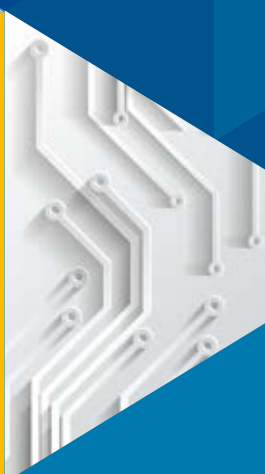




SIA

SOCIÉTÉ
DES INGÉNIEURS
DE L'AUTOMOBILE



PROGRAMME

International Conference and Exhibition

CESA 4.0 Automotive electronic systems



PALAIS DES CONGRES / VERSAILLES, FRANCE
16 & 17 November 2016

Partner



FILIÈRE
AUTOMOBILE
& MOBILITÉS

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CESA 4.0 > AUTOMOTIVE ELECTRONIC SYSTEMS

is under preparation...

The next edition of our successful conference on automotive electronics, CESA 4.0. will take place on 16 and 17 November 2016.

The aim of CESA is to bring people from different backgrounds together to talk about today's automotive electronics as well as future trends and technologies. We will look **beyond the geographical horizon of our export markets and beyond the automotive technological horizon of connected and automated driving.**

Organized by the French Association of Automotive Engineers (SIA) and strongly supported by the French Automotive Industry (PFA), this year CESA will focus on **Electrification, Automated Driving and the transfer of knowledge from the electronics industry to automotive applications.**

We will again welcome many top speakers from OEMs (from France, Germany and elsewhere in the world), all major suppliers to the car industry and also representatives from other industries active in the factory 4.0.

Besides industrials we will also show some of the young Institutes of Technology created here in France recently, in particular VEDECOM and IRT SystemX.

With the help of our sponsors and the partners of our dedicated exhibition we will facilitate networking between main actors in the market. As with previous editions, we develop specific partnerships with a country that is important for automotive electronics. **After Austria and Germany for the first editions, we have chosen to highlight Asia for 2016.**

Top speakers are expected such as engineering directors from French OEMs, as well as from foreign countries. At the last edition, more than half of the visitors travelled from locations other than France to Paris.

Link to other industries, such as Industry 4.0. focusing on the example of automated driving, there are already solutions available in agriculture or factory automation that demonstrate the highest levels of autonomy. At the same time, usage of data and services in a cloud environment is becoming standard for office management and will certainly also influence the automotive industry.

"We are counting on you all to make CESA conference a big success"





Dr. Jochen Langheim, Conference Chair
STMicroelectronics

COMMITTEE

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GÉRARD YAHIAOUI - NEXYAD

PROGRAMME // 16 NOVEMBER 2016

08:40	- attendees registration - - breakfast in the exhibition -	
09:20	Welcome Speech Jochen Langheim , Chairman	
Keynote Speeches		
09:30	Introduction - Automotive Electronics, Innovation challenge of the French Industry Jean Luc Brossard , PFA	
10:00	Shaping mobility with electronics Jean-François Salessy , Groupe PSA	
10:20	Becoming an electronics supplier Ignacio Alvarez , Faurecia	
10:40	Autonomous Driving in this new century Hans-Gerd Krekels , ZF TRW	
11:00	- coffee break in the exhibition -	
	Car Architectures & Components Session chair: Louis-Claude Vrignaud, Continental Automotive	Highly Automated Driving Testing & Validation Session chair: Carla Gohin, Groupe PSA
11:30	Semiconductor components for high available and fail operational actuators / HW and SW aspects André Roger , Infineon	HAD with Vehicle-in-the-Loop, Euro NCAP Charles Miquet , IPG Automotive
11:45	Enabling Smart Mobility and Smart Infrastructure by Development of a Technology ReAdiness Process for Consumer Electronics - TRACE Jochen Beintner , Robert Bosch GmbH	Automatic generation of optimized test plan for connected ADAS vehicle Nadia Haddadou , Renault
12:00	Semiconductors in automotive Tbc , Volkswagen	Autonomous car: data fusion, logging, simulation Claude Laurgeau , Mines ParisTech
12:15	Connected car architecture Eric Dequi , Groupe PSA	HAD testing Vincent Abadie , Groupe PSA
12:30	Pitch PME 	Pitch PME 
12:35	Round-table discussion	Round-table discussion
12:45	- lunch break in the exhibition -	
Keynote Speeches		
14:15	Research on electromobility, driverless car and batteries in Aachen Rick De Doncker , Aachen University / ISEA	
14:35	Electromobility, driver assistance and connectivity Antoine Mullender , VEDECOM	
14:50	Embedded systems and tools for mobility Eric Perrin-Pelletier , IRT SystemX	

