Position yourself in an interdisciplinary and intersectoral market:

- Successful business models and financing strategies of a scalable and user-friendly charging infrastructure
- Viable solutions for interoperable, standardized and harmonized charging technologies
- If you can’t bill it - kill it! Assessment of smart metering, billing and roaming
- Potential of inductive en-route charging and its implications on the grid

Meet the following experts amongst others:

**Thomas Orsini,** Director - Electric Vehicle Business Development, **Renault S.A.**, France

**Olivier Paturet,** General Manager - Zero Emission Strategy, **Nissan Motor Corporation**, France

**Didier Marginèdes,** Vice-President, **Blue Solutions, Groupe Bolloré**, France

**Sander Ouwerkerk,** CEO, **The New Motion**, The Netherlands

**Senan McGrath,** Chief Technology Officer, **ESB E-Cars**, Ireland

**Jelle Vastert,** Manager EU Supercharger Program, **Tesla Motors**, The Netherlands

Interactive Workshops

**Workshop B:**
Business models for e-mobility charging infrastructure

**Workshop D:**
High power EV charging interface: Future improvements
Interactive Pre-Conference Workshop Day | Monday, 18 May 2015

11:00  Workshop B: Business models for e-mobility

We are all looking for a valid business model for charging infrastructure. Are we looking in the same and right direction? The electric vehicle value chain is very complex with many different types of companies involved, with different interest. It is a fact that electric vehicles need to be charged. Setting up a good charge infrastructure is vital for getting electric vehicles on the road. Often the organization that has the cost of the infrastructure is not the same as ones who benefit. Nevertheless we still focus on a valid business case for the charge infrastructure.

Join this workshop to discuss:
- How to create a valid business model for (smart) charging infrastructure
- The best business models for charging infrastructure – public, private, fast, slow, smart, dumb
- The do’s and don’ts, the possibilities and impossibilities and the challenges

It is the goal to come to conclusions for the possibility to build a good valuable charge infrastructure, with the best possible business models. Thinking in possibilities, taking the limitations and challenges into account.

The workshop will be led by:
Michel Bayings,
Director of Emobility Consulting,
EMobility Consulting, The Netherlands

12:30 Networking lunch
13:30 Start of WS B, Part II
15:00 Coffee break with networking opportunity
15:30 Start of WS D

15:30  Workshop D: High power EV charging interface: Future improvements

More charging options are required to cope with the increasing number of electric vehicles. These charging options differ in terms of the charging technology used (conductive, inductive), charging capacity (3.5 kW – 135 kW) and location (private, public). Wireless charging is considered by many to be the charging solution of the future, and it might have potential to give the electric car the edge that makes it the first choice for car buyers.

Topics of the workshop include:
- Reasonable limits of the current conductive interface
- Cable suppress: Inductive charging versus robotized conductive solutions
- Advantage and drawbacks of the various candidates

The workshop will be led by:
Philippe Dupuy,
Senior Project Manager EV / HEV Charging Infrastructure,
Renault S.A., France

18:30 End of the Workshop Day
International business case scenarios, successful cooperation models and political frameworks

8:15 Registration with coffee & tea

Who is Who
Learn about your peers. Discover who else is participating in the conference

9:00 Opening Speech by the Chairman
Senan McGrath, Chief Technology Officer, ESB eCars at ESB, Ireland
Thomas Orsini, Electric Vehicle Business Development Director, Renault S.A., France

International best practice case studies on the implementation of public charging infrastructures

9:15 Successful business models in the EV market
• Potential roles in the industry
• Roaming: Compete or work together?
• Open versus closed market models
Sander Ouvwerkerk, CEO, The New Motion, The Netherlands

9:50 How the electro-mobility framework, cooperation and incentives promote the development of an e-car market and an EV charging infrastructure
• The approach in the Netherlands
• The results of public private cooperation
• The lessons of 2010-2015
• The challenges for the future
Mario Fruijan, Senior Policy Advisor on Sustainable Mobility, Ministry of Infrastructure and the Environment of the Netherlands

10:25 Speed networking and business cards exchange
Meet your industry peers in this series of quick-paced 1-1 meetings – make sure to bring a stack of business cards!

