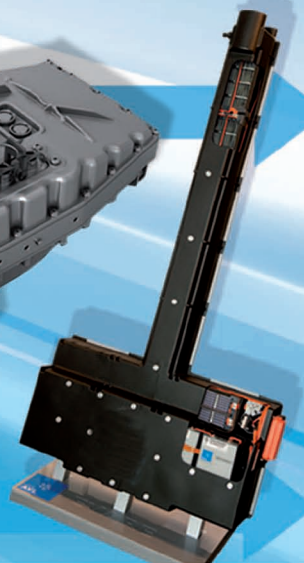
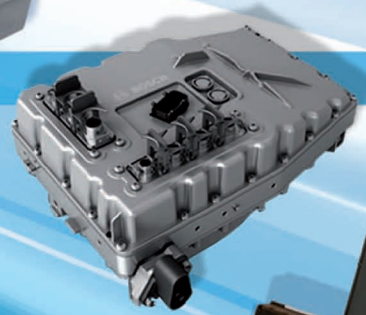
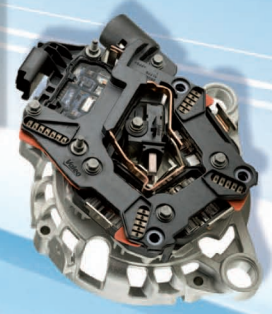
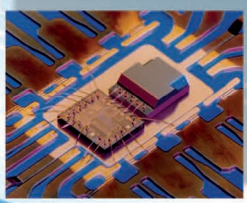
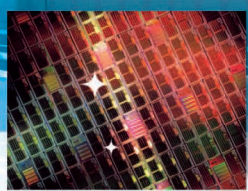


2010 FOCUS

ELECTRIC & HYBRID VEHICLES

25-26 NOVEMBER 2010 • PARIS, FRANCE. ESPACE GRANDE ARCHE LA DÉFENSE



www.congres-cesa.com

❖ Objective

This international Congress aims to bring together all the major players in the automotive electronics industry. As a major congress, it represents a brand new type of event, and will focus this year on the new low-carbon vehicles to:

- Alongside key decision makers, present a comprehensive French and International overview of the technological and social initiatives that will shape the future and open up new markets.
- Discuss the activity undertaken by all members of the PFA (the French automotive industry community) and their outlook
- Boost opportunities for new business conversations through an organised business forum, a unique aspect of the Paris congress

❖ 3 Reasons to attend

- Understand the strategic vision of leaders who are shaping the future.
- Make the most of a key meeting place to boost business opportunities
- Gain a 360° view of technologies and society-related initiatives.

❖ Organising Committee

→ Chairman of the Conference : **Guillaume Devauchelle** – Valeo

François Badin (IFP),
Henri Belda (Vector),
Emilie Bonnet (SIA),
Olivier Brunel (Electricfil),
Thierry Courpotin (IAV),
Eric Dalla Vecchia (Bosch),
Eric Dequi (PSA),
Guillaume Devauchelle (Valeo),
Gaetano De Paola (IFP),
Serge Ficheux (UTAC),
Pierre-Yves Geels (AVL),
Denis Griot (Freescale),
Luc Herbin (Valeo),
Elkhamis Kadiri (PSA),
Jochen Langheim (ST Microelectronics),
Gilles Le Calvez (Valeo et System@TIC),
Christophe Lefebvre (CEA),
G rard Maniez (Freescale Semiconducteurs),
Jean-Luc Mat  (Continental),
G rard-Marie Martin (Moveo et Valeo),
Karim Mokaddem (PSA),
Eric Moreau (Freescale),
Daniel Pfrimmer (SIA),
J rome Perrin (Renault),
Ladimir Prince (PSA),
Bruno Restif (CETIM),
Jean-Fran ois Sencerin (Renault),
Louis-Claude Vrignaud (Continental),
Gilles Zeppa (Delphi).



