

**2019** VEHICLE ELECTRIFICATION AND AUTONOMOUS  
VEHICLE TECHNOLOGY FORUM

# 汽车电气化与智能化 技术论坛

**2019年12月4-5日 上海银星皇冠假日酒店**  
DECEMBER 4-5, 2019, CROWNE PLAZA SHANGHAI





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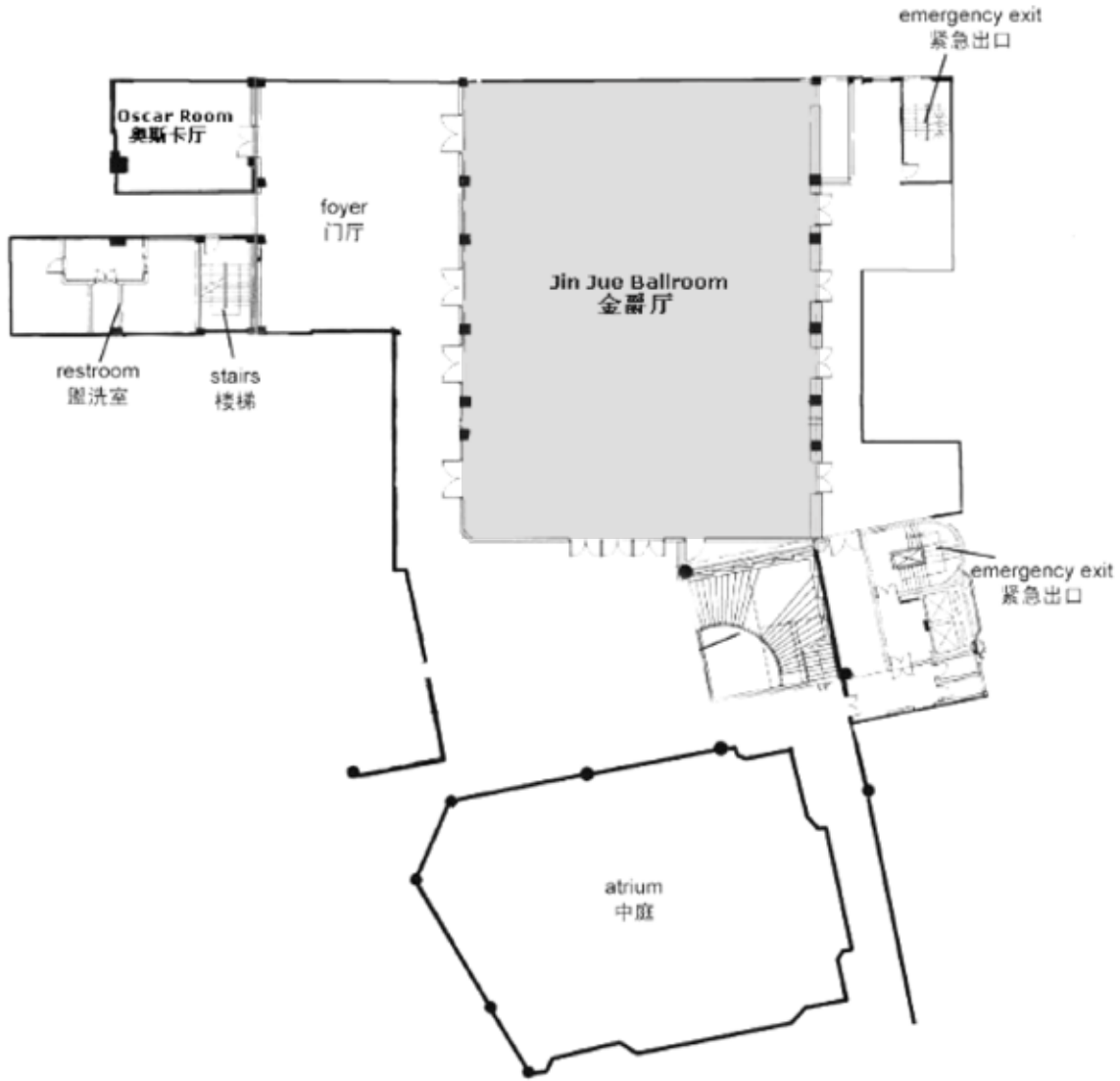
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## 上海银星皇冠假日酒店 - 2楼金爵厅

Ballroom Jinjue, 2F, Crowne Plaza Shanghai

地址：上海市徐汇区番禺路 400 号

Address: 400 Pan Yu Road, Xuhui District, Shanghai, PRC



## 12月4日 December 4

8:30-9:00	<b>欢迎致辞</b> Welcome Speech	
9:00-9:10	<b>中国新能源汽车行业优秀企业家及技术创新颁奖典礼</b> Award Ceremony of Outstanding Entrepreneurs in NEV Industry in China & Technology Innovation Award Ceremony	
9:10-10:30	<b>主旨演讲</b> Keynote Speech	
	<b>茶歇</b> Tea Break	
11:00-12:20	<b>主旨演讲</b> Keynote Speech	
	<b>午餐</b> Lunch	
13:30-17:15	<b>金爵厅 A</b> Ballroom Jinjue A <b>驱动电机系统创新技术</b> Innovative Technologies of Driving Motor System	<b>金爵厅 B</b> Ballroom Jinjue B <b>数字化座舱与用户体验</b> Digital Cockpit and User Experience

## 12月5日 December 5

## 数字化与用户体验 Digital Cockpit and User Experience

9:00-10:30	<b>技术演讲</b> Technical Speech
	<b>茶歇</b> Tea Break
11:00-12:00	<b>技术演讲</b> Technical Speech
	<b>午餐</b> Lunch
13:30-16:00	<b>技术演讲</b> Technical Speech

## 主办单位 HOSTS

**中国汽车工业协会车用电机电器电子委员会**  
China Auto Association Electric Motor and Electric Appliance Committee for Vehicle

**中国机械国际合作股份有限公司**  
China National Machinery Industry International Co.,Ltd.

**法兰克福展览（上海）有限公司**  
Messe Frankfurt (Shanghai) Co. Ltd

**思爱翼工业科技咨询（上海）有限公司**  
SAE Industrial Consulting Services (Shanghai) Co., Ltd.

## 行业合作伙伴 INDUSTRIAL PARTNERS



**DECEMBER 4**

8:30

**WELCOME SPEECH**

China Association of Automobile Manufacturers  
 China National Machinery Industry International Co., Ltd.  
 SAE International

