



PROGRAMME



International congress & Exhibition

# SIA CESA 2021

Automotive Electronics

28 JANUARY 2021

DIGITAL EDITION



With the support of the French Car Industry:





**Jochen Langheim**  
STMicroelectronics  
Chairman of SIA CESA 2021

Electric Mobility, Mechatronics, Connectivity, Driver Assistance, Motor control, Infotainment - today everything relies today on Electronic Components and Systems.

**This makes SIA CESA the most important conference for Automotive Electronics in France and Europe, gathering as it does, the Executives, Experts and Trend Setters from all regions of the globe.**

More than ever the Electronic (in particular Consumer Electronics) and the Automotive industries must work cooperatively to face strategic challenges and better prepare for our future. Together we must design and develop optimum package integrations, create mechatronic technologies which are reliable, efficient and sustainable solutions for connectivity, combine Artificial Intelligence, Cloud and Big Data management including transfer and processing.

SIA CESA is organized by the SIA (Association of French Automotive Engineers) with the support of the PFA (the sole Platform to represent the whole French Automotive Industry), working in close with the French Electronics industry. This deliberate industrial strategy underlines the strength of cooperation and convergence required of both over multiple years.

SIA CESA taking place on **January 28<sup>th</sup>, 2021** is an important date after the two major storms our organizations and industries have had to surmount since 2018: a shortage of passive components in 2018 and in 2019, then more recently the globally disruptive COVID-19 pandemic with subsequent supply chain issues.

SIA CESA is therefore your unique opportunity to hear the best presenters and trend setters and to share and exchange with your peers as to know we can take our first steps into the challenges of our post-coronavirus Electronic world.

Keynote Speakers will open and close the seminar presenting their visions on:

- > Market recovery: threats and opportunities from the eco-transition,
- > Electronics in the new automotive industry: cooperation, innovation and competitiveness,
- > R&D/Industrial technologies and processes: agility and competences,
- > Challenges in all fields of the Electronic Industry in future Automotive Mobility solutions.

Trend setters of the different domains will present key challenges for the future:

- > View on Electronics:
  - Electronics and vehicle Electrical and electronics architectures, what trends?
  - Electronic and supply-chain as seen by OEMs.
- > Automation and connectivity for new services and mobility:
  - ADAS trends, what in China?
  - Artificial Intelligence, Connectivity, Cloud and Big data,
  - Embedded functional safety in electronic Smart components.
- > Electrical Vehicles and Power Electronics:
  - Power Electronics and mechatronics: Package integration and efficiency: how can Europe lead the game?
  - Electronics and e-mobility,
  - Embedding the Electric Vehicle in the Smart Energy Grid,
  - Charging infrastructures.

**Breaks will give you the opportunity to chat with speakers and participants and discover technologies**, thus enhancing your understanding of Electronics eco-system in automotive industry.

**This Symposium is organized by a team of experts widely recognized by the domain and highly honored by the presence of trend setters from French OEMs, global suppliers, Academics and Institutes such as VEDECOM.**

## COMMITTEE MEMBERS

Patrick BASTARD, Groupe RENAULT  
Jean-Luc BROSSARD, PFA  
Jean-Philippe DEHEANE, VECTOR  
Hervé GROS, SIA

Pierre LEBRUN, VALEO  
Daniel RICHARD, SIA  
Andy TOULEMONDE, INFINEON

## PROGRAMME 28 JANUARY 2021

08:00 > OPENING OF THE PLATFORM

**OPENING SESSION // Chairman: Jochen LANGHEIM - Congress Chairman**

08:50 > **Welcome Introduction**  
Luc MARBACH, President, **Société des Ingénieurs de l'Automobile**

**KEYNOTE & DISCUSSION**

**Moderator: Jochen LANGHEIM, SIA CESA Congress Chairman**

09:00 > **The challenge and the opportunities for Auto & Electronics - New Technologies, Market & Business**  
Jean-Luc BROSSARD, PFA - **French Automotive Industry and Mobilities**

09:10 > **Recovery plan for automotive & Cooperation with electronics**  
Luc CHATEL, President, **CSF Automobile & PFA, Former French Minister**

09:20 > **Competitivity in electronics & Cooperation with Automotive**  
Thierry TINGAUD, President, **CSF Electronics**

09:30 > **Key-Address from German Automotive**  
Joachim DAMASKY, Managing Director, **VDA**

09:40 > **Q&A and discussion**

10:00 > **VIRTUAL COFFEE**

Take some time to exchange with the speakers, exhibitors & participants (chat rooms & one-to-one meetings)

**CHALLENGES IN THE CAR INDUSTRY // Chairman: Daniel RICHARD, Valeo**

10:30 > **Electronics seen by an OEM**  
Yvan AGLIANY, **PSA**

10:45 > **Renault challenges in the domain of automotive electrics and electronics**  
Sophie SCHMIDTLIN, **Renault Nissan Alliance**

11:00 > **Future Car Architecture**  
Antoine VUILLAUME, **GROUPE RENAULT**

11:15 > **Future R&D to respond to market needs**  
Tony JAUX, **VEVECOM**

11:30 > **Q&A and discussion**

12:00 > **VIRTUAL LUNCH**

Take some time to exchange with the speakers, exhibitors & participants (chat rooms & one-to-one meetings)

**ADAS, HAD & AI // Chairman: Jean-Philippe DEHAENE, Vector**

13:30 > **Three waves and a Tsunami**  
Joachim MATHES, **Valeo**

13:45 > **Adas/ad Modeling and Validation, View of a tier 1**  
Jean-François SALESSY, **APTIV**

14:00 > **Vehicle Automation: No Edge AI Without Cloud AI**  
Ralf HERRTWICH, **NVIDIA**

14:15 > **ADAS, AI, Manycore, Functional safety form the semiconductor side**  
André ROGER, **Infineon**

14:30 > **Q&A and discussion**

15:00 > **VIRTUAL COFFEE**

Take some time to exchange with the speakers, exhibitors & participants (chat rooms & one-to-one meetings)

**E-MOBILITY // Chairman: Pierre LEBRUN, Valeo**

15:30 > **EV Charging of the Future**  
Christel GALBRUN-NOEL, **Schneider Mobility**

15:45 > **Smart Grids and the complementarity between Electric Vehicles and Electricity Generation-Transport-Distribution Systems**  
Stéphanie JUMEL, **EDF**

16:00 > **Charging Infrastructure & standards protocols (incl. CharIn) ISO 15118**  
Dirk GROSSMAN, **Vector**

16:15 > **LCA in automotive industry; focus Electronics**  
Stéphane MOREL, **GROUPE RENAULT**

16:30 > **Q&A and discussion**

17:00 > **VIRTUAL COFFEE**

Take some time to exchange with the speakers, exhibitors & participants (chat rooms & one-to-one meetings)

**CLOSING SESSION // Chairman: Jochen LANGHEIM - Congress Chairman**

17:30 > **Power Electronics - An opportunity for Europe's Industry - Cooperation Automotive & Electronics**  
Rémi BASTIEN, **GROUPE RENAULT**

**Summary of the congress and closing remarks**  
Jochen LANGHEIM, **Congress Chairman SIA CESA 2021**

18:00 > **END OF THE CONGRESS**