

## Review April Automotive Roundtable in Beijing, 2018

### - Future Mobility for China -

April Automotive Roundtable invited OEMs, technology suppliers, related services and mobility solution providers to share their views on the future mobility for China with magnitude of changes (not just) in Automotive Industry. In total more than 70 industry players joined in the event.





**Mr. Bernd Pichler, Chief Marketing Officer, ICONIQ MOTORS** started the April Roundtable with the topic “Survival of the Fittest - Implications for the Automotive Value Chain whilst being ‘CASED’”. Mr. Pichler shared his thoughts of the development of mobility in the future from marketing aspects and forecasted the Automotive industry deployed with conjunctive technologies as an Eco-Systems melting into the Business-Soup, incl. Being CASED trends, examples for the upgrade of the value chain from EV raw materials, suppliers, OEMs, importers and retailers to customers, and the principles to survive with the long term sustainability.



**Dr. Jimmy Hu Jianping, Founder & Chairman, Shenzhen Haylion Technologies Co., Ltd./Chief Expert China Road Transport Associations Urban Public Transport Branch Experts Group Committee** presented on **FULFILLING PUBLIC'S MOBILITY NEEDS**. He firstly introduced the current China electric vehicle market status, pointed out and explained electricity, intelligence and mobility which are the three key factors of the future mobility. Then he shared the next steps for China's bus system in the future under the strong support from the government, to reach the equilibrium of the public transportation's supply and demand by forecasting passenger's data through Big data, smart car and mobile combined with the intelligent driving and new energy transportation. At last but not least, Mr. Hu foresaw the future development with the technical upgrading incl. 5G, P2P on demand service, Safety control and bus operation management, and the Public Operation Model by Shenzhen Bus Group and Haylion Tech.





After the two presentations, **Ms. Yuwei Jin, Director Asia-Pacific, Spiegel Institut** gave the presentation on: "Stay attentive and active - how to tailor autonomous driving to assist truck drivers". Firstly, she pointed out the challenges of truck driving – Status Quo, benefits and ambivalence of autonomous driving. In order to know how the system can be smart enough to alert the driver to take over dangerous between driving and time killing tasks immediate and attentive, Ms. Jin introduced the audience of their TANGO (Technology for user-optimized automated driving) project, 3 different persona were characterized based on the results of online diaries and forum. Finally, she talked about further project steps and how Spiegel Institut could support on market research.



**Mr. Mats Harborn, Executive Director, Scania China Strategic Office & President European Union Chamber of Commerce in China** as the moderator chaired the whole night and led the panel discussion. Several interesting questions were raised incl. the survivor and transformation of the OEM strategies; The experiences of the new technology implementation for the public transport in Shenzhen; the successful factors to drive the autonomous driving business in the Chinese market and how autonomous driving transform the OEMs and the business models in future, etc.

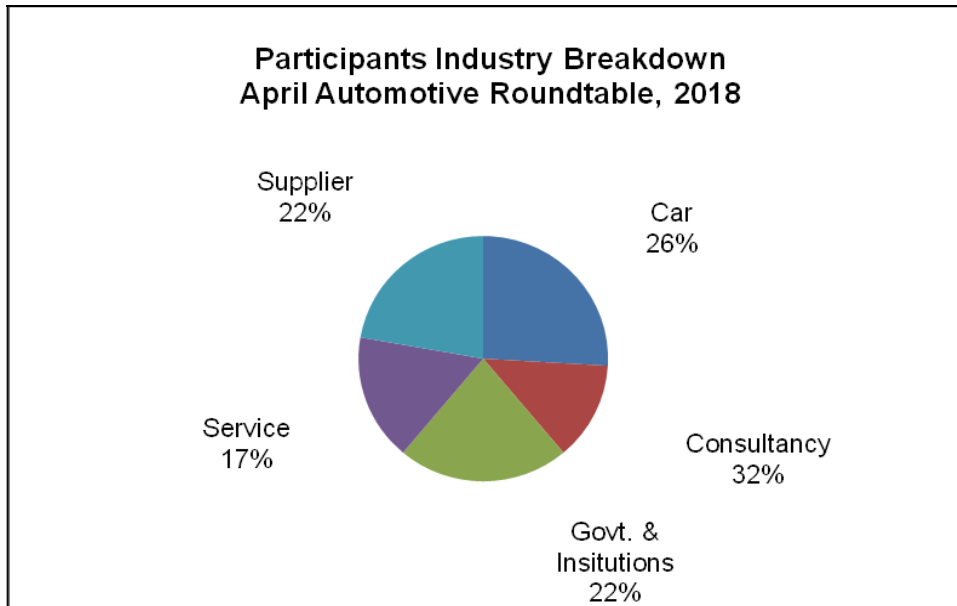






The participants shared insights and raised several interesting questions and discussed with the speakers.

**Companies Incl.:**



Amaris  
 ATCS(Beijing) Technology Consulting Co. Ltd  
 Audi (China) Enterprise Management Co., Ltd.  
 Automotive Roundtable in Beijing  
 Beijing Benz Automobile Corporation  
 Borgward  
 Brigitte Neumann Consulting  
 CDK Global  
 Changzhou National New & Hi-Tech District  
 CPC Consulting (Beijing) Ltd.  
 Daimler Greater China  
 DBK Heaters Trading (Shanghai) Co Ltd  
 "DEG – Deutsche Investitions- und  
 Entwicklungsgesellschaft mbH"  
 Dekra  
 Dong Feng Motor  
 E-champion  
 ECOVIS R&G Consulting Ltd  
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Scania China Strategic Office  
 Faist  
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 FEV  
 German Centre for Industry and Trade Beijing Co. Ltd  
 GIZ  
 Hopkins & Billion Co., Ltd.  
 Hubject GmbH  
 ICONIQ MOTORS  
 in-tech Automotive Engineering (Shenyang) Co., Ltd.  
 Irdeto  
 KPMG  
 Lei Shing Hong  
 Medienbüro Düsseldorf | Beijing  
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 Norton Rose Fulbright  
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 Shenzhen Haylion Technologies Co., Ltd.  
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 Tsinghua  
 TÜV Rheinland (China) Ltd.  
 Unity  
 Volkswagen (China) Investment Co., Ltd.  
 Zielpuls (Shanghai) Co., Ltd.