**AWARD CEREMONY OF OUTSTANDING ENTREPRENEURS IN NEV INDUSTRY IN CHINA & TECHNOLOGY INNOVATION AWARD CEREMONY**

**KEYNOTE SPEECH**

Moderator: Luming LIU

9:10

**Development of Auto Industry in 2019 and the Forecast for 2020**

**Jianhua SHI** China Association of Automobile Manufactures

9:50

**Trend and Prospect of Automotive Electrification and Intelligence**

**Neil WU** RolandBerger

**ABSTRACT**

- Overview of the disruptive trends in the automotive industry
- Prospects and implications of the electrification trend – development of the domestic NEV industry, technical challenges and consumer demands and leading NEV companies
- Prospects and implications of intelligence trend - development stages, driving factors and industrial chain of intelligent cockpit

10:30

**TEA BREAK**

11:00

**Status and Trends of Motor Systems and Electric Drive Assemblies**

**William CAI** Engineering Research Center Automotive E-drive Control and System Integration Education Department, Harbin University of Science and Technology

11:40

**The Chinese HMI Standards and Design Recommendations**

**Fang CHEN** Chalmers University of Technology

**ABSTRACT**

The digital cockpit of a car needs a good interaction design to be able to communicate with people. The HMI design is important to enhance the user experience. Internationally, there are many HMI standards and design recommendations. Some of them can be used directly in China, but many of them are not suitable. We need to build up Chinese HMI standards, and here we will discuss this issue.

12:20

**LUNCH**

## 12月4日

- 8:30 **欢迎致辞**  
中国汽车工业协会  
中国机械国际合作股份有限公司  
SAE International  
**中国新能源汽车行业优秀企业家及技术创新颁奖典礼**

## 主旨演讲

主持人：刘路明

- 9:10 **2019年汽车行业发展情况以及2020年预测**  
**师建华** 中国汽车工业协会

- 9:50 **汽车电气化与智能化的发展趋势及展望**  
**吴钊** 罗兰贝格

**摘要**

- 汽车行业颠覆式趋势进展概要
- 电气化发展趋势展望及启示 - 国内新能源行业发展动态、技术挑战、消费者需求和领先车企战略动态
- 智能化发展趋势展望及启示 - 智能座舱的发展阶段、驱动因素和产业链格局

- 10:30 **茶歇**

- 11:00 **电机系统与电驱动总成产品现状与技术趋势**  
**蔡蔚** 哈尔滨理工大学 汽车电子驱动控制与系统集成教育部工程研究中心

- 11:40 **建立中国交互设计标准体系**  
**陈芳** 瑞典查尔姆斯理工大学

**摘要**

数字化座舱与用户间的交流是通过交互界面来完成的。为实现好的用户体验国际上有许多交互设计的规范和标准。这些规范和标准有很多不能直接用于中国的汽车设计。这个演讲主要争对如何建立中国的设计标准和规范展开讨论。

- 12:20 **午餐**

	<p>Ballroom Jinjue A</p> <p><b>Innovative Technologies of Driving Motor System</b> Moderator: Wei CAI</p>	<p>Ballroom Jinjue B</p> <p><b>Digital Cockpit and User Experience</b> Moderator: Fang CHEN</p>
13:30	<p><b>Evolution and Challenges of NEV E-Drive System</b></p> <p><b>Jianghong CHEN</b> SAIC Volkswagen Automotive Co., Ltd.</p>	<p><b>Human-Autonomous Vehicle Interaction Design and Technology Research Utilizing MR-based Simulation Platform</b></p> <p><b>Xiaohua SUN</b> Tongji University</p> <p><b>ABSTRACT</b> This report will introduce how to use MR-based simulation platform to simulate typical scenarios of autonomous driving and support the research on Human-Autonomous Car interaction design and technology.</p>
14:00	<p><b>Development Requirements of Electric Drive Products in the New Situation</b></p> <p><b>Huichao ZHAO</b> China FAW Group Co., Ltd.</p>	<p><b>The Combination of Automotive Intelligent Connectivity and 5G</b></p> <p><b>Xinbin LEI</b> Great Wall Motors</p> <p><b>ABSTRACT</b> 5G is not only about a broader bandwidth, but also has the potential to give a revolutionary boost to the capability of ICVs.</p>
14:30	<p><b>Layout and Technical Innovation of Electric Drive System of Dongfeng Motor</b></p> <p><b>Jianwu LUO</b> Dongfeng Motor Corporation Technical Center</p>	<p><b>Experiential Thinking Drives Change</b></p> <p><b>Sheva ZHU</b> Facecar</p> <p><b>ABSTRACT</b></p> <ul style="list-style-type: none"> <li>• Multi-channel user experience in the car (HMI concept and mass production design; HMI evaluation bench and evaluation system; Smart cockpit black technology pre-research)</li> <li>• Multi-contact user experience outside the car (Digital E-commerce platform experience design; Telematics APP experience design)</li> <li>• Multi-Interactive User Experience at auto show (Auto show concept cockpit design)</li> </ul>
15:00	<b>TEA BREAK</b>	



	<b>金爵厅 A</b> <b>驱动电机系统创新技术</b> <b>主持人：蔡蔚</b>	<b>金爵厅 B</b> <b>数字化座舱与用户体验</b> <b>主持人：陈芳</b>
13:30	<b>新能源车电驱系统的发展及挑战</b> <b>陈江红</b> 上汽大众汽车有限公司	<b>基于混合虚拟现实仿真平台的人—无人车交互设计与技术研究</b> <b>孙效华</b> 同济大学  <b>摘要</b> 本报告将介绍如何利用混合虚拟现实技术构建仿真平台，模拟无人驾驶各种典型场景，以支持人-无人车交互设计与技术研究，推动设计与技术开发的快速迭代。
14:00	<b>新环境下的电驱产品开发要求</b> <b>赵慧超</b> 中国第一汽车股份有限公司	<b>汽车智能互联与 5G 技术结合</b> <b>雷新彬</b> 长城汽车  <b>摘要</b> 5G 不仅仅是带宽等的进步，它将为智能网联汽车能力带来革命性的飞跃。
14:30	<b>东风汽车电驱动系统的布局与技术创新</b> <b>罗建武</b> 东风汽车技术中心	<b>体验思维驱动变革</b> <b>朱佳明</b> Facecar  <b>摘要</b> <ul style="list-style-type: none"><li>• 车内多通道用户体验（HMI 概念及量产设计、HMI 评测台架及评测系统、智能座舱黑科技预研）</li><li>• 车外多触点用户体验（数字化电商平台体验设计、车联网 APP 体验设计）</li><li>• 车展多互动用户体验（车展概念座舱设计制作）</li></ul>
15:00	<b>茶歇</b>	

15:15

**Development from LGBT to SiC Controller and Its Challenge to Industrial Chain**

**Xiangdong XU**  
Delphi Technologies

**Leveling Up: HMI as We Journey Towards L4 Autonomy**

**Chris Schreiner**  
Strategy Analytics

**ABSTRACT**

Current L2 and L3 systems have serious UX shortcomings, including discovery, communication of system status, and handover of control. We will look at some of the issues we have uncovered in our on-road research and provide solutions to improve the HMI and UX of semi-autonomous systems going forward.

