 4.0

Moderator:

Tolga Avsar, General Manager, **Scheer Group**

Panel Speakers:

Hayriye Karadeniz, Chief Digital Officer, **Ford Otosan**

Ali Riza Ersoy, Executive Committee Member, **Siemens**

Mustafa Ayhan, Industry 4.0 Coordinator, **Bosch**

András Kadocsa, Associate Principle, **McKinsey and Company**

15:15 **Networking Tea & Coffee Break** ☕

SESSION 2: Intelligent Supply Chain & Logistics

15:45 Key Note Presentation

16:05 Intelligent supply chain case studies
Murat Kavrar, General Manager, **Ekol Lojistik**
Gokay Altun, Head of Inhouse Logistics, **MAN Truck & Bus AG**

16:35 **Panel Discussion:** Supply Chain and Logistics Challenges & Industry 4.0 Solutions

Moderator:

Dogan Ufuk Gunes, Chairman, **YASAD**

Panel Speakers:

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

Erdem Ozsalih, R&D Director, **Ekol Lojistik**

Gokay Altun, Head of Inhouse Logistics, **MAN Truck & Bus AG**

17:25 **Chairman's Closing Remarks**

Michael Weiss, Partner, **AT Kearney**

17:30 **Networking Cocktail Reception** 🍷

Day Two

08:45 **Registration & Coffee**

09:15 Chairman's Welcoming Address
Michael Weiss, Partner, **AT Kearney**

SESSION 3: Smart Mobility & Electric Vehicles

09:20 Environment, Electric & Technology
Arif Emecan, General Manager, **IETT**

09:40 Getting ready for the disruptive change
Bahadir Tunaboylu, President, **Tubitak MAM**

10:00 A Watershed Moment for the Industry: The Changing Powertrain Mix
Maximilian Coqui, Director, **AlixPartners**

10:10 **Panel Discussion:** Rapid shift in powertrains
- How is the industry changing?
- Is there "the" future powertrain?

Moderator:

Maximilian Coqui, Director, **AlixPartners**

Panel Speakers:

Hakan Kostepen, Executive Director, **Panasonic United States**

Taner Gocmez, Managing Director, **FEV Turkey**
Ozan Nalcioğlu, Powertrain Group Manager, **Ford Otosan**

Filippo Sesia, R&D Director, **Tofas Fiat**

11:00 **Networking Coffee Break** ☕

11:30 **Roundtable Session:** individual 1-2-1 discussions covering Mega Trends & Technologies

🕒 **Host 1:** The shifting automotive landscape
Gokce Uzumcu, Automotive Manager, **Google**

🕒 **Host 2:** Future scenarios of automotive Industry - Industrial R&D Incentives
Ahmet Atak, Executive Secretary, **TUBITAK TEYDEB**

🕒 **Host 3:** Human-Robot Collaboration for Manufacturing
Bulent Unsever, CEO, **Blue Ocean Robotics**

🕒 **Host 4:** Is your Company ready for Industry 4.0? What will it take?
John Fleming, Executive VP Manufacturing & Labour Affairs (Retired), **Ford Motor Co. USA**

🕒 **Host 5:** Digital ecosystem
Hayriye Karadeniz, Chief Digital Officer, **Ford Otosan**

🕒 **Host 6:** What is the future of aftermarket in a connected world?
Quentin Le Hetet, International Manager, **GiPA**

🕒 **Host 7:** Lessons learnt from an intelligent-transport-adapted bus
Mert Umut Ozkaynak, Innovation & Production Manager, **Temsa**

🕒 **Host 8:** Topic TBC
Serdar Susuz, CEO, **INSPARK**

🕒 **Host 9:** Topic TBC
Pierluigi Ghione, Regional Coordinator, **GRAMMER SYSTEM Serbia**

🕒 **Host 10-15:** TBC
please contact us for more information

12:30 **Networking Lunch Break** 🍽️

SESSION 4: Connectivity & Intelligent Transport Systems

13:40 Smart Cars for Smart Cities
Muhammed Alyuruk, General Manager, **ISBAK**

14:00 UNECE: Guidelines for Automated Driving
Francois E. Guichard, UN Secretary Vehicle Active Safety, **United Nations**

14:20 Autonomous Driving & Connected Vehicles
Filippo Sesia, R&D Director, **Tofas Fiat**

14:40 **Panel Discussion:** Connectivity And Intelligent Transport (ITS)

Moderator:

Ekrem Ozcan, Advisor, **ITU ARI Teknokent**

Panel Speakers:

Engin Comakci, Head of M2M/IoT, **Turkcell**
Ozkan Yildirim, Partner, Automotive, **Deloitte**

15:30 **Chairman's Closing Remarks**
Michael Weiss, Partner, **AT Kearney**

15:40 **Closing Networking Reception** 🍷

PROGRAM

1. GÜN

08:30 **KAYIT & ÇAY KAHVE**

09:00 Başkanın Açılış Konuşması
Michael Weiss, Partner, **AT Kearney**

09:05 Bilim, Sanayi ve Teknoloji Bakanlığı,
CLEPA, OIB (invited)

