

## SPEAKER PREVIEW



The reason for Digital Transformation, predictions and core expectations are not "news" to Automotive Industry. We will speak about the Future Mobility Acceleration with Fujitsu Connected Services.

HUGO LERIAS, CTO AUTOMOTIVE,  
FUJITSU CENTRAL EUROPE

Boyd will provide the most innovative and promising latest developments at the intersection of urban innovation, smart cities, entrepreneurship and the Internet of Mobility.



BOYD COHEN, CEO,  
CO-FOUNDER OF IOMOB



Richard will explore the ever more important and holistic design aspects that are related to future mobility and car design and will describe how emerging technologies like VR could help to bridge the longstanding divide between designers and engineers.

RICHARD SEALE, LEAD AUTOMOTIVE  
DESIGNER, SEYMOURPOWELL

Probably the best-known German social psychologist and transformation thinker - will critically examine our present economic and mobility system with regard to their future viability.



HARALD WELZER, DIRECTOR,  
FUTURZWEI



RAM RAMACHANDER, CDO & CCO  
JIM DONALDSON DIRECTOR INNOVATION  
HITACHI EUROPE



No electric cars  
without infrastructure,  
no infrastructure  
without cars.

## GET IN CONTACT

IFA 2019 Berlin  
6-11 September  
Daily: 10 a.m. - 6 p.m.  
Berlin ExpoCenter City  
North Entrance: Hammarskjöldplatz / Hall 19  
South Entrance: Jaffestraße  
East Entrance: Messedamm / Halls 14 - 15

SHIFT automotive 2019  
10-11 September  
IFA NEXT Grand Theater Hall 26b

**Ticket Prices**  
2 day pass: 729 €  
1 day pass: 399 €  
2 day pass student 299 €  
More informations: [shiftautomotive.co](http://shiftautomotive.co)

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SCAN THE CODE  
TO GET IMPRESSIONS OF 2018



2019  
**SHIFT**  
AUTO  
MOTIVE

THE FUTURE OF MOBILITY

10 & 11 SEP 2019  
@ IFA BERLIN



2019  
**SHIFT**  
AUTO  
MOTIVE

#coinnovation

Partner  
**FUJITSU**

GENEVA  
INTERNATIONAL  
MOTOR  
SHOW

palexpo

IFA  
INTERNATIONAL  
FAIR AND  
CONVENTION

Messe Berlin



## THE ROADMAP TO THE FUTURE IS HERE

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It's time for the mobility revolution: electric vehicles, connected cars, autonomous driving are set to transform our world... or are they?

Beyond early adopters, few drivers and passengers feel ready to get on board. Help shape the future of mobility and join leading industry experts at SHIFT automotive, a unique two-day convention and curated exhibition that explores the human dimension of new automotive technologies and how they will change the way we think, live and drive.



## THE PROGRAM TOPICS

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### DAY 1

What are the new dimensions of future mobility, and how can we navigate the roadblocks that are holding back the mobility revolution? Day One will explore why many drivers and passengers are wary of new mobility experiences and how both industry and service providers can build trust.

### DAY 2

New automotive technologies are transforming the passenger and driving experience. On Day Two we will discuss the new technologies, designs and policy ideas that are transforming the future of the way we live and drive.



## SHIFT automotive & IFA

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The future of mobility is powered by innovation from two industries: automotive and consumer electronics. SHIFT automotive brings together industry leaders and entrepreneurs from both sectors, plus designers, city planners and policy makers.

Meet like-minded experts to draft the roadmap for our automotive future, in talks, panels, discussions, workshops and networking events. We need your ideas to shape the future of mobility, because SHIFT automotive is co-innovation at its best.

**FOR CONSUMERS AND INDUSTRY!**