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Support



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Program

The program is built around 6 roundtables. Each of these will be introduced by high level speakers and will facilitate interactive discussions with major players from large, medium, and small companies, or research institutes and academics, who will share their views and expertise on complementary angles.

The congress aims to bring valuable information on:

- The strategic vision of those leaders shaping the future
- The associated business, innovation and research, skills & education needs
- The state of the art in research and innovation and their current deployment, either at national or international level.

An exhibition showcase will run alongside these conferences, with exhibitors from a broad range of sectors:

Car manufacturers and tier one suppliers, semiconductor, software and design tools suppliers, engineering schools and universities, international laboratories and competitiveness clusters. Many industry and research players have requested exhibition booths to share information on their latest products and offers, and enrich technical debate in support of the main conference presentations.

A modern art painting and sculpture exhibition will take place in addition to the VEH exhibition

A gala dinner on the evening of 25 November will provide additional discussion and networking opportunities.

Topics will include:

- Emerging innovations for low-carbon vehicles
- The electrical mobility eco-system
- European and international initiatives for large and 'mega' cities
- The challenges in primary and professional education
- Platform for the Automotive Industry': activity report and outlook from industry groups on the topics of the congress



6 Roundtables

1. NEW LOW CARBON VEHICLES: CHALLENGES

Vehicle electrification has boosted creativity, resulting in a broad variety of concepts, either from a vehicle type point of view (2 to 4 wheels, lightweight and utility, autonomy) or for new technical architectures.

Speakers, from large companies and fast moving startups will share and contrast their vision against the expectations and needs of new contractors calling for projects.

2. INFRASTRUCTURE & ELECTRIC ENERGY : MANAGEMENT OF ENERGY FOR THE VEHICLE

Access to energy supply will be a key factor in the speed of introduction of new vehicles on the market. The speakers will share their views on the challenges created by this new energy demand: scale of energy supply required how to make it available? Ease of access considered across various possible scenarios...

Brand new services are required, and the roundtable will enable discussion around new functionalities and implementation priorities.

3. ECO SYSTEM OF EV MOBILITY AND CORRESPONDING MUTATIONS: INCOMING BUSINESSES AND IMPACT ON TRAINING AND ON EMPLOYMENT

New vehicle usage will undoubtedly appear. But this area is still difficult to assess as it will result from the emergence of the ecosystem. The technical challenges related to this ecosystem are significant: vehicles and electrical smart grid interconnection, services and architectures based on « Car-to-Car » and « Car-to-Infrastructure » communications, new HMI & services leveraging smartphones and driver information systems, new billing solutions.

A rich debate and expertise sharing between industry, research and academic participants will help to generate a deeper understanding and direction on this broad range of opportunities.

4. SUPPLIER OF NEW COMPONENTS

A revolution is currently underway to design and manufacture new components to meet the demands of this new vehicle generation. Key car manufacturer suppliers will address the technology breakthrough achieved, or to be achieved, to deploy electrical traction systems over the complete vehicle range and for all budgets.

Several key technologies for the key vehicle components will be discussed, from semiconductors to power mecatronics and electrical machines. As a critical issue, standardization efforts and needs will also be discussed.

5. BATTERY SYSTEM AND MANAGEMENT

Many companies and research centers are putting in an unprecedented effort to dramatically increase the level of performance of these storage systems, while at the same time reducing their costs and improving their reliability. Participants of this roundtable will represent companies at the heart of this industrial effort from all around the world.

They will share roadmaps emerging in Europe, Asia and the Americas. They will also discuss the potential business models needed to equip and deploy new vehicles. New innovations and technological breakthrough will be unveiled to give an overview of this extremely fast-moving segment of the automotive industry.

6. FIRST EXPERIENCES ON LOW CARBON VEHICLES EXISTING OR UNDER CONSTRUCTION

France played a pioneering role in the electrical vehicle during the nineties. Its car manufacturers acquired unique experience in the area of hybrid vehicles. Private and public low-carbon vehicle fleet management programmes are being implemented around the world.

They generate new concepts and thoughts, whether from technical, legal or societal points of view, as well as on the role of pioneers in the introduction of innovation.

