

# AGENDA

Driving into AI - The Generative AI Opportunity for the Automotive Industry

## Executive Dinner

### SPEAKERS



**Rolf Löwisch**  
Director Data & AI  
[IBM](#)



**Peter Schel**  
VP & Senior Partner  
[IBM](#)



**Tiziano Curci**  
Team Manager | Data  
& AI Partner Business  
Development EMEA  
[AWS](#)



**Serif Ali Aydogan**  
Manager, Sales & BD  
[MAN Truck & Bus](#)



**Christian  
Waltermann**  
Senior Director &  
Program Executive  
Automotive High-  
Performance  
Computer Series  
[Continental](#)



**Dario Trinkgeld**  
Head of Sales Vans  
[Mercedes-Benz AG](#)



**Marcus Siefertmann**  
Director HV Harness  
Engineering  
[DRÄXLMAIER Group  
Companies](#)



**Mohsen Kaboli**  
Head of AI Lab  
[BMW](#)



**Piotr M. Klima**  
Pricing Director  
[Universal Robots](#)

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Central European Time

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## Driving into AI - The Generative AI Opportunity for the Automotive Industry

6:30 PM-9:30 PM

Automotive companies' existing investments in digital, data and cloud technology provide a strong foundation to harness the potential of generative AI. Join the discussion with industry peers and experts on how to scale AI from pilot experimentation to broad value gain in productive use. Innovative project that reduced costs and increased customer satisfaction across all functional areas, from product development to after-sales service. Get ready for a unique experience that blends the thrill of driving with cutting-edge conversations about the future of Artificial Intelligence.

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