10:55 Coffee break & networking opportunity

11:25 Customer-friendly solutions in a new and fast growing EV market in Norway
• The legal framework in Norway and its effect on the development of EVs and charging infrastructure – Why the electromobility market in Norway is growing so fast
• Successfully implementing a public charging infrastructure to meet consumer demands - Customer friendly solutions
• Today’s and future challenges
Jan Haugen Ihle, Head of Charge & Drive - Norway, Fortum Markets AS, Norway

12:00 How open standards based EV charging future-proofs our cities
• The value utilities are assigning EVs as a new and long-term grid resource and their preference in utilizing open standards to future-proof their grid edge assets
• The challenges and opportunities for electric vehicles, demand response, and new storage resources for the grid
• A global look at electric vehicle market opportunities
Brett Hauser, CEO, Greenlots, USA

12:35 Networking luncheon

14:05 Interactive Specialists Round Tables

Round Table A: Financials
Electric vehicles: an overview of market potential and limits
• Overview of sales figures and global demand expectations
• Assessment of ways to promote the adoption of EVs by customers
• Change and innovation: TCO and responsibilities of the automotive industry
Thomas Orsini, Director Electric Vehicle Business Development, Renault S.A., France
Dr. Michael Hajesch, Senior Expert, Corporate Planning and Product Strategy, BMW Group, Germany

Round Table B: Customer Needs
Designing a customer friendly e-mobility charging infrastructure
• Assessing to what extent the lack of interoperability between charging networks is a hindrance to the adoption of EVs by customers
• Evaluating customers’ expectations in terms of mobility
• The real user needs regarding EV-charging
• How much public infrastructure is needed?
• Analysis of tools and processes to take into account the customers preferences during the implementation of a charging infrastructure
Jan Haugen Ihle, Head of Charge & Drive - Norway at Fortum Markets AS, Norway
Joris Hupperets, Head of E-Mobility, Vattenfall, The Netherlands
Prof. Mats Alaküla, Senior Technical Advisor, AB Volvo, Professor at Lund University, Sweden

Round Table C: Interoperability & Harmonization
The integration of European e-mobility projects into a future European charging net
• Explaining the possible solutions for retrospectively integrating multiple networks under one system to provide the ability for network roaming
• Determining the information an intelligent interoperable system could bring to the service provider to better understand consumer charging patterns
• Evaluating the best way for the issue of a lack of network connectivity to not be exacerbated to ease in a future transition to an interoperable system
Senan McGrath, Chief Technology Officer, ESB eCars at ESB, Ireland
Gilles Bernard, Director of Development & Chairman at GIREVE, ERDF, France
Tomáš Knespl, E-mobility Business Development, CEZ, Czech Republic

15:05 Summary of the Round Tables in the plenary

15:35 Electromobility in the context of the EU Transport Policy
• The Directive 2014/94 on the deployment of alternative fuels infrastructure and its consequences
• The formal request for standardization to the European Committee for Standardization CEN/CELECE
• Electromobility as an important technology path to break the oil dependency and to speed up the decarbonisation of transport
Hugues Van Honacker, Senior Expert, Clean Transport and Sustainable Urban Mobility, EU Commission, The Netherlands

16:10 Interactive Specialists Round Tables
Round Table A: Mobility 2025
The e-car of the future and new forms of mobility
• The role e-cars will play in mobility systems of the city of the future
• Light, small, autonomous and connected: the e-car in 2025?
• The market for long and small cars and smaller city-cars
Jelle Vastert, Manager EU Supercharger Program, Tesla Motors
Joachim Kramer, Head of Strategy Alternative Mobility, Porsche AG, Germany
Uwe Likar, Manager, Advanced Engineering Planning, Mitsubishi Motor R&D Europe GmbH, Germany

Round Table B: Business Models
Evaluating the role of potential business case scenarios
• Financial strategies and innovative market models from leading utilities and vehicle manufacturers for the development of a robust and viable charging infrastructure
• Ways for optimizing the profitability of charging infrastructure
• Explaining the full range of different public charging options to evaluate the most effective business models for effective infrastructure investment
• The organisation of the market and the importance of industry cooperation to create a sustainable and viable infrastructure
Thomas Orsini, Director Electric Vehicle Business Development, Renault S.A., France
Olivier Paturet, General Manager Zero Emission Strategy Corporate Planning, Nissan Europe SAS, France

Round Table C: EU Regulation
Political frameworks and Public Private Partnerships in Europe
• The pros and cons of different approaches to promote electromobility and the implementation of a charging Infrastructure
• The viability of models of cooperation between private and public stakeholders
• The political framework and state support needed for the implementation of a charging infrastructure and development of an e-car market
Dr. Oliver Franz, Head of Regulatory Economics / International Regulation, RWE Deutschland AG, Germany
Kåre Albrechtsen, Head of EV Secretariat, The Capital Region of Denmark
Mario Fruijan, Senior Policy Advisor on Sustainable Mobility, Ministry of Infrastructure and the Environment of the Netherlands
Dr. Veit Steinle, Director-General, Departmental Policy Issues, German Federal Ministry of Transport and Digital Infrastructure

17:10 Summary of the Round Tables in the plenary

17:40 Supercharging Europe
What’s needed the change the perception of the EV to a full-on alternative
• Tesla’s view on charging solutions
• Generating exponential growth - purpose, progress and results of Supercharging Europe
Jelle Vastert, Manager EU Supercharger Program, Tesla Motors

18:15 Closing remarks of the chairman and end of conference day 1

19:00 Evening event
Join us for an informal evening get-together! This is an excellent opportunity for you to meet the other attendees and make new business contacts
Meet you peers - Split Plenary Session!

