

# Automotive Connect 2020

## Challenges for the Automotive Supply Chain at the Crossroads of Disruptive Technologies, Increasing Regulation and Changing Business Models

Tuesday, 4 February 2020 | Sofitel Frankfurt Opera, Frankfurt/Main



*Dr. Christian Kessel*



*Dr. Matthias Spilker*



*Dr. Philipp Egler*



*Felix Rödiger*



*Dr. Stephan Waldheim*



*Brian Mulier*



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*Serena Du*



*Dr. Holger Leichtle*



*Nadja Hanuschkiewitz*



*Roberto Camilli*



*Dr. Alexander Duisberg*



*Shane Coughlan*



*Dr. Miriam Ballhausen*



*Markus Rehle*



*Lawrence Freeman*



*Jonathan Emmanuel*



*Gabriel Voisin*



*Anne Federle*



*Stéphane Leriche*

The automotive industry as a whole continues to be affected by the digitalisation of its manufacturing processes. Beyond this, some industry players are affected at most by Brexit, the trade wars and similar external factors, whereas others must also navigate the transition from long established, successful technologies and business models and re-invent themselves in a technology and business environment that has completely transformed.

The "Automotive Connect 2020" will explore these topics in-depth and provide solution approaches through a mix of presentations, panel discussions and fireside chat-style discussions. Legal experts and industry representatives will share insights into the opportunities and challenges for the automotive supply chain at the crossroads of disruptive technologies, increasing regulation and changing business models.

## Monday, 3 February 2020

19:00 „Get-together“ at the typical Frankfurt restaurant „Ebbelwoi Unser“ (Abtsgäßchen 8, 60594 Frankfurt)

## Tuesday, 4 February 2020

8:30 **Registration**

9:15 **Welcome and introduction**



*Dr. Christian Kessel*, Partner & Co-Head of the International Automotive Group of Bird & Bird, Frankfurt/Main

9:30 **Recent Developments Regarding OEMs' Purchasing Terms in Europe**



*Dr. Matthias Spilker*, Partner, Bird & Bird, Frankfurt/Main  
*Dr. Philipp Egler*, Partner, Bird & Bird, Frankfurt/Main



- Trends regarding new clauses in purchasing terms across Europe and their impact on suppliers
- Highlights of new clauses
- From litigation to arbitration
- Using Swiss law instead of German law

10:15 **From Telecoms to Automotive: Patent Wars and the Resulting Risks for Suppliers**



*Felix Rödiger*, Partner, Bird & Bird, Dusseldorf  
*Dr. Stephan Waldheim*, Counsel, Bird & Bird, Dusseldorf



- New players make new rules: how the communication industry changed the power play in the automotive industry
- OEMs now under attack – the risks for suppliers
- Supply chain 4.0: Patents, standards and the risk of an injunction
- Making new FRANDS with the OEMs

11:00 **Coffee break**

11:30 **Brexit, Trade Barriers and Tariff Wars: Effects on the Supply Chain**



- Brian Mulier*, Partner, Bird & Bird, The Hague
- Update on Brexit
  - Trade Barriers and Tariff Wars: How concerned should you be?
  - Supply chain crisis or opportunity?

11:50



### China Update: New Market Opportunities

*Dr. Sven-Michael Werner*, Partner, Bird & Bird, Shanghai



*Serena Du*, Senior Associate, Bird & Bird, Shanghai

- Recent regulatory developments, in particular regarding connected vehicles and smart cities
- Liberalization of investment laws
- Statutory changes expected for 2020

12:10



### Supply Chain Issues in Times of an Economic Downturn

*Dr. Holger Leichtle*, Partner, Schultze & Braun, Stuttgart

12:30



### Keynote: What Keeps a Supplier's In-House Counsel Awake at Night?

*Nadja Hanuschkiewitz*, General Counsel EMEA, Hella GmbH & Co. KGaA, Lippstadt

13:00



### Networking Lunch

Introduction to the Compliance Risk Analysis and Mitigation Tool

*Dr. Stephan Waldheim*, Counsel, Bird & Bird, Dusseldorf

14:00



### Digitalization and the Supply Chain

**Panel discussion** on the digitalization of production processes covering in particular:

- Industrie 4.0 / Smart Factory
  - How to protect your trade secrets in an integrated, digitalized manufacturing environment?
  - Challenges under the GDPR
- AI & Blockchain & Digital twins
  - New paradigms of manufacturing design
  - Who is liable if things go wrong?

