

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, climateneutral 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 |
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| 12:40 | Welcome and opening remarks |
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| 12:45 | Session 1: Collaboration as key in accelerating future mobility |
| | Khaled Al Awadhi, Director – Transportation Systems Department |
| | Roads and Transport Authority |
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| 13:05 | Session 2: Behavioral science in the new age mobility ecosystem |
| 10.00 | Maxwell Stanley, Behavioral Change Expert |
| | Department of Energy, UAE |
| | bepartment of Energy, OAE |
| 13:30 | Session 3: Navigating Digital Innovation in Mobility - The European perspective |
| 13.30 | Dr. Stephane Dreher, Head of CCAM – Innovation & Deployment |
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| 44.00 | Occasions As Clabelland Danismal Flankiffaction Turneds |
| 14:00 | Session 4: Global and Regional Electrification Trends |
| | Heiko Seitz, Global eMobility Leader & Partner |
| | PwC |
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| 14:30 | Session 5: Understanding consumer preferences |
| | Mohamed Kassem, Franchise Director - BYD |
| | Al Futtaim Electric Mobility Company |
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| 15:00 | Session 6: Accelerating the transition of electric fleets |
| | Zain Peracha, Head of New Ventures |
| | Emirates Transport |
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| 15:30 | Session 7: Global Light Vehicle Parc Electrification Trends |
| | Marcus Zahren, Associate Director of Aftermarket Solutions |
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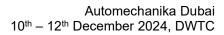


| | S&P Global |
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| 16:00 | Session 8: Paving the Way for a Sustainable Future of Mobility |
| | Gurhan Cevikel, Head of Marketing MEA |
| | Bridgestone Middle East Africa |
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| 16:30 | Session 9: Next-Gen Fast Charging: Scaling EV Infrastructure |
| | Bassam Alshabatat, E-mobility solutions lead |
| | ABB E-mobility |
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| 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 |
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| 12:25 | Welcome and opening remarks |
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| 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 |
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| 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 Haqparwar, CEO - BMW AGMC |
| 14:00 | Session 4: ENOC E-mobility Fluids- Solutions for Global Electrified ecosystem Prashant Bhatt, Manager-Lubricants Technology ENOC |
| 14:30 | Consider Et Ashioving amounting a symplectic via telegration |
| 14.30 | Session 5: Achieving operational excellence via telematics Feras Jawhari, Head of Fleet Mobility - Emerging Markets Goodyear Middle East FZE |
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| 15:00 | Session 6: Global battery technologies and its scope in the Middle East Avanthika Satheesh, Head of Research India Energy Storage Alliance |
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| 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) |
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| 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 |
| 40:00 | Coories Or Drawating a greener closure agree *** |
| 16:30 | Session 9: Promoting a greener, cleaner community |





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

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