The Competitiveness of European Automotive Embedded Software activities

Introduction to the workshop

Marc Bogdanowicz – Institute for Prospective Technological Studies (JRC-IPTS)
Joint Research Centre - European Commission

“COMPLETE” project workshop, a joint venture DG ENTR / JRC-IPTS
Brussels, 28 April 2010
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<td>Vector</td>
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iSuppli Corporation: Egil Juliussen, Richard Robinson, Brent Hobson
Independent experts: Alain Puissochet, Sven Lindmark
DG ENTR Dir D4: Enrique Aresti Gutierrez
Hasan Alkas

DG ENTR Dir F1: Peter Broertjes
Ian Knowles

DG INFSO Dir C2: Khalil Rouhana, Head of Unit

DG INFSO Dir G: Thierry Van der Pyl, Director

DG INFSO Dir G1: Dirk Beernaert, Head of Unit
Gisele Roesems-Kerremans, Deputy Head of Unit
Antonis Galetsas

DG INFSO Dir G3: Alkis Konstantellos, Deputy Head of Unit
Zulema Olivan Tomas
Panagiotis Tsarchopoulos

European Investment Bank: Anders Gavira Etzel, Innovation and Competitiveness

JRC – IPTS: Marc Bogdanowicz, Paul Desruelle, Geomina Turlea
Gain a clear view of the trends affecting the automotive sector and the automotive embedded software activity

Establish a diagnosis of the strengths and weaknesses of the competitiveness of the European automotive embedded software activities

Match with existing or potential EU (industrial) policies
The Automotive sector, an ICT intensive user
- Embedded Systems study

Software focus, in particular as enabler of innovation
- 2010 annual Report on ICT R&D in the European Union

The context of the workshop:
- A joint venture DG ENTR / JRC-IPTS
- Evidence-based policy-making
- iSuppli Corporation study
- On-going APE study
10h00 – 11h30: THE CONTEXT - THE DRIVERS - THE CHALLENGES
1) R.Robinson, Egil Juliussen, iSuppli Corporation
2) Franck LESBROUSSART, AUTOLIV

11h30 – 11h45 – Coffee

11h45 – 13h30: INFOTAINEMENT AS A VALIDATION CASE
1) R.Robinson, Egil Juliussen, iSuppli Corporation
2) Alain Puissochet Expertise
3) Claudio Valesani – ST Microelectronics
4) Eric Lutterman - Elektrobit

13h30-14h30: Lunch

14h30 – 15h30: THE ELECTRIC CAR AS A VALIDATION CASE
1) R.Robinson, Egil Juliussen, iSuppli Corporation
2) Alain Puissochet, APE
3) Marcus Fehling, Siemens

15h30 – 16h30: CURRENT & FUTURE COMPETITIVENESS of the EU EMBEDDED SOFTWARE INDUSTRY
1) R.Robinson, Egil Juliussen, iSuppli Corporation
2) Alain Puissochet Expertise

16h30 – 16h45 Coffee break

16h45 – 18h00: HOW CAN EUROPEAN POLICIES HELP?
1) DG ENTR – tbd
2) DG INFSO: Thierry Van Der Pyl, Director, Components and Systems
3) EIB European Investment Bank :Anders Gavira Etzel, Senior Engineer
4) Alain Puissochet Expertise: non-EU policies – a brief insight

18h00 – 18h30: Wrap-up
Thank you!