Invaluable information will be shared by roundtable participants, each having been selected for their broad, rich experience. They will debate on the lessons learned, especially on the potential and limitations of technologies, as well as on the new usages for them. They will also discuss field experimentation that is due to be launched or carried out in the near future.

THURSDAY, NOVEMBER 25, 2010

08:30 PARTICIPANTS REGISTRATION

09:00 WELCOMING ADDRESS AND KEYNOTES

Pierre GOSSET, SIA Président
Claude CHAM, PFA Président
Guillaume DEVAUCHELLE, CESA Congress Chairman
Jean-Louis LEGRAND, French EV PHEV Program Leader

10:00 BREAK AND EXHIBITION VISIT

10:30 ROUND TABLE 1 - NEW LOW CARBON VEHICLES : CHALLENGES

Chairman: Guy BOURGEOIS, INRETS

10:30 KEYNOTES :

Marc DUVAL-DESTIN, PSA Peugeot Citroën
Rémi BASTIEN, Renault
Ian RICHIES, Strategy Analytics
Wolfgang RUNGE, Member of the Board of ZF.LF, Chairman of the V.D.I Baden-Baden Conference

11:30 ROUND TABLE 1 :

Marc DUVAL DESTIN, PSA Peugeot Citroën
Rémi BASTIEN, Renault
Ian RICHIES, Strategy Analytics
Manuel RONCO, Aixam-Mega
Wolfgang SCHELTER, AVL
Alain ZELVERTE, Gruau

12:30 LUNCH AND EXHIBITION VISIT

14:00 ROUND TABLE 2 - INFRASTRUCTURE & ELECTRIC ENERGY : MANAGEMENT OF ENERGY FOR THE VEHICLE

Chairman: Jérôme PERRIN, Renault

14:00 KEYNOTES :

Igor CZERNY, EDF
Georges PENALVER, Orange FT
Gernot SPIEGELBERG, Siemens

14:45 ROUND TABLE 2 :

Igor CZERNY, EDF
Georges PENALVER, Orange FT
Gernot SPIEGELBERG, Siemens
Pierre MARLARD, Atos Origin
Laurent SCHMITT, Alstom Power
Marion PERRIN, CEA
Hervé BORGHOLZ, DBT
Claude RICAUD, Schneider Electric
François LEVERT, Vinci Parking

15:45 BREAK AND EXHIBITION VISIT

16:30 ROUND TABLE 3 – ECO SYSTEM OF EV MOBILITY AND CORRESPONDING MUTATIONS :

INCOMING BUSINESSES AND IMPACT ON TRAINING AND ON EMPLOYMENT

Chairman: Joseph BERETTA, Moveo

16:30 KEYNOTES :

Patrick COROLLER, Ademe
Karen TARTOUR, Sofres
Jean-Laurent FRANCHINEAU, Veolia

17:15 ROUND TABLE 3 :

Patrick COROLLER, Ademe
Karen TARTOUR, Sofres
Philippe BAYEN, Veolia
Caroline FAGE-BERNARD, Groupement des Cartes Bancaires
Christophe HUCHET, ESG
Sylvie FAUCHEUX, Versailles St Quentin en Yvelines University
Jean EMERY, Tracetel

18:15 KEYNOTE ADDRESS : *Frédéric SGARBI - GREEN CAR EUROPEAN COMMISSION*

19:00 COCKTAIL AND EXHIBITION VISIT

20:00 VIP DINNER

FRIDAY, NOVEMBER 26, 2010

08:00 SIA WELCOME

08:30 ROUND TABLE 4 – SUPPLIER OF NEW COMPONENTS

CHAIRMAN : Thierry FAUGERAS, PFA

08:30 KEYNOTES:

Claude LEICHLE, Valeo
Bernd NEITZEL, Continental
Roland EHNISS, Robert Bosch

09:15 ROUND TABLE 4 :

