



## Webinar program

# Software in the Automotive Industry

Thursday, November 26th, 2020, 9:00 - 12:00 CET

Moderation: Mikaela Jaanti, Head of Sales & Development, AHK Finland

9.00 – 9.05	Opening words
9.05 – 9.20	<b>The Role of Standardization for Future Intelligent Mobility – Enabling continuous Innovation</b> Rinat Asmus, Deputy Chairman at AUTOSAR
9.20 – 9.40	<b>The Software-defined Vehicle: The Present and the Future of the Cars</b> Adam Konopa, Senior Business Development Manager at TietoEVRY (AUTOSAR Development Partner)
9.40 – 10.00	<b>Sensor Fusion for Automated Driving – From Leading Edge to Commodity</b> Eric Richter, Director Customer Relations at BASELABS (AUTOSAR Development Partner)
10.00 – 10.10	Break
10.10 – 10.15	Moderation
10.15 – 10.50	<b>VTT's R&amp;D Services for the Automotive Industry</b> Dr. Tiia Ojanperä, Research Team Leader / Project Manager Autonomous Systems Connectivity at VTT Technical Research Centre of Finland
	<b>AI and Machine Learning: Potential for New Innovations in Automotive Products and Operations</b> Vesa Jaakkola, Sales Director at Top Data Science
	<b>Automotive Software Dev: Automated, Measured and Visualized</b> Petteri Ahonen, Managing Director at Eficode Germany
10.50 – 10.55	Closing words, instructions for networking
10.55 – 11.00	Break
11.00 – 12.00	Virtual networking

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