



# LUXEMBOURG, YOUR BUSINESS PARTNER IN SMART MOBILITY

03 OCTOBER 2018

## PROGRAM

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| <p><b>13:30</b>    <b>Luxembourg at a glance</b> – informal reception, meet our experts!</p> <p><b>14:00</b>    <b>Introduction</b> – how Luxembourg developed a strong and sustainable economy based on a few key-values: openness, reliability, business friendliness<br/>–<br/><i>Pierre Franck, Director Luxembourg Trade and Investment Office in San Francisco</i></p> <p><b>14:20</b>    <b>Europe's challenges with mobility innovation</b> – why the European mobility industry needs Silicon Valley innovators! Where are the most promising business opportunities?<br/>–<br/><i>Dr Mario Herger, CEO Enterprise Garage</i></p> <p><b>15:00</b>    <b>Luxembourg, your business partner in Smart Mobility</b> – how to connect to European OEMs and suppliers? How to get access to talent-pools and R&amp;D subvention programmes? How to deal with Europe's lingual and cultural complexity?</p> <p><b>15:20</b>    <b>Smart remote locations in Europe</b> – presentation of the PwC automotive investment guide: what are the best alternatives to Munich, Frankfurt and Paris?<br/>–<br/><i>Joost Ortjens, Head of Sector Development Automotive, Luxinnovation</i></p> <p><b>15:40</b>    <b>Coffee break</b></p> | <p><b>16:00</b>    <b>From Fintech to Autonomous driving</b> – research that matters for Luxembourg's key industries. An overview of mobility related projects, concluded and in progress at the Interdisciplinary Centre for Security, Reliability and Trust (SnT)<br/>–<br/><i>Dr Raphaël Frank, Head of 360Lab, University of Luxembourg</i></p> <p><b>16:40</b>    <b>Start-up meets Finance</b> – about Luxembourg's start-up ecosystem and how to connect to Luxembourg's Private Equity and Venture Capital players<br/>–<br/><i>Joost Ortjens, Head of Sector Development Automotive, Luxinnovation</i></p> <p><b>17:00</b>    <b>Luxembourg vs. Napa Valley</b> – Q&amp;A and networking, enjoy the best white wines from both regions (another reason to consider Luxembourg!).</p> |
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### VENUE

**CREEKSIDE INN**  
Palo Alto  
3400 El Camino Real  
Palo Alto  
CA, 94306



## ABOUT THE PRESENTATIONS AND THE SPEAKERS:

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### **PIERRE FRANCK**

*Director Luxembourg Trade and Investment  
Office in San Francisco*

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Pierre Franck will introduce the audience to Luxembourg and Luxembourg's economy. Pierre Franck is Consul General/ Executive Director at the Luxembourg Trade and Investment Office (LTIO) in San Francisco, Luxembourg's front office in the region.

With a foreign population of 50%, Luxembourg is the most open and most international economy of Europe. Luxembourg offers political and economic stability, a prime business location in between the major European markets, and an international and highly skilled workforce. With all this, Luxembourg became successful in attracting high value-add businesses all around the world: Amazon (1.500 employees), Goodyear R&D (1.200 employees), Ferrero (800 employees), Delphi Technologies R&D (600 employees), just a few examples.

Pierre will also talk about diversification of Luxembourg's economy, with a few words about Luxembourg's position in the Space Resource business. Luxembourg's space industry is one of its kind, with global players like SES, working together with many start-ups leveraging the support of the Government in this particular business. More to come: Luxembourg, Europe's future Smart Mobility innovation hub!

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### DR RAPHAËL FRANK

*Head of 360Lab, University of Luxembourg*

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Raphaël will present an overview of Mobility Related Research Projects at the SnT Research Centre of the University of Luxembourg. He will also elaborate on the role of the Technology Transfer Office (TTO), supporting various tech-industries in Luxembourg, under which finance (Fintech) and automotive, with long-term technology partnerships.

Raphaël is a research scientist and entrepreneur at the Interdisciplinary Centre for Security, Reliability and Trust (SnT), University of Luxembourg and member of the Technology Transfer Office (TTO). He is founder and head of the 360Lab, the first thematic research laboratory at SnT, focusing on smart mobility projects. His research expertise includes Machine Learning for Mobility Applications, Vehicular Communications and Data Analytics.