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	48V, Electrification Power Electronics Session Chair : Andy Toulemonde, Infineon	Highly Automated Driving Testing & Validation Session chair: Carla Gohin, Groupe PSA
15:15	Electrification of vehicles, new technical challenges for future mobility Nicolas Leclerc , Groupe PSA	Self-contained, distributed automotive Ethernet camera system Radoslaw Watroba , STMicroelectronics
15:30	Power Train Control by Connectivity - chances, architectures, solutions Friedrich Graf , Continental Automotive	New Radar Sensor Architecture and Technologies Uwe Voelzke , STMicroelectronics
15:45	Impact of 48V power supply emergence in automotive engineering disciplines Marc Ranier , Valeo	A multi-camera framework for safe and secure ADAS imaging algorithms Kuntal Sampat , Qualcomm
16:00	Electrification based on 48V as integrative part of the future powertrain Gerald Teuschl , AVL	Laser Scanner (solid state) Joachim Mathes , Valeo
16:15	Pitch PME PFA <small>PREMIERE AUTOMOBILE & MOBILITES</small>	Pitch PME PFA <small>PREMIERE AUTOMOBILE & MOBILITES</small>
16:20	Round-table discussion	Round-table discussion
16:30	- coffee break in the exhibition -	
	Plenary Session	
17:10	Deep Learning- enabling Cars to See, Think, and Learn for Autonomous Driving Arslan Serkan , nVIDIA	
17:30	Round-table discussions With Valeo, Renault, Groupe PSA, ARM, Université Pierre et Marie Curie (Lip6) Moderator: L. Meillaud	
18:30	Electronics challenges for the next decade K. Meder - M. Schmidt , Robert Bosch GmbH	
18:50	FIA: connected car and motorsport Bernard Niclot , Fédération Internationale Automobile (FIA)	
19:00	Summary of the day Jochen Langheim	
19:10 20:30	Cocktail in the exhibition	



PROGRAMME // 17 NOVEMBER 2016

07:50	- welcome breakfast -	
	Keynote Speeches	
08:25	Consumer Electronics meets Automotive Su-Birm Park , LG Electronics	
08:45	Smart vehicle in China and the research focus of Tongji University Shen Yong , Tongji University	
09:05	Autonomous Driving in Asia - Round-table discussion With Renault, Groupe PSA, Tongji University, BIPE Moderator: L. Meillaud	
09:55	- refreshment break in the exhibition -	
	Industry 4.0 and IoT Session chair: Christophe Aufrère, Faurecia	Security, privacy in automotive Session chair: Franck Cazenave, Robert Bosch
10:25	Industry 4.0 for the Auto Industry, and impacting evolutions for the electronic industry Grégoire Ferré , Faurecia	Software update over the air (SOTA) in light vehicles Björn Steurich , Infineon
10:40	Fast prototyping with Arduino - Industry 4.0 - 3D printing Yves Dubois , Valeo	A Holistic Approach to Automotive Security Vincent Bourgeois , Robert Bosch
10:55	Axandus – Return on experience in favor of competitive and modern production solutions in France Jean-Baptiste Yvon , Axandus	Cyber Security of Connected Cars Jérôme Dern , Valeo
11:10	5G: When will it be ready? Mérouane Debbah , Huawei	Secure and Efficient OTA Updating of the Entire Car Roger Ordman , Harman
11:25	Pitch PME PFA FILIÈRE AUTOMOBILE & MOBILITÉS	Pitch PME PFA FILIÈRE AUTOMOBILE & MOBILITÉS
11:30	Round-table discussion	
11:40	- lunch break in the exhibition -	