15:25 Coffee break & networking

15:55 Special wireless charging requirements against the new standardization background
- Functional differences between wired and wireless charging
- Technical requirements from the standardization groups
- A definition of interoperability
- Inductive power transfer and autonomous driving

12:00 Application of wireless charging to Premium SUVs, risks and challenges
- Overview of risks and challenges
- Impact of off-road attributes on system requirements
- Effect on standardisation of wireless charging systems

17:15 Closing remarks by Thomas Orsini, Founder and CEO, RWE AG

17:15 Coffee break & networking

Wired vs. wireless charging technologies: The way towards standardization & interoperability

11:25 Current status and outlook of stationary and dynamic wireless electric vehicle charging
- The current status for interoperable wireless charging systems for electric and plugin hybrid vehicles
- Future requirements for a WEVC system I: Low cost and small package
- Future requirements for a WEVC system II: High power transfer and interoperability

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10:06 Coffee break & networking

10:55 Coffee break & networking

09:00 Building a successful national rapid charging network – The Electric Highway
- Location, location, location – Understanding what to install in what location and how to make it work with partners
- Collaboration – Why this cannot be delivered unless stakeholders collaborate
- The Customer is king – Why listening is everything in a world where the rules have yet to be written
- What has the electric highway delivered?
- What next? - The future of Europe’s charging infrastructure

09:35 Integrated electricity storage solution provider for mobility and stationary – the next big thing
- Energy storage components
- Car sharing: Autolib – A successful integrated approach
- Electromobility developments
- BlueStorage: Developing a wide range of electricity storage applications

10:10 Wired vs. wireless charging technologies: The way towards standardization & interoperability
- Challenges for grids
- State of the art of grid planning
- Our approach

10:45 Smart charging: technical and business framework - The legacy of the PlanGridEV project
- Smart charging: The business vision
- Technical framework for smart charging
- The PlanGridEV project
- Market outlook and future developments: Towards virtual utility business?

11:20 PlanGridEV – Distribution grid planning and operational principles for EV mass roll-out while enabling DER integration
- Challenges for grids
- Our approach

11:25 Integrating EV Fleets into local energy systems
- How to adapt charging processes to the loads of industrial parks or urban districts?
- How to expand existing control structures to include intelligent EV management?
- Hands-on experience from ongoing research projects

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13:10 Networking luncheon

Stream 1: Grid Integration and Metering

14:40 Opening of the Chairman Dr. Armin Gaul

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- Challenges for grids
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- Our approach

15:55 Mobile Metering: Ubiquitous smart charging made affordable
- Electricity is available almost anywhere; billing is the challenge
- Conventional charging infrastructure is too expensive, due to high initial cost and multiple running cost for billing and metering
- Through the use of mobile smart meters integrated into the charging cable, charging spots are reduced to simple system sockets
- With mobile metering technology integrated into the cable or the car, EV users can carry their energy and tariff of choice along with them to the charging spot

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16:15 Closing remarks by Dr. Armin Gaul

Stream 2: Charging Technology and Public Transport

14:40 Opening of the Chairman Thomas Orsini

14:45 Electric vehicle and AC conductive charging infrastructure
- Charging system international standardization status: Complexity for manufacturers due to the multiplicity of standards
- The technical challenges to overcome tomorrow to support the EV market development
- Technical trends and charging equipment improvements
- Importance of standard additional conformity mark compliance: EV READY

15:20 The DC fast charging system in the electric vehicles from Mitsubishi
- The charging systems of the Mitsubishi i-MiEV and Outlander PHEV- overview
- Technical principle and detail of the DC charging system at Mitsubishi
- Importance of the DC Charging technology as an industry standard-CHAdeMO
- The future of DC quick charging
- Vehicle to grid (V2G) applications using the vehicles DC interface

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16:15 Closing remarks by Thomas Orsini
Integrated European-Wide Charging Landscape
Energy Meets Automotive: Towards an Integrated European-Wide Charging Landscape

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E-mobility Charging

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