Since 2018, he is habilitated to supervise PhD students and leads large research projects as Principal Investigator (PI). He is author/co-author of more than 60 peer-reviewed conference and journal publications, including 2 best Paper awards, and holds two patents. He is a member of the IEEE, ACM and Car2Car Consortium, and regularly serves as TPC member for international scientific conferences and editor for special issue journals. From 2012 to 2015 he was head of the VehicularLab at SnT, where he worked on several national, European and industrial projects as PI, Co-PI and lead researcher.

Raphaël is co-founder and former Operations Director of Motion-S telematics, the first technology Spin-Off company of the University of Luxembourg founded in 2014. He received his Ph.D. in Computer Science from the University of Luxembourg in 2010.

During his Ph.D. studies, he was a visiting scholar at the University of California in Los Angeles (UCLA) where he conducted research on data routing protocols for vehicular networks. In 2006, he received his Master Degree in Cryptography and Network Security from the University Joseph Fourier in Grenoble, France.

## ABOUT THE PRESENTATIONS AND THE SPEAKERS:

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### **DR MARIO HERGER**

*CEO Enterprise Garage*

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Born and raised in Vienna/Austria, he has been living in Silicon Valley since 2001. He has a PhD in Chemical Engineering and an undergraduate degree in international business. He worked for SAP in Germany and California for many years in development and innovation management. In 2013 he started his own boutique consulting company 'Enterprise Garage Consultancy'.

He speaks at many conferences and events, consults Fortune 500 companies around the globe. His work focuses on signals of emerging technologies and business models, and how they affect society, politics, and employment. In that work he writes books and regularly publishes articles on technology topics. A recent book is "Das Silicon Valley Mind-set" (in German), elaborating on 400 pages the elements that form the innovative and entrepreneurial mind-set in Silicon Valley, and how we can combine that mind-set with our own strengths. His most recent book "The last driver license holder" came out in German on October 2017 and is currently being translated into English and Chinese. With over 500 pages, the book describes the converging trends of autonomous driving, electric vehicles, or shared driving, which are heavily driven by Silicon Valley, and discusses the potential implications for the automotive industry, cities, and societies.

He also runs an industry specific blog on autonomous and electric vehicle that has become one of the most important resources for readers interested in that field.

His next books will focus on 'Foresight Mindset – Discovering trends before they are trends' and Artificial Intelligence, and are due in 2019. He is also a mentor at the German Accelerator and assists start-ups from other accelerators such as Upwest Labs and Bootstrap Labs.

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### JOOST ORTJENS

*Head of Sector Development Automotive,  
Luxinnovation*

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Joost will present where and how Luxembourg can help in the development of a European footprint, and how to connect to European OEMs and Tier1 suppliers (“Your business partner in Smart Mobility”). He will talk about available subvention programs for start-ups and mobility innovators, and he will show success stories of innovators growing business from a Luxembourg based remote location.

Joost will also talk about the secret of mobility innovation in Luxembourg: excellent opportunities for real-life demonstration and validation of new technologies, with strong support of relevant administrations! About the proximity to the German and French OEMs and suppliers, his opinion is the following: close, but not too close. Innovative companies have to protect their innovative mind-set from the traditional automotive engineering thinking in the respective regions. Luxembourg is the perfect place to be!

Joost is an expert in business innovation. He holds an Engineering degree in Mechanical Engineering (Hogeschool Zuyd), and a master degree in Business Marketing (University of Eindhoven). He worked for several multinationals in the Netherlands.

In 2004, Joost moved to IEE in Luxembourg, a global leader in automotive certified printed circuits. Advanced Purchasing in 2004, manager purchasing in 2006. Joost returned to his roots in Business Development in 2008. As member of the OCS management team (covering Global sales & Business development), Joost started a new business line in 2012 based on innovative (printed) thermal comfort technology.

In 2014, Joost joined Luxinnovation as head of the Automotive Components Cluster, followed by the position of Head of Sector Development Automotive (current position) early 2017. At Luxinnovation, Joost is helping overseas companies to develop a footprint in Europe, offering Luxembourg’s prime business location, it’s international and highly skilled workforce, and many different financial benefits for start-ups and other innovative businesses.