

Hosted by:



هيئة الإمارات للمواصفات والمقاييس
Emirates Authority For Standardization & Metrology



THE INTERNATIONAL CONFERENCE ON

FutureMobility

INNOVATION IN ELECTRIC AND HYBRID VEHICLES



المؤتمر الدولي لمركبات المستقبل

الابتكار في السيارات الكهربائية والهجينة

8 - 9 November 2015

The Meydan Hotel, Dubai, UAE

٨ - ٩ نوفمبر ٢٠١٥

فندق الميدان - دبي، الإمارات العربية المتحدة

Under the Patronage of

H.E. Dr. Rashid Ahmed Bin-Fahad

Minister of Environment and Water in UAE,
Chairman of ESMA Board of Directors

تحت رعاية

معالي د. راشد أحمد بن فهد

وزير البيئة والمياه لدولة الإمارات العربية المتحدة،
ورئيس مجلس إدارة هيئة الإمارات للمواصفات والمقاييس



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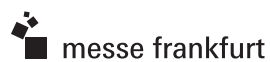
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H.E. Dr. Rashid Ahmed Bin-Fahad

Minister of Environment and Water in UAE
Chairman of ESMA Board of Directors

Welcome Message

Dear Dignitaries and Distinguished Guests,

On behalf of the Emirates Authority for Standardization and Metrology (ESMA), I would like to warmly welcome you to the International Conference on Future Mobility held here in Dubai.

Held under the patronage of H.E. Dr. Rashid Ahmed Bin-Fahad, Minister of Environment and Water in UAE and Chairman of ESMA Board of Directors and organised in association with Messe Frankfurt Middle East, the conference is set to be a unique platform for regulators, government authorities, key industry players and thought leaders to get together and discuss the future opportunities, advances and innovations in electric and hybrid vehicles.

ESMA has identified the growing need for electric and hybrid vehicles in the UAE and through encouraging the use of electric and hybrid vehicles, ESMA seeks to support the Dubai Smart City Initiative launched by H.H. Sheikh Mohammed bin Rashid Al Maktoum, Vice President of the UAE and Ruler of Dubai as well as the goals of the UAE Vision 2021. These initiatives aim to make the UAE a smart, integrated and connected country, sustainable with its resources and where environmental components are clean, healthy and sustainable.

We hope that you enjoy your participation at the event and gain significant insights into the various aspects of electric and hybrid vehicles including regulations, development of supporting infrastructure, distribution, market potential, research and development and more.

Kind regards,



H.E. Abdulla Abdulqader Al Maeeni
Director General
Emirates Authority for Standardization and Metrology (ESMA)



Dear Delegates, Special Guests and Media,

Welcome to the inaugural International Conference on Future Mobility and the beginning of the electric car era in the UAE.

We are all here together at a pivotal moment for both the regional and global automotive industry.

Recent headlines about harmful emissions from diesel and combustion engines will put more emphasis on the industry to be more environmentally conscious and sustainable. At the same time, global tech giants are announcing their intention to enter the market with electric vehicles.

The race is on to bring the latest innovations and technologies to market, and Messe Frankfurt Middle East is delighted to partner with ESMA in bringing the International Conference on Future Mobility for the first time to the GCC. We are also delighted to have the patronage of H.E. Dr. Rashid Ahmed Bin-Fahad, Minister of Environment and Water in UAE and Chairman of ESMA Board of Directors for the event.

This dedicated summit represents a significant milestone in support of the UAE Vision 2021, as well as the Dubai Smart City initiative. Over the next two days, more than 20 international and regional expert speakers will shed light on new electric vehicle technology, safety, and legal frameworks, applying global best practice to regional requirements, while a co-located exhibition will showcase the latest e-models from leading global manufacturers.

We would like to take this opportunity to thank all our sponsors, partners, delegates and speakers for their support and contributions towards the success of this event.

We trust you will enjoy the programme and look forward to working together for a greener, smarter, and more sustainable future.