15:45

**The Introduction of a New Hybrid System for Commercial Vehicles**

**Tong ZHANG**  
Corun Hybrid Technology Co., Ltd.

**Xpeng Motors Development Towards Intelligence**

**Fanfan LIU**  
Xpeng Motors

**ABSTRACT**

Intelligence is the next round competition in Auto industry. How to enhance vehicle with the capabilities of intelligence? How to leverage internet to provide intelligent services to customer effectively and efficiently? How to integrate multiple AI capabilities bringing Vehicle Intelligence to next level? Some thoughts and exploration will be shared as following.

16:15

**PANEL**

- **Is Electrification a Policy Orientation or a Market Demand?**
- **Where is the Innovation and Profitability of the Electric Drive Industry?**

**Jianghong CHEN** SAIC Volkswagen  
**Huichao ZHAO** China FAW Group

**The Potent Cocktail of UX + AI**

**Narendra Ghatge**  
Tata Elxsi

**ABSTRACT**

- Use of AI to Manage In-car UX
- UX Ideas That Will Build Trust in Autonomous Vehicles
- Adaptive Learning to Manage User Expectations

16:45

**Jianwu LUO** Dongfeng Motor Corporation  
Technical Center

**Xiangdong XU** Delphi Technologies  
**Tong ZHANG** Corun Hybrid Technology  
**Jun GONG** Shanghai Edrive Co., Ltd.

**Intelligent, New Mode of Mobile Life Services**

**Samson ZHU**  
GAC-NIO New Energy Automotive Technology Co.,Ltd.

**ABSTRACT**

- Features of intelligent vehicles
- Intelligent driving, free people from driving
- Connected intelligent, new mode of mobile life services

15:15

**从 IGBT 到 SiC 控制器的发展现状及其对产业链的挑战**

**许向东**  
德尔福科技

**升级：自动驾驶 4 级前夕的人机交互**

**Chris Schreiner**  
Strategy Analytics

**摘要**

当前的 2 级和 3 级系统在系统状态的发现、报告以及控制切换等方面都有较大不足，造成不良用户体验。在车辆行驶研究中我们发现了一些问题，通过研究和解决这些问题，我们将改善未来半自动驾驶系统的人机交互，提高用户体验。

15:45

**新型商用车混合动力系统介绍**

**张彤**  
科力远混合动力技术有限公司

**小鹏汽车的智能化之路**

**刘非凡**  
小鹏汽车

**摘要**

智能化是汽车行业的下一条重要的赛道，如何打通汽车自身的智能化能力？如何利用万物互联，为客户提供更智能的服务？如何有效的整合语音，视觉，大数据，实现多种能力的感知融合？这里将为大家分享小鹏汽车在智能化方向的一些思考和探索。

16:15

**圆桌讨论**

- 电动化是政策导向还是市场需求？
- 电驱动行业创新和盈利路在何方？

**陈江红** 上汽大众汽车有限公司  
**赵慧超** 中国第一汽车股份有限公司  
**罗建武** 东风汽车技术中心  
**许向东** 德尔福科技

**用户体验和人工智能的完美组合**

**Narendra Ghate**  
Tata Elxsi

**摘要**

- 使用人工智能技术管理车内用户体验
- 用户体验概念可以建立用户对自动驾驶车辆的信任
- 通过自适应学习管理用户期望

16:45

**张彤** 科力远混合动力技术有限公司  
**贡俊** 上海电驱动股份有限公司

**智能化——移动生活服务新模式**

**朱赛春**  
广汽蔚来

**摘要**

- 智能汽车产品特征
- 驾驶智能化 - 解放人类驾驶时间
- 网联智能化 - 移动生活服务新模式

## DECEMBER 5

### TECHNICAL SPEECH

Moderator: David WANG

9:00 **The Future of Automotive UX - Delivering Hospitality Instead of Features**

**Boni SA** IHS Markit

**ABSTRACT**

The future new mobility service, especially the operation of Robo-taxi will significantly change the mindset of people using the cars. With technologies integrated in the autonomous driving vehicles the customer will treat the vehicle completely different than how we do now. In this presentation we'll go through how will mobility impact UX, what's the challenges and how to define the hospitality.

9:30 **Trend and Practice of Intelligent and Connected Technology**

**Jie ZHANG** Changan Automobile Intelligent Research Institute

**ABSTRACT**

- Trend of intelligent and connected technology
- Development and practice of intelligent and connected technology of Changan Automobile

10:00 **User Experience of Intelligent & Connected Vehicles**

**Lei LIAO** GAC Automotive Engineering R&D Center

**ABSTRACT**

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li>• The importance of user experience</li> <li>• Development trends of MaaS</li> <li>• Challenges facing OEMs</li> <li>• Strategies taken by OEMs</li> <li>• Two main tasks of intelligent network</li> </ul> | <ul style="list-style-type: none"> <li>• Productization and commercialization of user experience</li> <li>• Components of user experience</li> <li>• SDV: technology realization of user experience</li> <li>• Main body of operation: realizing user experience</li> </ul> |
|--|---|

10:30 **TEA BREAK**

11:00 **The Software Defined Vehicle - Discussion on the Evolution of Intelligent Cockpit**

**Yue WU** PATAC

**ABSTRACT**

Software defined automobile is a very popular concept in recent years. Software assets will become the core competitiveness of automobile companies in the near future, just like those mechanical patents in the traditional machinery industry. The Internet services provided by software give automobile manufacturers a real opportunity to transform from a manufacturing company to a technical service-oriented company. As the carrier platform of all services, intelligent cockpit system will play an increasingly important role in the future. Its evolution is worth studying.

11:30 **Talk About Intelligent Cockpit Based on the Development of Autonomous Driving**

**Xinfen ZHENG** Bosch Car Multimedia

**ABSTRACT**

Autonomous driving turns the vehicle from a movement tool into a mobile "space", which not only frees the driver, but also enables the occupants to do more than just sitting. When autonomous driving is available, what will occupants do in the vehicle?

We should gain insight into the future direction of intelligent cockpit and try to think about the design concept; what does the cockpit look like? Is there a screen? Or is there a navigation system? From the perspective of the realization of system, how is the intelligent cockpit system structured?

