



SEPTEMBER 28 & 29, 2016 • WESTIN DETROIT METRO AIRPORT & DETROIT INSTITUTE OF ARTS

## Agenda

### Wednesday, September 28, 2016

- 11:00am Registration Open**
- 11:30am Lunch & Networking**
- 12:30pm Welcome & Event Overview**  
**Devin Scillian**, Anchor, WDIV-TV 4 Detroit  
**Hans-Werner Kaas**, Senior Partner, McKinsey & Company, Detroit
- 12:40pm Mobility Next >> “Shared Mobility Solutions for Liveable Cities”**  
**Speaker: José Viegas**, Secretary-General, International Transport Forum/OECD  
Leader of the International Transport Forum, a global transport policy think tank representing 57 countries, Viegas’ career spans the private, government and academic sectors.  
*Sponsor: Michigan State University*
- 1:00pm Panel: “Creating an Ideal Mobility Ecosystem for the Future”**  
Panelists will discuss what is necessary to advance an integrated world of connected and autonomous vehicles, smart infrastructure and big data.
  - **Chuck Gulash**, Director, Collaborative Safety Research Center, Toyota
  - **Steven Fernández**, Investor Relations Director, Abertis Infraestructuras, Spain
  - **Mudassir Sheikh**, Co-Founder and Managing Director, Careem, Dubai
  - Moderator: **Andreas Mai**, Director, Smart Connected Vehicles, Cisco Systems, Inc.
- 1:30pm Mobility Next >> “Shared Mobility and the End of Car Ownership”**  
**Speaker: Emily Castor**, Director of Transportation Policy, Lyft  
A member of the original Lyft team, Castor has been at the forefront of ridesharing policy since the birth of the industry.  
*Sponsor: Michigan State University*
- 1:50pm Networking Break**  
*Sponsor: AAM*
- 2pm-4pm Immersion Experience**  
View unique and cutting edge mobility technologies from companies around the world.  
*Sponsor: Oakland County*
- 5:00pm Detroit: Highlights of the City**  
A facilitated shuttle ride to downtown and midtown Detroit. The shuttle will transport attendees from the Westin hotel main entrance to the Detroit Institute of Arts.

- 6:00pm**      **Reception: Welcome Remarks from Rick Snyder**, Governor, State of Michigan  
Detroit Institute of Arts (DIA), Diego Rivera Court  
Gov. Snyder recently launched an initiative to promote Michigan as the global center of innovation for the automotive and mobility sectors.  
*Sponsor: PVS Chemicals*
- 7:00pm**      **Dinner Keynote: “Data in Motion: The Convergence of Analytics and Mobility”**  
**Speaker: Dr. Jim Goodnight**, Co-founder & CEO, SAS  
Detroit Institute of Arts, Great Hall  
A technology entrepreneur, Goodnight has been called the “Godfather of data analytics” by Forbes.
- 9:00pm**      **Shuttle returns guests to hotel**

## Thursday, September 29, 2016

- 8:00am**      **Breakfast and Networking**  
*Sponsor: General Motors Company*
- 8:30am**      **Welcome**
- 8:45am**      **Morning Keynote: “The Future of Personal Mobility”**  
**Speaker: Mary Barra**, Chairman and CEO, General Motors Company  
Barra is working to lead the transformation of personal mobility through advanced technologies such as connectivity, electrification, autonomous driving and car sharing.  
• Moderator: **K.C. Crain**, EVP/Director Corporate Operations, Crain Communications, Inc.  
*Sponsor: General Motors Company*
- 9:15am**      **Panel: “Improving Quality of Life through Mobility Solutions”**  
Panelists will discuss how mobility solutions are making lives better by making services and products accessible and convenient to people across the globe, and how to overcome barriers to moving these solutions into the marketplace.  
• **Andrea Coleman**, Co-founder, Riders for Health, UK  
• **Sohier Hall**, Co-founder, President & CEO, Luum  
• **Peter Sweatman**, Principal, CAVita  
• Moderator: **Chris Thomas**, Founder & Partner, Fontinalis  
*Sponsor: Dykema*
- 10:00am**      **Mobility Next >> “Accelerating the World’s Transition to Sustainable Transport”**  
**Speaker: Diarmuid O’Connell**, Vice President, Business Development, Tesla Motors  
O’Connell is a former Chief of Staff for Political Military Affairs for the U.S. State Department and now manages commercial relationships and government affairs for Tesla.  
*Sponsor: Michigan State University*
- 10:20am**      **Networking Break**  
*Sponsor: AAM*
- 10:40am**      **Mobility Next >> “Building Blocks for Sustainable Mobility”**  
**Speaker: Håkan Samuelsson**, President & CEO, Volvo Car Group  
Samuelsson has led automotive companies from Europe to Latin America, and made headlines when he announced that Volvo’s decision to develop autonomous driving systems globally is part of its commitment that no one will be seriously injured or killed in a new Volvo by the year 2020.  
*Sponsor: Michigan State University*

- 11:00am**      **Panel: “Urban Mobility around the World”**  
How can mobility solutions help governments solve age-old issues such as public safety, congestion, reliable, accessible and seamless transportation and improve quality of life?  
• **Anne Berner**, Minister of Transport & Communications, Finland  
• **Michael Duggan**, Mayor, City of Detroit  
• **Heidi Francis**, Assistant Deputy Minister, Ministry of Transportation, Ontario, Canada  
• Moderator: **Gabe Klein**, Co-founder, CityFi  
*Sponsor: Lear Corporation*
- 11:45am**      **Networking Break**  
*Sponsor: AAM*
- 12:00pm**      **Lunch Keynote: “The Human Impact of Mobility – Beyond the Car, Beyond the Code”**  
**Speaker: Bill Ford**, Executive Chairman, Ford Motor Company  
A tireless advocate for imagining the future of mobility, Ford wants to maximize the role automotive companies can play in improving people’s lives by focusing on the human impact of Smart Mobility.  
• Moderator: **Rebecca Jarvis**, ABC News Chief Business, Technology and Economics Correspondent  
*Sponsor: Ford Motor Company*
- 1:15pm**      **Networking Break**  
*Sponsor: AAM*
- 1:30pm**      **Workgroup Breakout Introduction and Sessions**  
Led by McKinsey & Company, join fellow conference attendees for facilitated workgroup discussions on how to take advantage of the opportunities and overcome the challenges of advancing mobility solutions.  
A. Technology-based mobility solutions to improve lives – Earhart Room  
B. Levers to drive impact on the Economy – Ballroom  
C. Public-Private collaboration to set the right frameworks – Wright Room  
D. Opportunities for society from mobility solutions – Ballroom
- 3:00pm**      **Networking Break**  
*Sponsor: AAM*
- 3:15pm**      **Report outs from Breakout sessions**
- 4:00pm**      **Summary and Outlook – “The Future of Mobility”**  
**Speaker: Hans-Werner Kaas**, Senior Partner, McKinsey & Company
- 4:20pm**      **Closing Keynote: “Innovation Within a Safety Culture”**  
**Speaker: Blair Anderson**, Under Secretary for Policy, U.S. Dept. of Transportation
- 4:50pm**      **Closing Reception**