

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

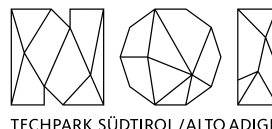
23. + 24.10.2025

NOI TECHPARK BRUNECK / BRUNICO, ITALY

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

9.30 **Registration & Welcome coffee & expo setup**

10:00 **EEN B2B Matchmaking** (Register separately here: <https://b2match.io/e/atc2025>)

12:30 **Welcome to NOI Techpark Bruneck**

Johannes Brunner, NOI Techpark, tbd

Klaus Mutschlechner, President Network Automotive Excellence Südtirol

Erwin Rauch, UniBz - Sustainable Manufacturing Lab

13:00 **Business Lunch & Networking & Automotive Transformation Expo**

14:00 **Transfer NOI Techpark Bruneck to companies: Manufacturing company pioneers open their doors** (limited number 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** (dress code casual),
NOI Techpark Bruneck, Europa Street 9, 39031 Bruneck, Italy

22:00 **End of day**

PROGRAMME

Friday 24 October 2025

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

8.30 **Registration**

9:00 **Welcome**

N.N., European Commission | Startups, Research and Innovation
Uwe Pfeil, Cluster manager Mobility and Logistics, Drive2Transform Lead partner
Philipp Achhammer, Regional Innovation Office South Tyrol
Ulrich Stofner, CEO NOI Techpark

09:15 **Transformation of Automotive Industry**

Bernhard Kölmel, Professor Global Process Management, Pforzheim University

09:45 **Autonomous driving (l4) in Europe, status and challenges**

Alexander Böhm, Business Development, Schaeffler AG

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 Denicolo, GKN Sinter metals

11.20 **Smart Automation as a Driver for scalable and sustainable manufacturing**

Johann Gerneth, Senior Manager, Atlas Copco EPS GmbH (Product Line
Scheugenpflug)

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

Arpad Boros, Director Business Unit at Ingenics Consulting Hungary Kft

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

N.N., European Commission | Startups, Research and Innovation
Csaba Kilian, President Association Automotive Hungary
Carina Schlögl, Deputy Managing Director, Light Metals Competence Center Ranshofen
GMBH
Stefan Kanya, Business Development, AVL List GmbH
Tobias Mairhofer, Founder Reveon Motorcycles
Hannes Baumgartner, CEO Fercam Logistics

12:50 **Closing remarks**

13:00 **Business Lunch with Networking & Automotive Transformation Expo**

Moderation: N.N.

The language of this event is English. Registration: atc2025.noi.bz.it

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