

Business-Academia Collaborative Forum 4th Automotive Engineers Forum in Bangkok

Under the Global Mainstream of Automotive Electrification and Intelligence

Outline of Event

August 31 (Friday), 2018

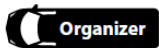
Centara Grand & Bangkok Convention Centre at CentralWorld

Organizer:

Smart Mobility Research Center of Chulalongkorn University
Green Mobility Research Institute
Institutes of Innovation for Future Society, Nagoya University

Co-organizer:

Society of Automotive Engineer-Thailand
Impress Corporation



Organizer



Co-organizer



Secretariat: Impress Corporation
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<http://www.impress.co.jp/>

Background & Scope

The 4th Automotive Engineers Forum in Bangkok 2018 will take the new form different from former three events. 2 rooms will be prepared with well-defined and focused sessions. Under the global trends of latest automotive R&D, Automobile Electrification and Autonomous Driving Vehicles with Advanced Driver-Assistance Systems (ADAS) will be focused.

Automobile Electrification like "Battery Electric Vehicles (BEV)", "Range Extender Electric Vehicles (REEV)", "Plug-in Hybrid Electric Vehicles (PHEV)", "Hybrid Electric Vehicles (HEV)", "Fuel Cell Electric Vehicles (FCEV)" will be reviewed. As latest technologies involved in Autonomous Driving with ADAS, many kinds of seeds on sensing, control logic including Artificial Intelligence (AI), Dynamic Map, Information Technology (IT) and Connected technologies will be also reviewed. In addition, the issues in social implementation of Autonomous Driving will be considered.

Track A: Research & development trend on Electric Driven Vehicles; BEV, BEVX, PHEV, HEV and FCEV Technologies & products review; BEV & HEV System, Secondary battery & Next generation battery, Motor technologies, Inverter technologies, Testing & Measurement & Simulation, Materials & Parts and others

Track B: State-of-the-art research & technologies on Autonomous Driving with ADAS; Sensing, AI, Dynamic Map, seeds on IT & Connected technologies, Contents from level 0 to level 5 and related technologies, social acceptance and harmonization between human mind and vehicle behavior in order to implement Autonomous Driving with ADAS

Technologies & products review; Autonomous Driving Vehicles, Sensing (Sensor, Camera, Radar, Image processing software), Semiconductor, AI, Dynamic map, IT, Security, Conformity assessment, related issues in mobility society and others

This forum is well known for a exclusive place to discuss about advanced automotive technologies. Visitors such as automotive manufacturers, parts suppliers, materials suppliers, academic experts and government officers, will be invited by organizers.

Automotive Engineers Forum in Bangkok 2018 is scheduled to have about 18 sessions and gives more clearly defined presentations and discussions about advanced automotive technologies.



Content of Forum

*Opening Remarks

It is positioned as showing some future trend involved in automotive technology. It should be presented by the leading engineer in Thailand. Opening remarks would be subjects of how Thailand engineer contributes to Japanese and overseas automotive industry and how engineers on both sides solve some kind of problems.

*Keynote Speech

Overseas engineer would scope and review mutual problems involved in automotive technologies.

Conventional keynote speakers: Yutaka Okayama, Cooperate Strategic Planning, Toyota Motor Thailand Co., Ltd./Tetsunori Haraguchi, Professor, Executive Director in charge of industry-academia collaboration, Green Mobility Collaborative Research Center, Nagoya University/Martin Knoss, Gasoline Systems, Regional President, Robert Bosch Automotive Technologies/ (Thailand) Co., Ltd./Angkee Sripakagorn, Associate Professor, Smart Mobility Research Center, Faculty of Engineering, Chulalongkorn University, Saptarshi Basu, Director, Interior Systems and Technology, Continental Automotive Singapore Pte Ltd/Andreas Lettner, Chief Executive Officer, Mercedes Benz Manufacturing Ltd. Thailand/

*Invited session and Sponsored session

There are two types of presentation but Opening Remarks and Keynote Speech. Invited session is a presentation made by engineer from Thailand and overseas countries who members of organizers recommend and invite, and Sponsored session is a presentation made by companies which sponsor this event.