12:00 **LUNCH**

## 12月5日

## 技术演讲

主持人：王中民

9:00	<p><b>汽车用户体验的未来：不再只讲配置，更要打造“宾至如归感”</b></p> <p>萨博尼 IHS Markit</p> <p><b>摘要</b></p> <p>未来的新型出行服务，尤其是自动驾驶出租车，将极大地改变人们对用车方式的看法。在自动驾驶汽车中使用的各种新技术会使消费者的用车方式变得与现在截然不同。该演讲将向大家分析出行模式的改变将如何影响未来的用户体验、其中的挑战，以及如何定义“宾至如归感”。</p>
9:30	<p><b>智能化与网联化技术发展趋势及实践</b></p> <p>张杰 长安汽车智能化研究院</p> <p><b>摘要</b></p> <ul style="list-style-type: none"> <li>智能化与网联化技术发展趋势</li> <li>长安汽车智能化与网联化技术发展实践</li> </ul>
10:00	<p><b>智能网联汽车的用户体验</b></p> <p>廖磊 广汽研究院</p> <p><b>摘要</b></p> <ul style="list-style-type: none"> <li>用户体验的重要性</li> <li>智慧出行（MaaS）的发展趋势</li> <li>OEM 面临的挑战</li> <li>OEM 的对策</li> <li>智能网联的两大任务</li> <li>用户体验的产品化、商品化</li> <li>用户体验的组成</li> <li>SDV：用户体验的技术实现</li> <li>运营主体：用户体验的实现</li> </ul>
10:30	<b>茶歇</b>
11:00	<p><b>软件定义汽车——智能座舱演进探讨</b></p> <p>吴越 泛亚汽车技术中心</p> <p><b>摘要</b></p> <p>软件定义汽车是近年来很火的一个概念，软件资产在不久的将来一定会像是传统机械行业的那些机械专利一样成为各汽车公司的核心竞争力。软件所提供的互联服务让汽车厂商真正有机会从制造公司转型成为技术服务型公司。智能座舱系统作为所有服务的承载平台，将来会扮演越来越重要的角色，它的演进值得研究。</p>
11:30	<p><b>在无人驾驶的路上谈智能驾舱</b></p> <p>郑新芬 博世汽车多媒体事业部</p> <p><b>摘要</b></p> <p>无人驾驶使汽车从移动工具变成完全意义上的移动“空间”，这不仅仅解放了驾驶员，同样势必让汽车内乘员在这个移动的空间里不用再单纯的“坐车”。那当汽车能无人驾驶时，乘用车里的人们会在车里做些什么呢？认真洞察未来的智能驾舱发展方向，尝试思考设计理念；智能驾舱会是以什么样的表现形式展现在车里；如有无屏幕展示？如有无导航系统？从这个系统的实现的角度来说，智能驾舱系统又会是的一个架构设计？</p>
12:00	<b>午餐</b>

**TECHNICAL SPEECH**

Moderator: Rose CHIANG

13:30	<p><b>The Opportunities and Challenges of Intelligent Connected Vehicle</b></p> <p><b>David WANG</b> NACSAE, California Chapter</p> <p><b>ABSTRACT</b></p> <p>With the innovation driven by the development of the Internet, communication technology, chip, software, cloud computing and artificial intelligence technology, together with the innovation of clean energy alternative to fossil fuel energy, auto industry is facing a major change. The intelligent vehicle era is coming. however, the challenges and will be coexisting. Today we are going to discuss the opportunities and challenges , the trend of intelligent vehicle.</p>
14:00	<p><b>Valeo Smart Cockpit and Interactive HMI Systems</b></p> <p><b>Jianmin GU</b> Valeo</p> <p><b>ABSTRACT</b></p> <p>Whether it is autonomous driving or human driving, drivers and passengers will always enjoy the technologies of smart cockpit, so Valeo pays attention to the driving experience of customers to ensure their safety and comfort. The design logic of smart cockpit should follow the conditions of driving assistance and autonomous driving, and improve the experience in the cabin through human-machine interface (HMI) and artificial intelligence (AI) related technologies.</p>
14:30	<p><b>Development Trends of Automotive Electronics and Smart Digital Cockpit - Basic Software Technology</b></p> <p><b>William DONG</b> BlackBerry QNX</p> <p><b>ABSTRACT</b></p> <p>Looking into the development trend of automotive electronics, the presentation will focus on the characteristics and demands for the digital cockpit in the trend of ECU integration, and propose solutions for key challenges in the basic software platform of digital cockpit as well as application examples.</p>
15:00	<p><b>Embedded AI Accelerates the Application of Intelligent Driving Technology</b></p> <p><b>Suri QIN</b> VIA Technologies</p> <p><b>ABSTRACT</b></p> <p>With the coming of 5G era, the demand for mass production of intelligent driving vehicles is increasing dramatically. But now it still faces multiple challenges, including poor real-time data processing, complex training model and difficult sensor fusion. How can embedded AI solve these problems through edge computing to accelerate the technological evolution of intelligent driving from L2, L3 to L4? This report will share the feasible technology practice and application of embedded AI in the field of intelligent driving, so as to jointly promote the thinking of industry.</p>
15:30	<p><b>Revolution of the Structure and Form of Intelligent Cockpit</b></p> <p><b>Rose CHIANG</b> Cogative Intelligent System</p> <p><b>ABSTRACT</b></p> <p>In this forum, I will introduce the architecture and form changes of the smart cockpit, focusing on the vehicle operating system, screen touch upgrade and new presentation, and the design of the HMI interface. We are welcoming the era of intelligent networked vehicles. The AI function requirements for vehicle-mounted terminals are getting higher and higher, and the cockpit architecture and system changes are presented to be intelligent.</p>

## 技术演讲

主持人：姜 垚

## 13:30 智能网联汽车的机遇和挑战

**王中民** 北美华人汽车工程师协会加州（硅谷）分会**摘要**

随着互联网、通信技术，芯片，软件，云计算和人工智能技术的发展和 innovation，再加上清洁能源替代化石燃料能源的创新，汽车行业正面临着重大变革。智能汽车时代即将到来。今天我们将讨论智能网联汽车的机遇和挑战以及发展趋势。

## 14:00 法雷奥智能座舱与人机交互系统

**顾剑民** 法雷奥**摘要**

无论是自动驾驶还是人类驾驶，驾乘人员都会享用智能座舱的技术，因此法雷奥关注用户的驾乘体验，保证其安全与舒适。智能座舱的设计逻辑，应遵循在驾驶辅助、自动驾驶的条件下，通过人机交互、人工智能的相关技术辅助提升座舱内的驾乘体验。

## 14:30 汽车电子与智能数字座舱发展趋势——基础软件技术

**董渊文** 黑莓 QNX 公司**摘要**

展望汽车电子的发展趋势，重点分析了电子控制单元融合趋势中的数字座舱这一领域的特点及需求，提出了针对解决数字座舱底层基础软件平台痛点的解决方案及应用案例。

## 15:00 嵌入式 AI 助力智能驾驶技术实作及应用

**秦淑** 威盛电子（上海）有限公司**摘要**

随着 5G 时代来临，智能驾驶汽车量产需求日益紧迫。但现阶段仍面临着数据处理实时性差、训练模型复杂、传感器融合难等等挑战。嵌入式 AI 如何在边缘侧来解决这些问题，以加速智能驾驶从 L2、L3 到 L4 的技术演进？本报告将分享嵌入式 AI 在智能驾驶领域的已落地的技术实作及应用，来共同推进产业同仁的思考。