09:10 Dünya'daki Gelişmeler Işığında
Türkiye'de Otomotiv Sektörü
Osman Sever, Genel Sekreter, **OSD**

1 SEANS: Stratejik Gelişmeler

09:20 Üretim / Endüstri 4.0 – Siber / Fiziksel Çay
John Fleming, Executive VP Manufacturing &
Labour Affairs (Retired), **Ford Motor Co.**

09:45 Veri Tanımlı araç mimarisi ile IoT
(Nesnelerin İnterneti & Mobilite devrimi).
Dijital yol ayrımını nasıl kaçırmayız?
Sebastian Wedeniowski, CTO, **IBM Japan**
Hakan Kostepen, Executive Director, **Panasonic
United States**

10:25 **Tanışma görüşme ve kahve arası** ☕

11:00 Sunum Pozisyonu

11:10 Gelecekteki araç teknolojileri ve tedarik
iççilerin yeri
Okan Gedik, General Manager, **Assan Hanil
Otomotiv**

11:30 Case Study
Jan Burdinski, Director Government & Industry
Relations, **Adam Opel AG**

11:40 **Panel Konuşması:** Global trendler ve
bunların Türk otomotiv sektörüne olası
etkileri

Moderatör:
Murat Palaoglu, Partner, **KPMG**

Panel Speakers:
Osman Sever, Secretary General, **OSD**
Ali Utku Atalay, Automotive Group Chairman,
YASAD
Jan Burdinski, Director Government & Industry
Relations, **Adam Opel AG**
Murat Yapici, Directorate General, EU Affairs
Ministry of Economy
Dogu Ozden, CAO, **TOFAS - Fiat Chrysler**

12:40 **Tanışma görüşme ve öğle yemeği
arası** 🍷

13:50 Otomotiv Sektörünün dijital dönüşümü
ve rekabet yasası
Ozlem Kurt Karayurek, Partner, **Cukur & Yilmaz
Law Firm**
Sertel Ozturk, IT Law Partner, **Cukur & Yilmaz
Law Firm**

14:10 Otomotiv 2030?
McKinsey and Company

14:30 **Panel Konuşması:** Digitalization and
Industry 4.0
- Dijital dönüşümün avantajlarını nasıl
kullanırsınız?
- Bu konuda Türkiye'nin gelmiş olduğu yer
ve fırsatlar?

Moderatör:
Tolga Avsar, General Manager, **Scheer Group**

Panel Konuşmacıları:
Hayriye Karadeniz, Chief Digital Officer, **Ford
Otosan**
Ali Riza Ersoy, Executive Committee Member,
Siemens
Mustafa Ayhan, Industry 4.0 Coordinator, **Bosch**

15:15 **Tanışma görüşme ve kahve arası** ☕

2 SEANS: Akıllı Tedarik Zinciri & Lojistik

15:45 Sunum Pozisyonu
(Bu pozisyon için bizimle iletişime geçiniz)

16:05 Akıllı tedarik zinciri örnek olay incelemeleri
Murat Kavrar, General Manager, **Ekol Lojistik**
Gokay Altun, Head of Inhouse Logistics, **MAN
Truck & Bus AG**

16:35 **Panel Konuşması:** Tedarik Zinciri ve
Lojistik Sorunları & Endüstri 4.0

Moderatör:
Dogan Ufuk Gunes, Chairman, **YASAD**

Panel Konuşmacıları:
Ibrahim Dolen, General Manager, **Borusan
Lojistik**
Erdem Ozsalih, R&D Director, **Ekol Lojistik**
Gokay Altun, Head of Inhouse Logistics, **MAN
Truck & Bus AG**

17:25 **Başkanın Kapanış Görüşleri**
Michael Weiss, Partner, **AT Kearney**

17:30 **Tanışma Görüşme ve Kokteyl Partisi** 🍷

2. GÜN

08:45 **KAYIT & ÇAY KAHVE**

09:15 Başkanın Açılış Konuşması
Michael Weiss, Partner, **AT Kearney**

3 SEANS: Mobilite ve Elektrikli Araçlar

09:20 Çevre, Elektrik & Teknoloji
Arif Emecan, General Manager, **IETT**

09:40 Yıkıcı değişim için akıllı hale gelin:
Türkiye'de akıllı mobilite
Bahadır Tunaboğlu, President, **Tubitak MAM**

10:00 Sektör için donum noktası: Aktarma
organlarındaki değişim
Maximilian Coqui, Director, **AlixPartners**

10:10 **Panel Konuşması:** Aktarma organlarında
ki hızlı değişim
- Endüstri nasıl değişiyor?
- Dizel ve hibrid araçlar için gelecek nedir?

