

“Shaping the Mobility of the Future: US and EU perspectives”

Date: 17th of March 2011, 15:00 - 18:00

Location: Bibliothèque Solvay, Leopoldpark, 137 rue Belliard B-1040, Brussels

This event will stimulate an intercontinental discussion on the future of mobility and to seek fresh perspectives on the cooperation between academia and industry from a US and a European perspective. Dr. Beiker is the Executive Director of the Center for Automotive Research - CARS, the interdisciplinary automotive affiliates program at Stanford University. This seminar is organised by the INTERREG IVC projects PROSESC, Making Knowledge Work and EURIS together with the ERRIN network.

Agenda:

- 15:00 - 15:30 Registration
- 15:30 - 15:35 Welcome and introduction, **Richard Tuffs**, ERRIN
- 15:35 - 16:15 **Dr. Sven Beiker, Keynote speech: “The Automobile on its Way to the Future”**

The talk will give an overview of current automotive research fields and how they will shape the future of mobility. The main aspects are driver assistance, alternative energy, connected mobility, and mobile society. Some general trends and scenarios will be considered with a special focus on Silicon Valley and how the automotive industry can benefit from this particular region.

- 16:15 - 17:15 **Panel discussion: “The Mobility of the Future: US and EU perspectives”**
- 17:15 - 18:00 **Networking cocktail**

Panellists:

Philippe Lambert, MEP (European Parliament, Member of the Committee on Industry, Research and Energy)

Dr. Sven Beiker (Stanford University)

Dr. Reinhard Büscher (European Commission, Head of Unit, Support for Industrial Innovation)

Dr. Reha Tözün (PROSESC Project, Coordinator, Stuttgart Region Economic Development Corporation)

Sylvain Haon (POLIS /ERTRAC)

Please register by 4th March 2011 by sending an e-mail to communication@errin.eu

Speaker and discussant biographies:

Sven Armin Beiker, PhD / Stanford University

Sven Beiker is the Executive Director of CARS, the Center for Automotive Research at Stanford University. He manages the relationships with industry partners, initiates research projects, and lectures classes in the automotive field. He focuses on driver assistance and sustainable mobility aspects. Until 2008 he worked for BMW in chassis and powertrain R&D at corporate locations in Munich, Palo Alto, and Detroit. In 1999 he received his Doctorate degree in Mechanical Engineering (vehicle dynamics) from the Technical University in Braunschweig.

Philippe Lambert

Philippe Lamberts, trained as engineer, followed a commercial career for 20 years, whilst being involved in politics with the Greens. He served for Ecolo (Belgian Green Party) both as local and national levels, and has been very active in the European Green Party, of which he has been the co-spokesperson since 2006. As Member of the European Parliament, he focuses on economic questions (fiscal and governance issues in particular), as well as on industrial, research and innovation matters.

Reinhard Büscher, PhD / European Commission

Dr Büscher was born in 1952 in Lower Saxony in Germany; he has a bachelor degree and Ph.D. in Economics. Before joining the EC in 1989, he worked at the Ministry of Economic Affairs in Germany for nine years.

In the European Commission, he has been working in different areas, such as a Member of the Cabinet of Commissioner Bangemann, a special Adviser for Industrial Aspects of the Information Society, Head of Unit for Standardization, for Industrial Aspects of Electronic Commerce, for E-Business, ICT industries and services, for Innovation Policy Development and since January 2008, he has been Head of Unit for Support for Innovation in DG Enterprise and Industry.

Sylvain Haon

(tba)

Reha Tözün, PhD / PROSESC Project, Stuttgart Region Economic Development Corporation

Reha Tözün is the coordinator of the INTERREG IVC project 'PROSESC' that concentrates on regional policies for services innovation and sustainable mobility. At Stuttgart Region Economic Development Corporation he leads the cluster initiative CARS-IT, which focuses on automotive-IT and software services. Until 2001, he worked at various positions in the automotive sector in Turkey. He received his PhD in Economic Geography from the University of Stuttgart and his MBA from Pforzheim Graduate School. He also has a BSc in Mechanical Engineering from the Bogazici University of Istanbul, Turkey.