## 15:30 智能座舱的架构和形态变革

**姜 垚** 认创智能系统（深圳）有限公司**摘要**

本次论坛我将介绍智能座舱的架构和形态变革，主要围绕车载操作系统、屏幕触感升级及新呈现形式，以及 HMI 界面的设计。我们迎来了智能网联车的时代，对于车载终端的 AI 功能要求越来越高了，通过座舱的架构和体系变革来呈现智能化。

## 师建华

中国汽车工业协会  
副秘书长

师建华，获工商管理硕士学位、教授级高级工程师职称；长期供职于汽车行业，曾任职于中国汽车工业总公司从事汽车行业管理工作，拥有丰富的汽车行业管理经营经验；不仅熟识中国汽车工业行情，扎根本土，深谙其道，还具备国际化视野，高瞻远瞩，放眼未来。



## Jianhua SHI

Vice Secretary-General  
China Association of Automobile Manufactures

Shi Jianhua holds an MBA degree and is a professor level senior engineer. He has gained rich experience in the management and operation of automobile industry from his long-time work within the industry, including for the China Auto Industry Co. on automobile industry management. Familiar with the conditions of the automobile industry in China, he understands and is capable of utilizing the native culture. Moreover, he is equipped with an international vision, which allows him to take a broad and long-term view.

## 吴钊

罗兰贝格企业管理（上海）有限公司  
执行总监

吴钊先生拥有十年汽车行业管理咨询经验，专注于汽车新生态圈前沿课题研究。客户覆盖诸多领先的汽车主机厂、零部件供应商和投资人，提供汽车行业洞察并助其做出战略决策。在电气化课题方面，吴钊先生持续支持多家领先私募基金开展新能源汽车市场和标的研究，并协助传统 OEM 制定新能源产品战略；在智能化课题，吴钊先生支持多家不同类型的供应商企业制定车联网及智能座舱业务发展战略，并帮助 OEM 制定智能网联业务规划和智能化场景设计。



## Neil WU

Principal  
Roland Berger

Mr. Wu Zhao has ten-year consulting experience in automotive industry, focusing on cutting-edge research in new automotive system. He provides insights of automotive industry to leading auto makers, component suppliers and investors and assists in strategic decision-making.

On the topic of electrification, Mr. Wu Zhao continues to support multiple leading private equity funds to conduct research on NEV markets and standards, and assists traditional OEMs in developing strategies of new energy product; On the topic of intelligence, Mr. Wu Zhao supports various types of suppliers to formulate business development strategies for connected vehicles and intelligent cockpit, and helps OEMs with intelligent and connected business plan and intelligent scenario design.



## 蔡蔚

哈尔滨理工大学 汽车电子驱动控制与系统集成教育部工程研究中心  
首席科学家



蔡蔚是美国克拉克森大学博士。现任教育部汽车电子控制与系统集成工程研究中心博导，哈尔滨理工大学教授。他是黑龙江省国家级“头雁”人才、国家“千人计划”创新企业家专委会副主任、北京市“海聚工程”海外高层次人才、精进电动科技股份有限公司创始人。他是新能源汽车驱动电机学术与产业界“两栖”世界级专家。1990年开始任哈尔滨电工学院教授、电机系（原电机教研室）主任。拥有14年欧美学术和产业工作经历，曾任美国雷米国际公司汽车起动机及发电机首席设计师、混合动力技术总监。瑞士苏黎世联邦工学院高级科学家、美国威斯康星大学访问教授。他是40多项专利发明人，其中20余项发明专利包括“发卡式电机绕组”，全球第一个将其用于汽车驱动电机。搭载他主持设计和产业化电机和电驱动总成的新能源汽车包括通用雪弗来Tahoe、宝马ML450、奔驰ML450、克莱斯勒Aspen等10余款乘用车和艾莉逊混合动力大巴。

2008年回国合伙创立精进电动，他是我国新能源汽车电驱动技术创新的领军人物，公司电机系统产销名列行业前茅，是我国唯一的汽车核心零部件---电机系统和电驱动产品出口企业。他是纪念中国科协成立60周年全国“百名科学家、百名基层科技工作者”当选者；获得国际国内各类奖项20余个。现任工信部新能源汽车驱动电机用稀土永磁材料上下游合作机制副组长、我国《电动汽车安全指南》电机系统和电驱动总成安全指南专家组长，任2020-2035年国家《节能与新能源汽车技术路线图》电驱动系统技术路线图联合专家组长等。

## William CAI

Principle Scientist

Engineering Research Center Automotive E-drive Control and System Integration Education Department,  
Harbin University of Science and Technology

William CAI holds a Ph.D. from Clarkson University. He is now a doctoral advisor working at Engineering Research Center Automotive E-drive Control and System Integration Education Department and a Professor at Harbin University of Science and Technology. He is a National-level Talent of “Leading Wild Goose Project” of Heilongjiang Province, Vice Director of Innovative Entrepreneur Committee of the national “Thousand Talents Program,” High-level Overseas Talent of “Beijing Overseas Talent Aggregation Project”, and the founder of Jing-Jin Electric Technologies Co., Ltd. He is a world-level expert working in both the academic world and the industry of NEV driving motor. He was a Professor at Harbin Institute of Electrical Engineering and Head of Motor Department (the former Motor Teaching and Research Office) since 1990s. He has 14 years’ working experience in the academia and the industry in Europe and the U.S. He was Chief Designer of Automotive Starter and Generator and Technical Director of Hybrid Power at Remy International. He is Senior Scientist at ETH Zurich and Visiting Professor at University of Wisconsin. He has invented over 40 patents, in which over 20 contain the “hair-pin motor winding” technology which was the first of its kind to be adopted in worldwide automotive driving motors. NEVs adopting the commercialized motors and electric drive assemblies designed by Cai include over 10 passenger cars including Chevrolet’s Tahoe, BMW’s ML450 and Chrysler’s Aspen, as well as Allison Hybrid Busses.

Cai returned to China in 2008 and founded Jing-Jin Electric Technologies Co., Ltd., which made him one of the leaders in the innovation of NEV electric drive technologies in the country. The electric drive systems of his company top the industry in both production and sales, and the company is the only exporter of motor and electric drive, a core automotive component, in China. He was selected as one of the national “100 scientists and 100 basic-level scientific workers” at the 60th anniversary of the China Association for Science and Technology and he has won over 20 international and domestic awards. He is currently Vice Director of Working Group of Upstream-Downstream Cooperation on Rare-earth Permanent Magnetic Materials Used in NEV Drive Motors, Leader of Expert Team for developing Guidance of the Safety in Electric Motor System and Electric Drive Assembly in the national Guidance of the Safety of Electric Vehicles, as well as Co-leader of Expert Team for developing the Electric Drive System Roadmap of 2020-2035 National Technical Roadmap for Energy-saving and New-energy Vehicles.