Moderatör:
Maximilian Coqui, Director, **AlixPartners**

Panel Konuşmacıları:
Hakan Kostepen, Executive Director,
Panasonic United States
Taner Gocmez, Managing Director, **FEV Turkey**
Ozan Nalcioğlu, Powertrain Group Manager,
Ford Otosan
Filippo Sesia, R&D Director, **Tofas Fiat**

11:00 **Tanışma görüşme ve kahve arası** ☕

11:30 **Birebir Yuvarlak Masa Seansları: Mega
Trendler & Teknolojiler**

Moderatör 1: Otomotiv Sektöründe Değişim
Gokce Uzumcu, Automotive Manager, **Google**

Moderatör 2: Otomotiv Sektörünün Gelecek
Senaryo ve Stratejileri - Endüstriyel ArGe
Destekleri
Ahmet Atak, Executive Secretary, **TUBITAK TEYDEB**

Moderatör 3: Üretimde İnsan ve Robot
işbirliği
Bulent Unsever, CEO, **Blue Ocean Robotics**

Host 4: Firmanız Endüstri 4.0 için hazır mı?
Yapılması gerekenler neler?
John Fleming, Executive VP Manufacturing &
Labour Affairs (Retired), **Ford Motor Co. USA**

Host 5: Topic TBC
Hayriye Karadeniz, Chief Digital Officer, **Ford
Otosan**

Host 6: Bağlı araçlar dünyasında After
Market'in geleceği nasıl şekillenecek?
Quentin Le Hetet, International Manager, **GIPA**

Host 7: Akıllı Ulaşım Uyumlu Tasarlanan bir
Otobüsün sunduğu Deneyimler
Mert Umut Ozkaynak, Innovation & Product
Manager, **Temsa**

Host 8: Topic TBC
Serdar Susuz, CEO, **INSPARK**

Host 9: Topic TBC
Pierluigi Ghione, Regional Coordinator, **GRAMMER
SYSTEM Serbia**

Moderatör 10 - 15: TBC

12:30 **Tanışma görüşme ve öğle yemeği
arası** 🍷

4 SEANS: Bağlı Araçlar ve Akıllı Ulaşım Sistemleri

13:40 Akıllı Şehirler İçin Akıllı Araçlar
Muhammed Alyuruk, General Manager, **ISBAK**

14:00 UNECE: Otonom Sürüş yönetmeliği –
Son teknolojilerin yasaları nasıl etkilediğini
öğrenin
Francois E. Guichard, UN Secretary Vehicle
Active Safety, **United Nations**

14:20 Otonom Sürüş ve Bağlı Araçlar
Filippo Sesia, R&D Director, **Tofas Fiat**

14:40 **Panel Konuşması:** Bağlı Araçlar & Akıllı
Ulaşım (ITS)

Moderatör:
Ekrem Ozcan, Advisor, **ITU ARI Teknokent**
Panel Konuşmacıları:
Engin Comakci, Head of M2M/IoT, **Turkcell**
Ozkan Yildirim, Partner, Automotive, **Deloitte**

15:30 **Kapanış Konuşması & Kokteyl Partisi**
Michael Weiss, Partner, **AT Kearney**

15:40 **Tanışma Görüşme ve Kokteyl Partisi** 🍷

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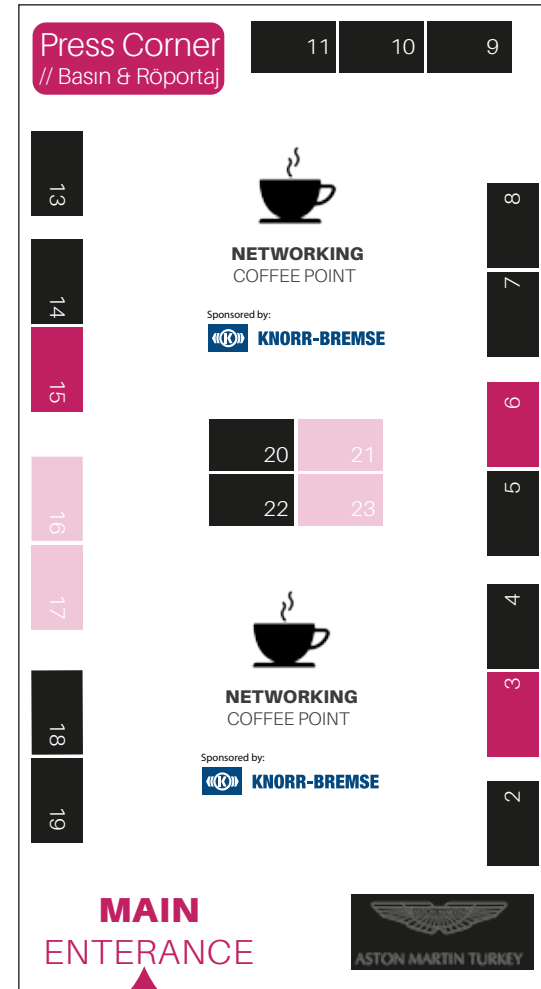
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- 5 3M
- 7 TE Connectivity
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- 10 INSPARK
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	Registration			3	2	Premium branding across registration area		£4,000
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			2+				£595	



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