*Conventional sponsors & exhibitors

Horiba, Ltd/Nikon Corporation/Nippon Avionics Co., Ltd/IMV Co., Ltd/Hagiwara Electric Co., Ltd/Forum 8 Co., Ltd/
Kobelco Research International Co., Ltd/Topcon Technohouse Corporation/AVL List GmbH/ESPEC Corp./nac Image Technology Inc./EMIC
Corp./Keysight Technologies/Nippon Avionics/Nihon Onkyo Engineering/Brüel & Kjær /Spectral Dynamics/Vibration Research/Fuji Testing Machine
Corp./Yokogawa Ltd./ABB/KJTD Co., Ltd/N-K-System/Kanomax Japan Inc./AVL List GmbH

*Purpose

- Personal and information exchange of engineers.
- Collaboration and exchange of automotive technologies.
- Promotion of incubating future action plan and project.
- Promotion of human and technological exchange between academia and business.
- Support to Japanese and overseas companies which have a plan to land Thailand market.

Outline of Event

◆ Event name : Automotive Engineers Forum in Bangkok

◆ Date : August 31, 2018

◆ Venue :

Forum: World Ballroom on the 23 floor

Exhibition: World Ballroom A&C and Pre Function

Dinner Party: Lotus Suite 5-7 on the 22nd floor

Centara Grand & Bangkok Convention Centre at CentralWorld

<http://www.centarahotelsresorts.com/centaragrand/cgcw>

◆ Capacity : 200 persons

◆ Admission : Free (Note: All the attendees will be invited by organizers and will serve lunch)

◆ Language: **English**

◆ Organizers : Smart Mobility Research Center of Chulalongkorn University
Green Mobility Research Institute Institutes of Innovation for Future
Society Nagoya University

◆ Co-organizer : Society of Automotive Engineer-Thailand
Impress Corporation

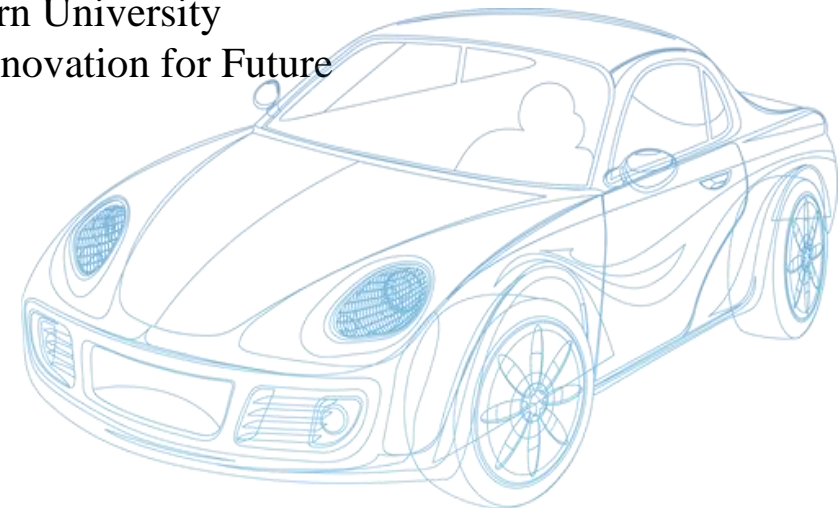
◆ Tageted attendees :