PROGRAMME // 17 NOVEMBER 2016

	HMI Session Chair: Jean Luc Brossard, PFA	Highly Automated Driving Session Chair: Jean-François Sencerin, Renault
13:40	Hands Off Detection - Who "controls" the automated vehicle? Thierry Mousel, IEE	Introduction Jean-François Sencerin, Renault
13:55	Components, car architecture and Human Machine Interface Benazouz Bradaï, Valeo	The Safety Aspect of Intelligent, Autonomous and Connected vehicles for future Transport Charles Boulanger, Ricardo
14:10	Driver awareness in HAD Elsa Yousfi, VEDECOM	Use of Smartphone Communication means to improve Parking Assistance Frederic Gehin, Valeo
14:25	HMI and User Acceptance in Autonomous cars Arnaud De La Fortelle, Mines ParisTech	Precise ego-localization using multi sensor map matching for highly and fully automated vehicles Kichun Jo, Valeo
14:40	Pitch PME 	Pitch PME 
14:50	Round-table discussion	Round-table discussion
Keynote Speeches		
15:00	Mobility platforms for Europe Michael Bueltemann, HERE	
15:20	Connected Cars: Technologies for Tomorrow's Mobility Jürgen Schweiger, Continental Automotive	
15:40	Pragmatic driver assistance Jean-François Tarabbia, Valeo	
16:00	Future challenges of electronics in cars Rémi Bastien, Renault	
16:20	Closing remarks Jochen Langheim, Chairman	
- end of conference -		

CESA Business Tour

November 15th 1-6pm

WELCOME TO PARIS REGION!

This free program offers you VIP access to 2 extremely innovative R&D institutes addressing the key challenges of the automotive industry: the Vedecom Institute & the SystemX IRT



#cyber-security
#autonomous driving
#HMI
#wireless charging
#intelligent transportation



More information & registration:

<https://connect.eventtia.com/en/dmz/cesabusinessstour>

Contact:

julie.veaute@parisregionentreprises.org

EXHIBITION & SPONSORSHIP

An exhibition will take place near the conference rooms during the 2 days of the conference. This exhibition will allow you to inform the participants, to present your new products or solutions and to make privileged contacts at this unique gathering of target decision makers.

BECOME A SPONSOR! Maximize your visibility by becoming a sponsor: with a corporate sponsorship, you gain unmatched recognition as an industry leader and generate an abundance of goodwill.

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Fitted-out booth		6 m ²	9 m ²	12 m ²	18 m ²	24 m ²	33 m ²
Included invitations	Full congress – 2 days	1	2	3	5	8	unlimited**
	Half congress – 1 day	2	4	6	10	16	
Logo on congress materials		-	-	x	x	x	x
Advertising in the book of conference		-	-	½ page	½ page	Full page	Full page
Corporate banner in emailing campaign		-	-	-	-	-	x
Announcement as the major sponsor		-	-	-	-	-	x
Preferential placement in the exhibition		-	-	-	-	-	x
Extra badges		-	-	300€	-	-	-

*This offer is reserved to the small firms which attend to the Pitch PME session organized by the PFA

**Reserved for company staff members only - A nominative list of attendees will be required 14 days before the conference - Attendees must precise when they intend to come to the congress, and must be equally divided between day 1 and day 2.

Do not miss the opportunity to advertise in the congress documents: a portal to leading decision-makers in the automotive industry.

RATES (exc. VAT)	Back cover	Inside	Inside front cover	Inside back cover
Book of Conference (Distributed to all attendees)	1 300 €	950 €	-	1 100 €
Insertion of company booklet in the conference bags		1 000 €		
Cords and badges with your logo		700 €		
Conference bag with your logo		700 €		



REGISTRATION FORM

CESA 4.0 Automotive Electronic Systems - November 16 & 17, 2016

Réf: 2016-03

PLEASE COMPLETE AND RETURN THIS FORM TO:

SIA - 79, rue Jean-Jacques Rousseau - F-92158 Suresnes Cedex / Fax: +33 (0)1 41 44 93 79 / pauline.senis@sia.fr