Ahmed Pauwels
CEO
Messe Frankfurt Middle East

Speakers



H.E. Abdulla Abdulqader Al Maeeni
Director General, Emirates Authority for
Standardization and Metrology (ESMA), UAE



H.E. Mohammed Ben Sulayem
President, Automobile and Touring
Club of the United Arab Emirates



Len Hunt
President, Al-Futtaim Automotive
Group, UAE



Alan Carpenter
General Manager - Sales and
Marketing, Al-Futtaim Motors, UAE



Prof. Alfred Rufer
Professor - Industrial Electronics
Laboratory, Ecole Polytechnique
Federale De Lausanne, Switzerland



Prof. Dr. Ing. Andreas Reichert
Professor, Baden-Württemberg
Cooperative State University
Mosbach, Germany



Andrew Cattell
Head of Regulatory Affairs, Driver and
Vehicles Standards Agency (DVSA), UK;
Policy Expert - Continuous Compliance,
International Motor Vehicle Inspection
Committee (CITA), Belgium



Daniel R. Frakes
Director of Global Regulatory
Development, General Motors
Public Policy Center, USA



Dr. Daniel Kok
Manager for Advanced Electrified
Powertrain Systems, Ford Motor
Company, USA



Denis Naberezhnykh
Head - Global Ultra Low Emission
Vehicle Practice, TRL, UK



Egil Otter
Manager International Relations
and Policy Director, NAF (Norwegian
Automobile Federation), Norway



Eng. Fahad Mohammad Saeed Hareb
Director of Air Quality, Ministry of
Environment and Water, UAE



François Guichard
Economic Affairs Officer and Engineer,
The United Nations Economic Commission
for Europe (UNECE), Switzerland



Harald Horn
Business Development Manager,
Porsche Middle East and Africa, UAE



Kaushik Madhavan
Head - Automotive and Transportation
Practice - MENESA Region,
Frost & Sullivan, India



Koji Nagata
General Manager - Sales and
Marketing Division (Middle East,
Southwest Asia), Toyota, Japan



Mark Carson
Head of Operations for Field
Quality and After Sales Support,
Renault Middle East, UAE



Eng. Khaled Ali Abdul Majeed
Conformity Engineer, Emirates Authority
for Standardization and Metrology, UAE



Dr. Marko Aunedi
Research Associate - Faculty of
Engineering, Imperial College of
London, UK



Shoichi Kaneko
Deputy Chief Engineer, ZF, Product
Planning Group, Toyota, Japan



Tali Trigg
Team Leader-Transport and
Climate Change, GIZ (German
Technical Corporation), Thailand



Thierry Willemarck
President, FIA Region 1, Belgium

Conference Programme



Day 1: 8th November 2015



08:00 Registration and Refreshments

Welcome Addresses and Keynote Speeches

08:30 Welcome and Opening Remarks by the Chair

08:45 Inaugural Keynote Address

H.E. Abdulla Abdulqader Al Maenei

Director General, Emirates Authority for Standardization and Metrology, UAE

09:00 Keynote Address: Driving Future Mobility Solutions

H.E. Mohammed Ben Sulayem

President, Automobile and Touring Club of the United Arab Emirates

09:15 International Keynote Address: Overview of Electric and Hybrid Cars Usage in the World

Len Hunt

President, Al-Futtaim Automotive Group, UAE

09:30 Inauguration of the Exhibition and Networking Break

Session 1: Public Policies, Strategies and Best Practices

10:15 Status of Regulations on Electric Vehicles in the UAE

Eng. Khaled Ali Abdul Majeed

Conformity Engineer, Emirates Authority for Standardization and Metrology, UAE

10:45 UNECE: The Legal Framework for Regulating the Safety and Environmental Performance of EV and HEV

François Guichard

Economic Affairs Officer and Engineer, The United Nations Economic Commission for Europe (UNECE), Switzerland

11:15 Country Case Study: Experience of the U.S. in Usage of Plug-In Vehicles

Daniel R. Frakes

Director of Global Regulatory Development, General Motors Public Policy Center, USA

11:45 Identifying Possible Government Incentives on the Usage of Electric Vehicles

Egil Otter

Manager International Relations and Policy Director, NAF (Norwegian Automobile Federation), Norway

12:15 HV, FCV, EV Incentives in Other Countries

Koji Nagata

General Manager - Sales and Marketing Division (Middle East, Southwest Asia), Toyota, Japan

Shoichi Kaneko

Deputy Chief Engineer, ZF, Product Planning Group, Toyota, Japan

12:45 Prayer and Lunch Break

14:00 Understanding the Electric Vehicles Landscape in Asia by 2020

Tali Trigg

Team Leader - Transport and Climate Change, GIZ (German Technical Corporation), Thailand

14:30 Panel Discussion: Public Policy, Regulations, Standards and User Behaviour

Panelists:

Egil Otter

Manager International Relations and Policy Director, NAF (Norwegian Automobile Federation), Norway