## 陈芳

瑞典查尔姆斯理工大学  
计算机科学与工程学院 教授

陈芳，主要研究方向以认知科学为导向，面向人机领域的交互设计及工程开发，基础理论涉及生理学、行为心理学，图像、语音多模态交互，成果应用广泛，包括多媒体系统可用性、自动化控制、航空及汽车驾驶控制、公共安全和危机管理等。部分研究成果在汽车领域的应用包括被欧盟采纳作为交通及车辆相关标准制定的依据，同时作为全球交互设计领域的权威专家担任多个国际学术研究机构委员和顾问，在国际杂志和会议上发表了数百篇论文。



## Fang CHEN

**Professor, School of Computer Science and Engineering  
Chalmers University of Technology**

Fang CHEN, Main research area includes cognitive science, interactive design and human-machine interaction, with theoretical background involving physiology, behavioral psychology, visual and auditory interaction. Research results are widely applied in multimedia system usability, automatic control, aviation and automobile driving control, public safety and crisis management, adopted by the European Union as the basis for the formulation of relevant standards for transportation and vehicles. As the expert in interaction design, serving as a member and consultant to several international academic research institutions, published hundreds of papers in international journals and conferences.

## 陈江红

上汽大众汽车有限公司  
高级总监

陈江红，1990年吉林工业大学汽车专业硕士毕业，先后任职于同济大学汽车系，联合汽车电子有限公司技术中心，上汽大众汽车有限公司，具有近30年汽车行业从业经验，目前任上汽大众汽车有限公司新能源研发部部门高级总监。



## Jianghong CHEN

**Senior Director  
SAIC Volkswagen Automotive Co., Ltd.**

In 1990, Chen graduated from Jilin University of Technology, Automotive major, Master degree. Since 1990, worked in automotive department of Tongji University, technical center of United Automotive Electronic Systems Co., Ltd(UAES) and SAIC VOLKSWAGEN AUTOMOTIVE CO., LTD(SVW), Nearly 30 years working experience in automobile industry. Current position: Senior Director the manager of NEV Engineering Department in SVW.

## 孙效华

同济大学  
设计创意学院副院长

孙效华，MIT 设计与计算方向博士，同济大学设计创意学院教授，博导，副院长，同济-MIT 城市科学联合实验室负责人，数字创新中心负责人，人工智能与大数据创新高峰团队负责人。孙效华教授曾在 MIT CECI（计算机教育企划中心）、FXPAL（富士施乐实验室）、IBM 研究院、美国克拉克森大学等机构从事研究与教学。

回国后，在同济大学创建了数字创新中心，致力于探索和实践智能技术的创新应用，与 Intel、西门子、SAP、飞利浦、PSA、华为、上汽等企业合作，在大数据、人工智能、机器人、无人车、AR/VR、车载人机交互与车联网服务、智慧社区等诸多方面开展研究与实践。



## Xiaohua SUN

Associate Dean, College of Design and Innovation  
Tongji University

Sun Xiaohua is a Ph.D. in Design and Computing from MIT, and a professor, doctoral tutor and associate dean of the College of Design and Innovation, Tongji University. She is also the head of Tongji-MIT City Science Lab, Center for Digital Innovation, as well as the AI and Big Data Innovation Summit Team. Professor Sun Xiaohua has been engaged in research and teaching at MIT CECI, FXPAL, IBM Research and Clarkson University.

Back in China, she has established a Center for Digital Innovation in Tongji University, and focused on the exploration and practice of innovative applications of intelligent technologies. She keeps close cooperation with Intel, Siemens, SAP, Philips, PSA, Huawei, SAIC and other companies on research and practice of big data, AI, robotics, autonomous vehicles, AR/VR, in-car man-machine interaction and intelligent connected services, and intelligent communities.

## 赵慧超

中国第一汽车股份有限公司  
新能源开发院院长助理、电机驱动研究所所长

2017 年至今 一汽新能源开发院电机驱动研究所 院长助理、处长  
2011~2017 一汽技术中心电动车部电机开发室 代理部长、室主任  
学术职务

- 吉林省政府津贴人员（省突出贡献专家）
- 中国 IGBT 技术创新与产业联盟专家委员会委员
- 电动汽车产业技术创新战略联盟电机专业委员会委员
- 《汽车文摘》学术期刊高级顾问
- 中国电工技术学会电动车辆专业委员会委员
- 第三代宽禁带（半导体专业）委员会委员



## Huichao ZHAO

Assistant Dean of New Energy Development Department / Director of Institute of E-Drive System  
China FAW Group Co., Ltd.

2017 to present, Director of Institute of E-Drive System/Assistant Dean of New Energy Development Department, FAW.  
2011-2017, Director of Motor Development Room/Acting Head of Electric Vehicle Department, R&D Centre of FAW.

### ACADEMIC POSTS

- Jilin Government allowances (Provincial tribute expert)
- Member of the Expert Committee of China IGBT Technology Innovation and Industry Alliance.
- Member of the Motor Professional Committee of China Industry Technology Innovation Strategic Alliance for Eclectic Vehicle.
- Senior Advisor to the Academic Journal of Automotive Digest.
- Member of the Electric Vehicle Professional Committee of China Electrotechnical Society.
- Member of the Professional Committee of the Third Generation Wide-Bandgap Semiconductors.

## 雷新彬

长城汽车  
智能网联副总工程师

雷新彬，现任长城汽车智能网联副总工程师，专注于智能网联汽车产品与生态规划。雷先生在地图、导航及车联网领域有 17 年工作经验，对于车联网平台规划与设计、智能网联汽车发展路径以及生态建设等有自己独特的见解。在进入长城汽车之前，雷先生曾任四维图新产品总监及战略合作与发展总监等职。雷先生拥有计算机软件硕士以及 MBA 学位。



## Xinbin LEI

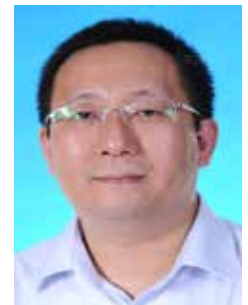
**Deputy Chief Engineer of ICV, Great Wall Motors  
Great Wall Motors**

As Deputy Chief Engineer of ICV at Great Wall Motors, Lei is in charge of ICV products and ecosystem planning. He has 17 years' experience in mapping, navigation and V2X, which helped him gain unique insights in the planning and design of V2X platform, development roadmap and ecosystem of ICV. Before joining GWA, Mr. Lei was Director of Products and Director of Strategic Cooperation and Development at NavInfo Co., Ltd. He holds a master degree in computer software and an MBA degree.

