

AUTOMOTIVE TRANSFORMATION CONFERENCE

23.+ 24. OCTOBER 2025
NOI TECHPARK BRUNECK / BRUNICO, ITALY



Interreg
CENTRAL EUROPE



Co-funded by
the European Union

Drive2Transform

Automotive Transformation Conference

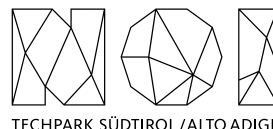
23. + 24.10.2025

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How can manufacturing companies navigate the shift towards electric, autonomous, and connected vehicles as well as data-driven mobility platforms? And what does this transformation mean in the context of global competition, supply chain instability and increasing energy costs?

At the AUTOMOTIVE TRANSFORMATION CONFERENCE, decision-makers, business professionals, developers, researchers and innovators from across Europe will come together to share knowledge, exchange best practices and strengthen interregional collaboration.

The two-day conference includes a European B2B matchmaking session, an innovation expo, guided visits to pioneering companies within South Tyrol's mobility ecosystem, and expert talks on best practices and transformation strategies from across Europe.



PROGRAMME

Thursday 23 October 2025

NOI Techpark Bruneck, Europa Street 9, 39031 Bruneck, Italy

- 09:30 **Registration, welcome coffee & expo setup**
- 10:00 **EEN B2B Matchmaking** (Register separately here: www.b2match.com/e/atc2025)
- 12:30 **Welcome to NOI Techpark Bruneck**
Johannes Brunner, NOI Techpark
Klaus Mutschlechner, President Network Automotive Excellence Südtirol
Erwin Rauch, Free University of Bolzano – Sustainable Manufacturing Lab
- 13:00 **Business lunch, networking, Automotive Transformation expo**
- 14:00 **Transfer from NOI Techpark Bruneck to companies**
Manufacturing company pioneers open their doors (limited number of participants)

E-motor FIAT500e manufacturing, [GKN Automotive](#), Bruneck
E-connectors and busbars for e-mobility, [Intercable Automotive Solutions](#), Bruneck
Off-Highway autonomous operations cluster, [TTControl](#), Brixen
Ropeways meet autonomous vehicles, [Leitner ConnX](#), Sterzing
- 18:00 **Return to NOI Bruneck**
- 19:30 **Automotive Transformation Conference Dinner**
NOI Techpark Bruneck, Europa Street 9, 39031 Bruneck, Italy
- 23:00 **End of day**

PROGRAMME

Friday 24 October 2025

NOI Techpark Bruneck, Europa Street 9, 39031 Bruneck, Italy

08:30 **Registration, networking, Automotive Transformation Expo**

09:00 **Welcome**

Daniel Alfreider, Regional Administrator for Mobility of the Autonomous Province of Bolzano

Vincent Mauroit, Director Tech Transfer & Innovation Management NOI Techpark

Uwe Pfeil, Drive2Transform Lead partner / Cluster Mobility and Logistics Regensburg

09:15 **Transformation of Automotive Industry**

Bernhard Kölmel, Pforzheim University / International School of Management (ISM) / Texas State University

09:45 **Autonomous Driving (L4) in Europe: Status and Challenges**

Alexander Böhm, Business Development, Schaeffler

10:15 **Coffee Break & Networking & Automotive Transformation Expo**

10:40 **How to Convert Street Lamps into EV Chargers**

Heliodor Macko, CEO SEAK energetics

11:00 **Adapting Core Capabilities for E-Mobility: The GKN Sinter Metals Journey**

Alessandro Denicoló, GKN Sinter Metals

11. 20 **Smart Automation as a Driver for Scalable and Sustainable Manufacturing**

Johann Gerneth, Senior Manager, Atlas Copco EPS GmbH – Scheugenpflug

11.40 **The Future of Electric Vehicles – Strategic and Operational Perspectives**

Arpad Boros, Director Business Unit at Ingenics Consulting Hungary

12:00 **Panel discussion: How to compete and cooperate in the Automotive Transformation?**

Stefan Kanya, Business Development, AVL List

Patrick Krizansky, VP E-Mobility Europe

Carina Schlögl, Deputy Managing Director, Light Metals Competence Center Ranshofen

Tobias Mairhofer, Founder Reveon Motorcycles

Hannes Baumgartner, CEO Fercam Logistics

12:50 **Closing remarks**

13:00-14:00 **Business lunch, networking, Automotive Transformation expo**

Moderation: Jasmin Da Rui

The language of this event is English.

Registration: atc2025.noi.bz.it

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