* Engineers involved in green energy and safety

* Engineers involved in testing, CAE and measurement

* Engineers involved in car electronics

* Administrator



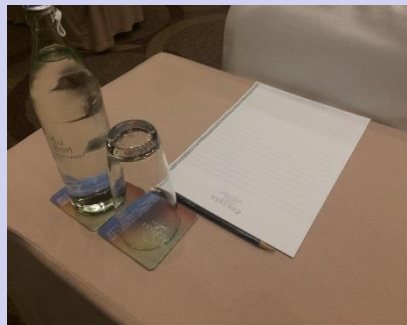
Main hall																															
10:00~10:20 (20min)	Welcome speech (From Thailand)/Thiland Administration by SMRC (SMRC Will invite Permanent Secretary of Minister of Industry. STATUS: SMRC will send invitation next week)																														
10:20~10:40 (20min)	Opening remarks: TSAE President or Honorary President (Tentative) (STATUS: Confirmed)																														
10:40~11:10 (30min)	Keynote speech : NISSAN (Status: Under discussion)																														
11:10~11:40 (30min)	Special sponsored session: Kobelco																														
11:40~12:50 (70min)	Lunch																														
	<table border="1"> <thead> <tr> <th>Track A : Battery Electric Vehicles (BEV)", "Range Extender Electric Vehicles (REEV)", "Plug-in Hybrid Electric Vehicles (PHEV)", "Hybrid Electric Vehicles (HEV)", "Fuel Cell Electric Vehicles (FCEV)"</th> <th>Track B : State-of-the-art research & technologies on Autonomous Driving with ADAS</th> </tr> </thead> <tbody> <tr> <td>12:50~13:10 (20min)</td> <td> Invited session : EVAT President, KMUTT Asst.Prof. Dr. Yossapong Laoonual (STATUS: confirmed) </td> </tr> <tr> <td>13:10~13:30 (20min)</td> <td> Sponsored session : IMV </td> </tr> <tr> <td>13:30~13:50 (20min)</td> <td> Invited session : FOMM Mr. David Tananan Kanjanaku </td> </tr> <tr> <td>13:50~14:10 (20min)</td> <td> Break </td> </tr> <tr> <td>14:10~14:30 (20min)</td> <td> Sponsored session : AVL </td> </tr> <tr> <td>14:30~14:50 (20min)</td> <td> Invited session: Supplier from Thailand by SMRC (STATUS: SMRC will invite Continental Thailand) </td> </tr> <tr> <td>14:50~15:10 (20min)</td> <td> Sponsored session: Flow Science Japan </td> </tr> <tr> <td>15:10~15:30 (20min)</td> <td> Break </td> </tr> <tr> <td>15:30~15:50 (20min)</td> <td> Sponsored session: Vibration research </td> </tr> <tr> <td>15:50~16:10 (20min)</td> <td> Invited session : Nagoya University/Dr. Noboru Sato </td> </tr> <tr> <td>16:10~16:30 (20min)</td> <td> Sponsored session :Keysight Technology </td> </tr> <tr> <td>16:30~16:40 (10min)</td> <td> Break </td> </tr> <tr> <td>16:40~17:10 (30min)</td> <td> Keynote speech : BMW </td> </tr> <tr> <td>17:10~17:25 (15min)</td> <td> Closing remarks : Angkee sensei </td> </tr> </tbody> </table>	Track A : Battery Electric Vehicles (BEV)", "Range Extender Electric Vehicles (REEV)", "Plug-in Hybrid Electric Vehicles (PHEV)", "Hybrid Electric Vehicles (HEV)", "Fuel Cell Electric Vehicles (FCEV)"	Track B : State-of-the-art research & technologies on Autonomous Driving with ADAS	12:50~13:10 (20min)	Invited session : EVAT President, KMUTT Asst.Prof. Dr. Yossapong Laoonual (STATUS: confirmed)	13:10~13:30 (20min)	Sponsored session : IMV	13:30~13:50 (20min)	Invited session : FOMM Mr. David Tananan Kanjanaku	13:50~14:10 (20min)	Break	14:10~14:30 (20min)	Sponsored session : AVL	14:30~14:50 (20min)	Invited session: Supplier from Thailand by SMRC (STATUS: SMRC will invite Continental Thailand)	14:50~15:10 (20min)	Sponsored session: Flow Science Japan	15:10~15:30 (20min)	Break	15:30~15:50 (20min)	Sponsored session: Vibration research	15:50~16:10 (20min)	Invited session : Nagoya University/Dr. Noboru Sato	16:10~16:30 (20min)	Sponsored session :Keysight Technology	16:30~16:40 (10min)	Break	16:40~17:10 (30min)	Keynote speech : BMW	17:10~17:25 (15min)	Closing remarks : Angkee sensei
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Sponsorship Services & Price

Type of Sponsorship	Platinum Sponsor	Gold Sponsor	Silver Sponsor
Price	¥750,000	¥500,000	¥150,000
Number of sponsor and exhibitor	1	10	3
Type of presentation	Special session (30min.)	Sponsored session (20min.)	Exhibition
Participation of forum	●	●	
Capacity	200 persons	120 persons	
Providing all the attendees list	All attendees list	All attendees list	
Dinner meeting with academician/administration/OEM/Tier 1/Press	●		
Meet the speakers– 3 Executive meeting	●		
Exposure in brochure	● (1 page ad + speaker's info. + Logo)	● (Speaker's info. + Logo)	● (Logo)
Exposure in textbook	● (1 page ad + presentation sheets)	● (Presentation sheets)	
Number of participants from your company	4	2	2
Number of clients you would like to invite	10	3	1
Admission to Vip Room	●		

Photo Gallery : Automotive Engineers Forum in Thailand

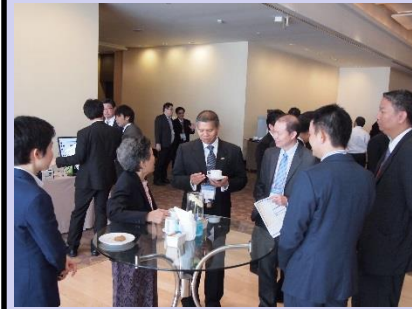
講演会場



展示会場



ランチ・コーヒブレイク



ディナーパーティー