Bernd NEITZEL, Continental
Roland EHNISS, Robert Bosch
Claude LEICHLE, Valeo
Christian DESMOULINS, Actia
Jean-Baptiste YVON, Electricfil Automotive
Denis GRIOT, Freescale Semiconducteurs
Anton MUELLER, Infineon
Carmelo PAPA, STMicroelectronics

10:15 BREAK AND EXHIBITION VISIT

10:45 ROUND TABLE 5 – BATTERY SYSTEM AND MANAGEMENT

CHAIRMAN : Christophe LEFEBVRE, CEA

10:45 KEYNOTES:

Joachim FETZER, SBLiMotive (Bosch Samsung)
Franck CECCHI, SAFT/CI

11:15 ROUND TABLE 5

Joachim FETZER, SBLiMotive (Bosch Samsung)
Franck CECCHI, SAFT/CI
Mathieu MORCLETTE, Consortium RTB
Benoît LAFOUASSE, Dow Kokam
Andreas GROSS, IAV
Gil SOUVIRON, IES Synergy
Valérie SAUVANT-MOYNOT, IFP Energies nouvelles
Cédric LOUBIAC, Ventec

12:15 LUNCH AND EXHIBITION VISIT

14:15 ROUND TABLE 6 – FIRST EXPERIENCES ON LOW CARBON VEHICLES EXISTING OR UNDER CONSTRUCTION

CHAIRMAN: Philippe AUSSOURD, AVERE

14:15 KEYNOTES:

Jacques SAINT-MARC, Interdepartmental Electric Vehicle and Mobility Group
Rémi SIMON, La Poste
Gerard KILLMAN, Toyota

15:00 ROUND TABLE 6

Jacques SAINT-MARC, Interdepartmental Electric Vehicle and Mobility Group
Rémi SIMON, La Poste
Gerard KILLMAN, Toyota
Sylvain MARTY, Autolib
Wolfgang REIMANN, IAV
Gilles CORDE, IFP Energies nouvelles, MOEBIUS/VULOG
Jacques MOLLARD, La Rochelle

16:15 CLOSING ADDRESS: PSA & RENAULT

16:30 CLOSING ADDRESS : Guillaume DEVAUCHELLE, CESA CONGRESS CHAIRMAN



Official language

English and French – Simultaneous translation

Address

56 rue de la Demi Lune La Défense 92 PUTEAUX

Access



BY CAR

From the Paris ring road :

- Exit at Porte Maillot for La Défense
- Take the Avenue Charles de Gaulles towards Neuilly and cross the Pont de Neuilly (Bridge), then take Boulevard circulaire.
- Exit at La Défense 6 and follow the signposts for Parkings Visiteurs (Visitor) or Exposants CNIT (CNIT Exhibitor). Take the pedestrian exits to Parvis de la Défense, and use the entrance indicated by a totem sign located to enter Espace Grande Arche.

Two alternative car parks:

- Exit La Défense 4 Parking Centre - La Défense 6 Parking Coupole.

Delivery acces

- Exit at La Défense 8 and then follow the signs for La Défense 7

Deliveries/taxis

- Take Route de la Demi-Lune and make your way to n°.56 to follow the instructions given by the traffic attendants.



PEDESTRIAN ACCESS

Station “La Défense Grande Arche” :

Metro n°1: hâteau de Vincennes / La Défense Grande Arche

RER A Boissy-St-Léger / Marne-La-Vallée - Poissy / Cergy both cross through the centre of Paris from east to west.

Tramway T2 Issy / Val de Seine

Acces SNCF lignes Paris - Saint-Lazare / Saint-Nom-la-Bretèche ou Versailles-RD / Saint- Quentin-en-Yvelines / La Verrière

Buses from

- Paris Paris n°73 La Défense / Musée d'Orsay
- from West Paris 141, 144, 159, 258, 262, 272, 275, 278, 360, 378
- from the North 161,174,178

Exit A «Grande Arche» and look for the totem sign located on.