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Registration fees

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Non member	<input type="radio"/> 588 € VAT Incl. (490 € VAT Excl.)	<input type="radio"/> 312 € VAT Incl. (260 € VAT Excl.)
SIA member	<input type="radio"/> 468 € VAT Incl. (390 € VAT Excl.)	<input type="radio"/> 264 € VAT Incl. (220 € VAT Excl.)
Univ, Labs, Small Firms, Co-authors	<input type="radio"/> 348 € VAT Incl. (290 € VAT Excl.)	<input type="radio"/> 192 € VAT Incl. (160 € VAT Excl.)
Speaker	<input type="radio"/> 108 € VAT Incl. (90 € VAT Excl.)	
Committee members	<input type="radio"/> 108 € VAT Incl. (90 € VAT Excl.)	
Student	<input type="radio"/> 48 € VAT Incl. (40 € VAT Excl.)	
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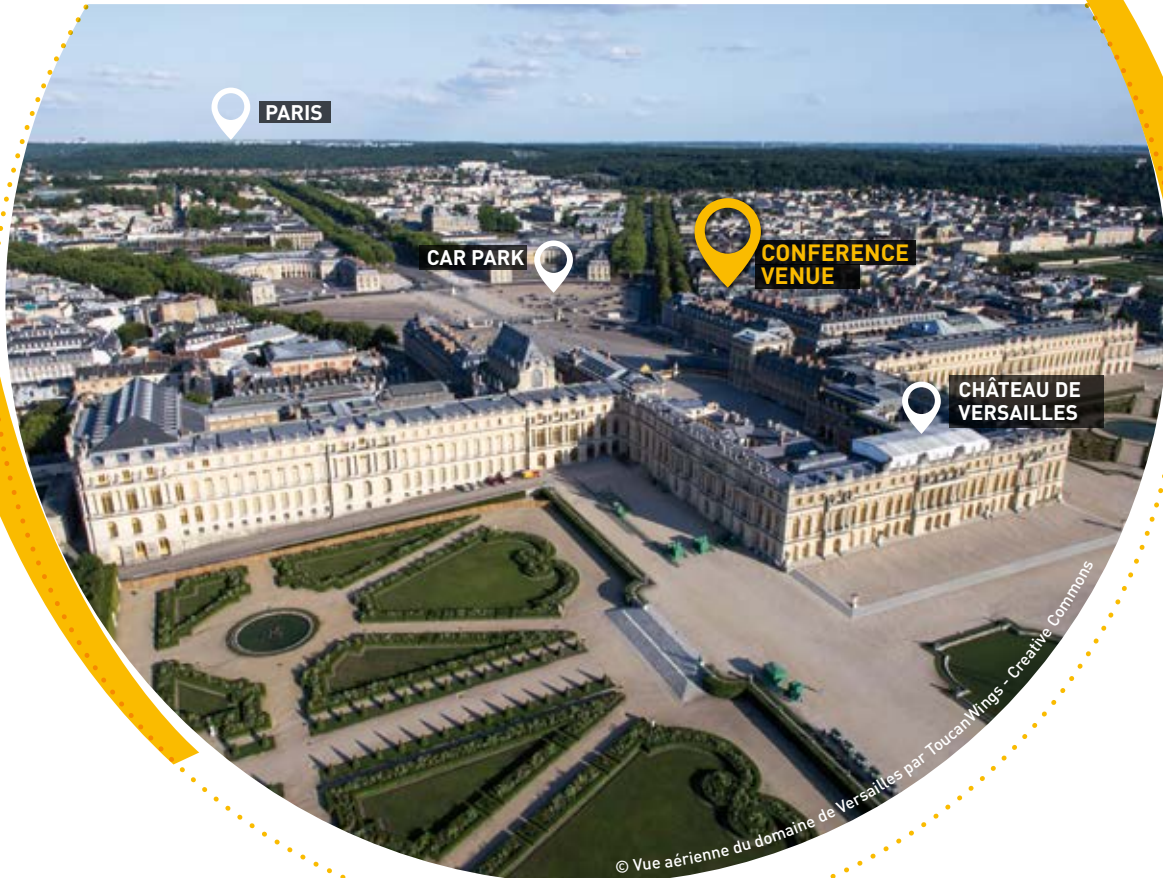
REGISTRATION CONDITIONS

- Registration fees include participation in the conference, proceedings, refreshment breaks, lunches and cocktail.
- 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 congress, we regret that you will not be allowed entry to the congress.
- When we have received the registration form, we will send you a confirmation message and an invoice. Please indicate the accounts department address where necessary.
- In case of cancellation before 16 October 2016, 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.