## 罗建武

东风汽车技术中心  
新能源汽车研究部总师

罗建武，工学博士，现任东风汽车公司技术中心新能源动力总成技术总工程师。主要从事电驱动系统相关项目的设计开发及管理，具有较强的专业能力以及项目管理协调能力。近年来，主持或承担国家 863 项目、公司全系列的永磁同步电机电力驱动系统的开发项目 10 余项；发表专利 20 项；标准 16 项，曾获得武汉经济技术开发区制造业创新拔尖人才称号，东风汽车公司科技进步一等奖等荣誉。



## Jianwu LUO

**Chief Engineer of New Energy Powertrain Technology  
Dongfeng Motor Corporation Technical Center**

Jianwu LUO is a doctor of engineering and Chief Engineer of new energy powertrain technology at Dongfeng Motor Corporation Technical Center. He is mainly engaged in the design, development and management of electric drive system related projects, and has strong professional ability and project management and coordination ability. In recent years, he has hosted and undertaken the National 863 Program and more than 10 development projects of the electric drive systems of company's full range of permanent-magnet synchronous motors. He has published 20 patents and 16 standards, and awarded the title of Top Innovation Talent in Manufacturing in Wuhan Economic and Technological Development Zone and the First Prize for Scientific and Technological Progress of Dongfeng Motor.

## 朱佳明

**Facecar**  
**体验创新总监**

朱佳明，Facecar 体验创新总监，上海交互委员会和中国用户体验联盟发起者，也是国内率先致力于车联网和智能驾舱体验创新设计的专家，曾主导过奇瑞 EXEED 智能驾舱、启辰智趣体验舱、爱驰汽车 HMI 体验创新设计、合众 U HMI 体验创新设计等项目，助力国内外几十家知名车企打造了标杆性的智能汽车体验创新案例。



## Sheva ZHU

**Experience Innovation Director**  
**Facecar**

Zhu, Facecar experience innovation director, shanghai interactive committee and china user experience alliance sponsor, Sheva is also the pioneer of telematics and intelligent cockpit experience innovative design in China, he has led Chery EXEED intelligent cockpit, Venucia intellectual experience cockpit, ALWAYS auto HMI experience innovative design, Hozon U HMI experience innovative design projects etc., Helping dozens of well-known car companies at home and abroad to create a benchmarking smart car experience innovation cases.

## 许向东

**德尔福科技**  
**电子与电气化亚太区工程总监**

许向东，1992 年硕士毕业于清华大学汽车工程系，后留校工作；1995 年加入德尔福，主要从事 ECU 的研发，近三年开始从事新能源产品的研发。



## Xiangdong XU

**Director of Engineering, Electronics and Electrification, Asia Pacific**  
**Delphi Technologies**

He graduated from Department of Automotive Engineering, Tsinghua University with a master's degree in 1992, and then stayed to work in the university. Then he joined Delphi in 1995, mainly dedicated to ECU R&D. Since three years ago, he has been devoted to the R&D of new energy products.

## Chris Schreiner

**Strategy Analytics**  
**用户体验创新实践联合研究总监**

Chris Schreiner 目前担任战略分析公司 (Strategy Analytics) 用户体验创新实践 (UX Innovation Practice) 联合研究总监, 负责领导相关团队为汽车、无线和智能家居等行业的客户提供深入的用户体验分析与洞察。

克里斯在用户体验和人为因素研究方面拥有 20 年的经验, 在世界各地有多个项目管理的成功案例。

在 2008 年加入战略分析公司之前, 克里斯曾任职于摩托罗拉 (Motorola)、安吉星 (OnStar) 和弗吉尼亚科技运输学院 (Virginia Tech Transportation Institute)。克里斯拥有俄亥俄州牛津市迈阿密大学的认知心理学硕士学位。



## Chris Schreiner

**Director of Syndicated Research within the Strategy Analytics UX Innovation Practice**  
**Strategy Analytics**

As Director of Syndicated Research within the Strategy Analytics UX Innovation Practice, Chris Schreiner is responsible for leading teams delivering in depth user experience analysis and insights for clients in the automotive, wireless, and smart home industries.

Chris has 20 years of experience in UX and human factors research, and has successfully led projects globally for clients. Prior to joining Strategy Analytics in 2008, Chris worked at Motorola, OnStar, and the Virginia Tech Transportation Institute. Chris holds an M.A. in Cognitive Psychology from Miami University in Oxford, Ohio.

## 张彤

**科力远混合动力技术有限公司**  
**首席技术官**

张彤, 工学博士。主要从事混合动力技术研究。历任吉利汽车研究院副院长, 吉利电子传动技术有限公司总经理。现任科力远混合动力技术有限公司首席技术官。



## Tong ZHANG

**CTO**  
**Corun Hybrid Technology Co., Ltd.**

Mr. Tong Zhang, Doctor of Engineering. Focus on Hybrid System Technology research. Former dean of Geely Automobile Research Institute; Former General Manager of Geely Electronic Transmission Technology Co., Ltd; Currently Chief Technology Officer in Corun Hybrid Technology Co., Ltd.

## 刘凡凡

**小鹏汽车  
互联网（上海）副总裁**

刘凡凡，小鹏汽车互联网（上海）副总裁，负责位置服务产品及智能车载系统的研发工作；香港大学 - 复旦大学 IMBA, 曾任泰为科技（中国）研发负责人。

18 年地图导航研发管理经验，主导过多个车厂前装全球导航产品研发工作，包括福特汽车 SYNC 系列 1 到 4 代，通用汽车第三代全球车载系统，克莱斯勒 VP4R 等。



## Fanfan LIU

**Vice President of Internet Center (Shanghai)  
Xpeng Motors**

Fanfan LIU, VP of Internet Center (Shanghai), Xpeng Motors. IMBA of Hongkong-Fudan University. Mr. Liu served as Head of China Engineering Team in Telenav Inc before 2018.

Eighteen years engineering and management experience in LBS Navigation domain. Has led the developing of several global OEM's Navigation products, included Ford SYNC Global Gen-1, 2, 3 & 4, GM Global Infotainment 3 & Chrysler VP4R, etc.