Accomodation

Hôtel CONCORDE LA FAYETTE ****

3, place du Général Koenig

75017 Paris

+33 (0)1 40 68 50 68

Hôtel HILTON PARIS LA DEFENSE ****

2, place de la Défense

92053 Paris La Défense

+33 (0)1 46 92 10 68

Hôtel RENAISSANCE PARIS LA DEFENSE ****

60, jardin de Valmy - Boulevard Circulaire, sortie 7

92918 Paris La Défense Cedex

+33 (0)1 41 97 50 32

Hôtel MERCURE ESPLANADE ***

35, cours Michelet

92060 Paris La Défense

+33 (0)1 47 73 15 15

Hôtel MERCURE LA DEFENSE PARC ***

17, esplanade Charles de Gaulle, rue des Trois Fontanot

92400 Nanterre

+33 (0)1 46 69 68 00

Hôtel IBIS **

4, boulevard de Neuilly

92400 Courbevoie

+33 (0)1 41 97 40 40

Hôtel PULLMAN PARIS LA DEFENSE ****

11, avenue de l'Arche

92081 Paris La Défense Cedex

+33 (0)1 47 17 50 00

Hôtel LE MERIDIEN ETOILE ****

81, boulevard Gouvion Saint Cyr

75017 Paris

+33 (0)1 40 68 34 88

Hôtel SOFITEL PARIS LA DEFENSE CENTRE ****

34, cours Michelet

92800 Puteaux

+33 (0)1 47 76 72 18

Hôtel MERCURE LA DEFENSE ***

18/30, rue Baudin

92400 Courbevoie

+33 (0)1 49 04 75 00

Hôtel NOVOTEL LA DEFENSE ***

2, boulevard de Neuilly

92400 Courbevoie

+33 (0)1 41 45 24 01

Bulletin d'inscription / Registration form

CESA 2010:

ELECTRIC AND HYBRID VEHICLES

VÉHICULES DÉCARBONÉS, ÉLECTRIQUES ET HYBRIDES

November 25 & 26, 2010 – Versailles, France

Ref: 2010-11

Please complete and return this form to:

SIA – 79, rue Jean-Jacques Rousseau – F-92158 Suresnes Cedex

Tel: +33 (0)1 41 44 93 70 – Fax: +33 (0)1 41 44 93 79

REGISTER DIRECTLY ON LINE: www.sia.fr

■ Please use BLOCK CAPITALS when filling in this form

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Email:

VAT number:

■ Registration fees (Tick as appropriate)

1028,56 € VAT Incl. (860 € VAT Excl.) SIA Members

1160,12 € VAT Incl. (970 € VAT Excl.) Non Members

580,06 € VAT Incl. (485 € VAT Excl.) Researchers, Labs and Small Firms (< 100 people)

47,84 € VAT Incl. (40 € VAT Excl.) Students, SIA Members - Ask for special form registration : info@sia.fr

FREE . Speakers (1 per conference) Session Chairmen

For group of at least 5 persons from the same company or laboratory, special fees: Please contact SIA

■ Payment

By check in Euros made payable to: “Société des Ingénieurs de l’Automobile”

By bank transfer in Euros made payable to: “Société des Ingénieurs de l’Automobile” in Euros made payable to: “Société des Ingénieurs de l’Automobile”

Please attach a copy and precise name and ref: CESA 2010-11

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REGISTRATION CONDITIONS

- Registration fees include participation in the conference, access to the exhibition, documents of the congress, coffee breaks, lunches and the dinner on November 25th.
- Where it is not possible to send the payment together with the form, each registration should be accompanied by an official purchase order. Failing reception of an official purchase order or payment on the day of the conference, we regret that you will not be allowed entry to the conference.
- When we have received the registration form, we will send you a confirmation letter and an invoice. Please indicate the accounts department address where necessary.
- In case of cancellation before October 25, 2010, 30% of the registration fees will be retained by the organisers. After this date, the entire registration fee will be retained. Registered participants not able to attend may nominate a substitute. Written notice must be provided.



SIA

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F-92158 SURESNES CEDEX**

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