*Roberto Camilli*, Partner, Bird & Bird, Milan

*Dr. Alexander Duisberg*, Partner, Bird & Bird, Munich  
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14:40

### **Free and Open Source Software: Challenges for the Automotive Supply Chain**



*Shane Coughlan*, General Manager,  
OpenChain Project at the Linux Foundation,  
Yokohama



*Dr. Miriam Ballhausen*, Counsel, Bird & Bird,  
Hamburg

- Suppliers' contractual duties towards OEMs to accept FOSS responsibilities
- Managing FOSS compliance requirements in practice
- Managing liability and recourse options

15:20

### **Coffee break**

15:40

### **Insurance in Times of Disruptive Technologies**



*Markus Rehle*, Member of the Board,  
HDI Insurance, Hannover

- Customer needs
- Cyber prevention
- Strategies to manage accumulation risks

16:10

### **Autonomous, Connected and Electric Vehicles – Legal Challenges Facing Manufacturers and Suppliers**



*Lawrence Freeman*, Senior Counsel, Bird & Bird, Brussels



*Jonathan Emmanuel*, Partner, Bird & Bird, London

- Supply chain liability and data exploitation in the context of connected and autonomous vehicles
- Functions/services on demand
- Regulatory and legal challenges for manufacturers of electric vehicles across Europe

16:50

### **Automotive Data: A Series of Quick Updates on Developments in Key Jurisdictions**



Moderator: *Dr. Alexander Duisberg*, Partner,  
Bird & Bird, Munich

- Connected cars and personal data
  - Recent guidance from European data protection authorities
  - Who's who in data protection terms in the eco-system of connected vehicles (controller vs processor)?
  - Why this is not just about GDPR: the role of the ePrivacy framework



*Gabriel Voisin*, Partner, Bird & Bird, London

- Status of discussions on EU regulation and the application of competition law regarding access to in-vehicle data



*Anne Federle*, Partner & Co-Head of the International  
Automotive Group of Bird & Bird, Brussels

- Developments in France:
  - The CNIL "compliance package"
  - Ownership of data: the French approach
  - Access to technical and environmental data: solutions under the "New Mobilities Act"



*Stéphane Leriche*, Partner, Bird & Bird, Paris

- Data Trading in the era of China's Cyber Security Law



*Serena Du*, Senior Associate, Bird & Bird,  
Shanghai

17:50

### **Concluding Remarks**

18:00

### **Networking drinks**

# Registration

## Location:

Sofitel Frankfurt Opera, Opernplatz 16, 60313 Frankfurt/Main, Germany

## Registration Fees (plus VAT):

€ 299 public officials  
€ 499 subscribers RAW, InTeR, RiW, EWS, BB  
€ 699 industry representatives  
€ 1199 regular price

## Be smart - save money:

5% "early bird" discount for registration by 29 November 2019.  
5% "multiple booker" discount when more than two participants from the same organisation register, from the third registration onwards (irrespective of the early bird discount).

Prices include conference documents and catering during the event.  
Please pay the participation fee upon receipt of the invoice.

## Registration:

Deutscher Fachverlag GmbH  
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60326 Frankfurt am Main, Germany  
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E-Mail: Philipp.Blumenstein@dfv.de

## Registration deadline:

31 January 2020  
Early registration is highly recommended.

## Cancellation:

Registrations are transferable. For cancellations by 21 January 2020 an administrative fee of € 75 will be charged. After this date, and in case of no-shows, the full fee will be charged.

## Hotel recommendations:

### Sofitel Frankfurt Opera

Opernplatz 16  
60313 Frankfurt/Main  
+49 (0)69 256 6950

### Hotel Motel One Frankfurt-Römer

Berliner Straße 55  
60311 Frankfurt/Main  
+49 (0)69 8700 4030

### Fleming's Selection

Hotel Frankfurt-City  
Eschenheimer Tor 2  
60318 Frankfurt/Main  
+49 (0)69 3700 3300

### Holiday Inn Frankfurt

- Alte Oper  
Mainzer Landstraße 27  
60329 Frankfurt/Main  
+49 (0)69 255 156 500

Limited room contingents can be found under the keyword „Automotive Connect“.

**Further information:** We are entitled to cancel or reschedule our events for important reasons, in particular if the number of participants is insufficient or if the speakers are unable to attend or ill. The participants will be informed immediately in writing or by e-mail. Fees already paid will be credited or refunded for participation in other events. A further claim for damages does not exist, except in cases of intent and gross negligence.

## Registration Automotive Connect 2020

via fax to: +49 69 7595-1150

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☐ Public official

☐ Yes, I will be attending the „Get-together“  
on 3 February 2020

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