

Innovation 4 Mobility
10-12 December 2024
Hall 8

Event Overview:

Efficiency and sustainability have been at the forefront of every industry with automotive not being an exception. With the fast changing landscape and growing trends of electrification of vehicles, climate-neutral mobility, connected mobility, autonomous driving and Mobility-as-a-Service (Maas), urban mobility is set to revolutionize by 2030.

Automechanika Dubai in 2024 will launch 'Innovation4Mobility' as a special dedicated zone combining product showcases along with a series of keynote addresses, panel discussions and roundtable debates that will analyze the latest technologies, trends and examine how aftermarket will change in the course of this Newer Mobility.

Alternate fuel vehicles, driving technologies, digitalization, connectivity and smart infrastructure will fall into the heart of discussions and display at this section, therefore making this zone a must attend to explore the **New Age Mobility Ecosystem**.

Theme: Transition & Innovation towards a Sustainable Future	
12:40	Welcome and opening remarks
12:45	Session 1: Collaboration as key in accelerating future mobility Khaled Al Awadhi , Director – Transportation Systems Department Roads and Transport Authority
13:05	Session 2: Behavioral science in the new age mobility ecosystem Maxwell Stanley , Behavioral Change Expert Department of Energy, UAE
13:30	Session 3: Navigating Digital Innovation in Mobility - The European perspective Dr. Stephane Dreher , Head of CCAM – Innovation & Deployment ERTICO
14:00	Session 4: Global and Regional Electrification Trends Heiko Seitz , Global eMobility Leader & Partner PwC
14:30	Session 5: Understanding consumer preferences Mohamed Kassem , Franchise Director - BYD Al Futtaim Electric Mobility Company
15:00	Session 6: Accelerating the transition of electric fleets Zain Peracha , Head of New Ventures Emirates Transport
15:30	Session 7: Global Light Vehicle Parc Electrification Trends Marcus Zahren , Associate Director of Aftermarket Solutions

	S&P Global
16:00	Session 8: Paving the Way for a Sustainable Future of Mobility Gurhan Cevikel , Head of Marketing MEA Bridgestone Middle East Africa
16:30	Session 9: Next-Gen Fast Charging: Scaling EV Infrastructure Bassam Alshabatat , E-mobility solutions lead ABB E-mobility
17:00	Closing Remarks & End of Day 1

*The above programme is a working draft. Topics, speakers and timings are subject to change.

Day 2, 11th December, 2024

Theme: Moving towards a Digital Mobility Space	
12:25	Welcome and opening remarks
12:30	Session 1: Exploring future mobility solutionn – An insight into autonomous driving and safety? Ir. Ts. Dr. Vimal Rau Aparow , Assistant Professor – Faculty of Electrical & Electronics Engineering, University of Nottingham Malaysia
13:00	Session 2: Traffic Safety with alternate mobility Thomas Edelmann , Founder & Managing Director, RoadSafetyUAE Roberto Lopes Da Silva , General Manager, NIO UAE
13:30	Session 3: Role of blockchain in mobility Dr. Hamid Haqqarwar , CEO - BMW AGMC
14:00	Session 4: ENOC E-mobility Fluids- Solutions for Global Electrified ecosystem Prashant Bhatt , Manager-Lubricants Technology ENOC
14:30	Session 5: Achieving operational excellence via telematics Feras Jawhari , Head of Fleet Mobility - Emerging Markets Goodyear Middle East FZE
15:00	Session 6: Global battery technologies and its scope in the Middle East Avanthika Satheesh , Head of Research India Energy Storage Alliance
15:30	Session 7: Reshaping transportation: Role of autonomous vehicles in future mobility Ghanim Mohammad Al Falasi , Senior Vice President Director General Office Dubai Silicon Oasis (DSO)
16:00	Session 8: KEZAD and Witthal Partnership Khalid Al Marzooqi , Vice President - International Business Development, KEZAD Group Sugumaran Devaraja , Advisor, Witthal Gulf Industries LLC Shamma Al Hosni , Executive – Commercials & BD, KEZAD Group
16:30	Session 9: Promoting a greener, cleaner community

	Dr. Maya Ben Dror , Mobility Expert
17:00	Closing Remarks & End of Conference

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