Tali Trigg

Team Leader-Transport and Climate Change, GIZ (German Technical Corporation), Thailand

Andrew Cattell

Head of Regulatory Affairs, Driver and Vehicles Standards Agency (DVSA), UK; Policy Expert - Continuous Compliance, International Motor Vehicle Inspection Committee (CITA), Belgium

François Guichard

Economic Affairs Officer and Engineer, The United Nations Economic Commission for Europe (UNECE), Switzerland

Daniel R. Frakes

Director of Global Regulatory Development, General Motors Public Policy Center, USA

15:00 Coffee and Networking Break

Session 2: Infrastructure, Distribution and Delivery

15:30 Best Practice in Service and Maintenance of Electric Vehicles

Mark Carson

Head of Operations for Field Quality and After Sales Support, Renault Middle East, UAE

16:00 Outlining the Inspection Process for Electric and Hybrid Vehicles

Andrew Cattell

Head of Regulatory Affairs, Driver and Vehicles Standards Agency (DVSA), UK; Policy Expert - Continuous Compliance International Motor Vehicle Inspection Committee (CITA), Belgium

16:30 **Safety Handling for Rescuers with Damaged Electrical and Hybrid Cars**

Prof. Dr. Ing. Andreas Reichert

Professor, Baden-Württemberg Cooperative State University Mosbach, Germany

17:00 Closing Remarks from the Chair and End of Day 1

Conference Programme



Day 2: 9th November 2015



08:00 Registration and Refreshments

09:00 Opening Remarks by the Chair

Session 3: Market, Business and User Behaviour

09:10 Proposed Consumer Incentives for Usage of Environment Friendly Vehicles in the UAE
Eng. Fahad Mohammad Saeed Hareb
Director of Air Quality, Ministry of Environment and Water, UAE

09:30 Promotion and Consumer Awareness, Education and Training
Kaushik Madhavan

Head - Automotive and Transportation Practice - MENESA Region, Frost & Sullivan, India

10:00 Electrification and Consumer Perspective

Thierry Willemarck

President, FIA Region 1, Belgium

10:30 Panel Discussion: Readiness of the Market/ Consumer Needs and Awareness

Panelists:

Kaushik Madhavan

Head - Automotive and Transportation Practice - MENESA Region, Frost & Sullivan, India

Thierry Willemarck

President, FIA Region 1, Belgium

Alan Carpenter

General Manager - Sales and Marketing, Al-Futtaim Motors, UAE

Tali Trigg

Team Leader - Transport and Climate Change, GIZ (German Technical Corporation), Thailand

11:00 Coffee and Networking Break

Session 4: Technology, Research and Development

11:30 Designing an Electrified Vehicle: How Vehicle Level Attributes Drive High Voltage Subsystem Design

Dr. Daniel Kok

Manager for Advanced Electrified Powertrain Systems, Ford Motor Company, USA

12:00 Smart Large Scale Integration of EV into European Power Systems

Dr. Marko Aunedi

Research Associate - Faculty of Engineering, Imperial College of London, UK

12:30 Future of E-Mobility Within the Premium Car Segment in the Middle East

Harald Horn

Business Development Manager, Porsche Middle East and Africa, UAE

13:00 Prayer and Lunch Break

14:00 New Trends in Contactless/Wireless Charging (Dynamic Wireless Power Transfer DWPT)

Denis Naberezhnykh

Head - Global Ultra Low Emission Vehicle Practice, TRL, UK

14:30 Challenges and Solutions Towards the Ultra-Fast Charging of EV's

Prof. Alfred Rufer

Professor - Industrial Electronics Laboratory, Ecole Polytechnique Federale De Lausanne, Switzerland

15:00 Panel Discussion: Sustainable Mobility for the UAE

Panelists:

Eng. Fahad Mohammad Saeed Hareb

Director of Air Quality, Ministry of Environment and Water, UAE

Tali Trigg

Team Leader - Transport and Climate Change, GIZ (German Technical Corporation), Thailand

Denis Naberezhnykh

Head - Global Ultra Low Emission Vehicle Practice, TRL, UK

Prof. Alfred Rufer

Professor - Industrial Electronics Laboratory, Ecole Polytechnique Federale De Lausanne, Switzerland

Dr. Marko Aunedi

Research Associate - Faculty of Engineering, Imperial College of London, UK

15:40 Closing Remarks from the Chair and End of the International Conference on Future Mobility 2015