VENUE

[PALAIS DES CONGRÈS]

10 rue de la Chancellerie - Versailles

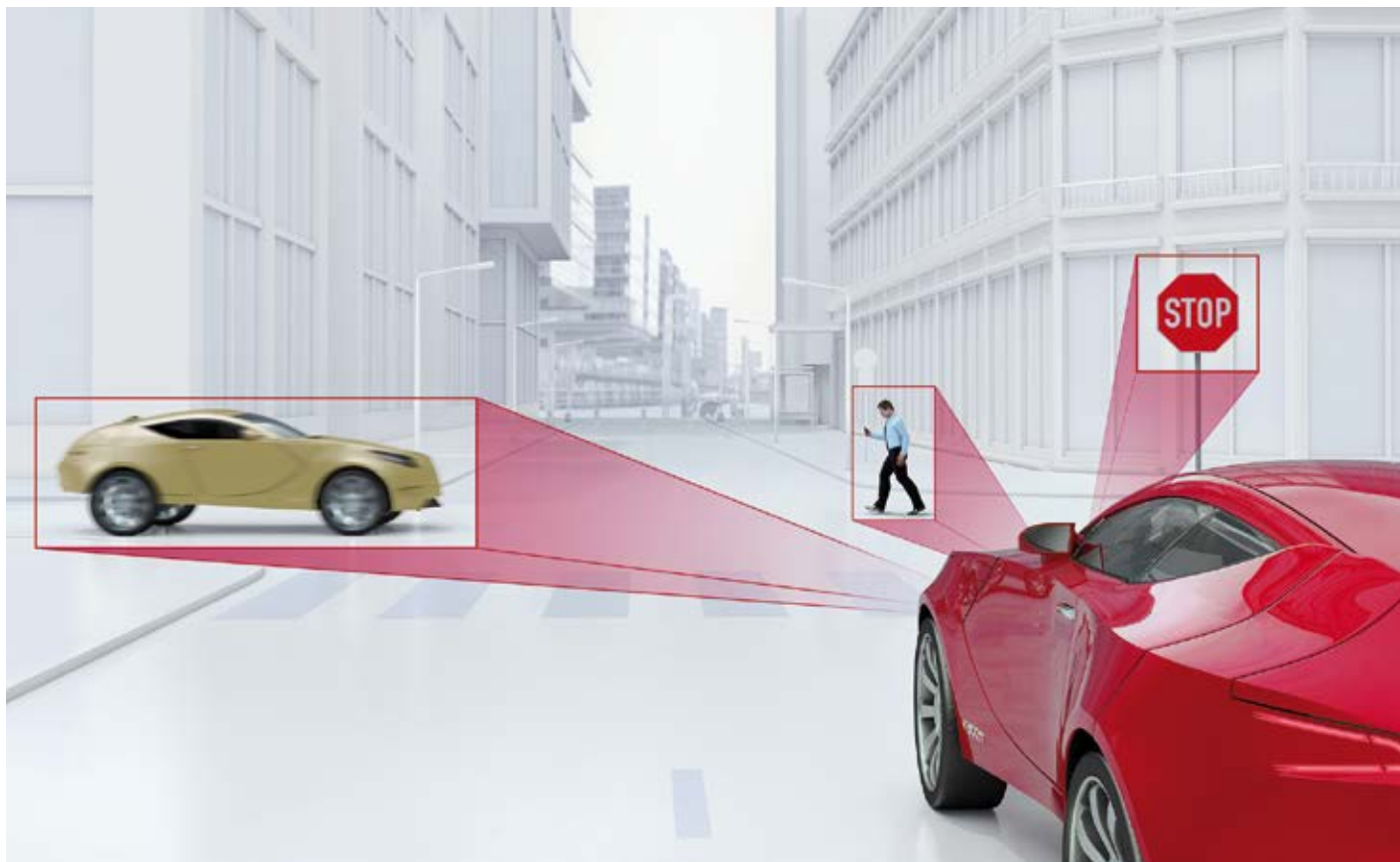


PUBLIC TRANSPORTATION

- **From Roissy CDG Airport**, take RER B towards Paris and stop at "Saint-Michel Notre-Dame". Then, take another train RER C towards Versailles Rive-Gauche. Stop at "Versailles Rive-Gauche". The Palais des Congrès is 5 min by foot.
- **From Saint-Lazare station (Paris)**, take a SNCF train towards Paris "Versailles Rive-Droite". The Palais des Congrès is 20 min by foot.

HOTELS

List of recommended hotels on www.sia.fr



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