## 贡俊

**上海电驱动股份有限公司  
董事长**

贡俊，上海电驱动股份有限公司董事长，国家电动汽车电驱动系统全产业链技术创新战略联盟理事长，上海燃料电池商业化促进中心理事长，国家“万人计划”第一批科技创新领军人才、国务院特殊津贴专家，国家“十二五”“十三五”新能源汽车重点科技专项专家组专家、国家“十一五”863 计划节能与新能源汽车重大项目总体组电机责任专家、国家新能源汽车准入专家委员会委员，曾任两届 IEEE-IAS 学会中国分会主席。



## Jun GONG

**Chairman  
Shanghai Edrive Co., Ltd.**

Gong Jun is Chairman of Shanghai Edrive Co., Ltd and National Innovation Strategic Alliance of Electric Drive System of EV. He is Director of SP-FCV, one of the first leading scientists, engineers and innovators in national “Ten Thousand Talents Program” and State Council Special Allowance Expert. He is an expert in the NEV Key Technology Specialist Group of National “12th Five-Year Plan” and “13th Five-Year Plan”, motor expert in General Team of National “11th Five-Year Plan” 863 major project of Energy Conservation and NEVs, and member of National NEV Access Expert Committee. He has been the Chairman of two terms of IEEE-IAS China Chapter.

## Narendra Ghate

### Tata Elxsi 首席设计师

Narendra 持有机械工程学士学位、印度理工学院孟买分校 IDC 设计学院工业设计硕士学位以及印度管理学院班加罗尔分校行政工商管理硕士学位。Narendra Ghate 是 Tata Elxsi 的首席设计师，目前负责研究与策略、用户体验和服务设计领域。自从 1997 年以来，在长达 23 年的职业生涯中，他一直在与 Tata Elxsi 打交道。他是 Tata Elxsi 设计实践的创始人之一，曾助力 Tata Elxsi 将其工业设计工作室转变为亚洲最大的设计公司。Narendra 领导着一支由 100 多名设计师组成的团队，他拥有丰富的经验，负责为领先的全球客户提供体验设计、品牌和图形、新技术（AR、AI、VR）、服务设计和消费者研究方面的设计方案。Narendra 参与领导了 Tata Elxsi 的各种项目，从设计未来汽车 HMI 解决方案、预测最新的消费者行为趋势、设计空间，到设计结合空间、技术和内容创新的客户体验中心。

他是一位杰出的设计思想家，曾在多个国际论坛上发表过演讲，如美国迪士尼幻想工程、柏林 Car HMI、上海 Car HMI 大会、伦敦 Brand2Global 大会并参与了英国特许保险学会、印度工商联合会和印度软件和服务业企业行业协会的多次活动。Narendra 受邀在思爱普、通用汽车、通用电气、HLL、葛兰素史克、阿卡迈等多家公司发表演讲，同时他还是印度理工学院、Shristi 设计学院等各种教育机构的评审团成员。Narendra 是一位充满热情的旅行者，热爱探索人文及人类行为。角色的多样性使得他有机会环游世界，寻找业务，提出足以改变人们生活的设计解决方案。



## Narendra Ghate

### Chief Designer Tata Elxsi

Narendra holds a Bachelors in Mechanical Engineering, Masters in Industrial Design from IDC - IIT Bombay, and an executive MBA from IIM Bangalore. Narendra Ghate is the Chief Designer at Tata Elxsi. In his current role, he spearheads the Re-search & Strategy, User Experience and the Service Design domains. In a career spanning over 23 years, Narendra has been associated with Tata Elxsi since 1997. He is one of the founder members of the design practice at Tata Elxsi and was instrumental in turning the Industrial design studio to be the largest design house in Asia. Narendra is leading a team of over 100 designers. He brings a wealth of experience and is responsible to deliver design projects in Experience Design, Branding and Graphics, New Technologies (AR, AI, VR), Service Design and Consumer Research for leading global clients. Narendra has provided leadership on varied projects in Tata Elxsi, ranging from designing futuristic car HMI solutions, predicting latest consumer behaviour trends to designing spaces, customer experience centres that combine space design, technology and content creation.

Narendra is an eminent design thinker and has spoken in several international forums like Disney Imagineering USA, Car HMI Berlin, Car HMI conference Shanghai, Brand2Global Conference - London, and multiple CII, FICCI and NASSCOM events. He has been invited to speak at various companies like SAP, GM, GE, HLL, GSK, Akamai, etc. He has also been a jury member for various educational institutes like IIT's, Shristi School of Design to name a few. A passionate traveler who loves exploring culture, people and their behaviour, Narendra's multi-faced role gives him an opportunity to travel across the globe to solicit business, and present design solutions that can change people's lives.



## 朱赛春

**广汽蔚来  
智能网联中心高级技术总监**

朱赛春，现任广汽蔚来智能网联中心高级技术总监兼产品总监，以“汽车开放系统 E&E 架构及数字座舱平台和云服务平台”“一架构两平台”为目标，全面负责公司的智能网联产品的研发工作。曾任丰田汽车智能网联系统开发高级经理、软件产品高级经理。



## Samson ZHU

**Senior EE&Connectivity Technical Director  
GAC-NIO New Energy Automotive Technology Co., Ltd.**

Zhu is Senior Technical Director and Product Director of GAC-NIO Intelligent Connected Center and responsible for the R&D of the company's intelligent connected products with the goal of establishing the E&E architecture of automotive open system, digital cockpit platform and cloud service platform. He used to be Senior Development Manager of Intelligent and Connected System and Senior Manager of Software Products at Toyota Motor.

## 萨博尼

**IHS Markit  
中国汽车咨询服务联合总监**

萨博尼先生在 IHS Markit 担任中国汽车咨询服务联合总监，萨先生有着 10 年以上的汽车行业研究、预测和咨询服务经验。萨先生及其团队的服务内容涵盖汽车行业研究分析，战略规划，市场预测，动力系统新能源市场战略研究，海外市场进入，汽车先进技术研究，出行服务研究等行业重点发展方向。萨先生 2009 年加入 IHS Markit 前，他曾经在一家全球汽车零部件企业负责全球新能源战略规划。萨先生拥有北京航空航天大学汽车工程系工程学士学位。



## Boni SA

**Director for IHS Markit China Automotive Advisory Service  
IHS Markit**

Boni Sa serves as the director for IHS Markit China Automotive Advisory Service. Mr. Sa has more than 10 years' experience on the automotive industry consulting business. His expertise covers automotive industry analysis, strategy planning and forecast, powertrain and NEV market strategy, overseas market entry, automotive technology development, mobility service, etc. Mr. Sa joined IHS since 2009. He also worked for a global automotive supplier on global electrification strategy development. He has a bachelor degree from Beijing University of Aeronautics and Astronautics.

## 张杰

长安汽车智能化研究院  
副总经理、总工程师

张杰是长安汽车智能化研究院副总经理、总工程师，公司特聘专家；公司重大专项“智能网联运营平台”项目总监；曾任威马汽车智能系统总监、大梦科技副总裁、上海博泰技术副总监。



## Jie ZHANG

Deputy General Manager / Chief Engineer  
Changan Automobile Intelligent Research Institute

Jie Zhang is the deputy general manager and chief engineer of Changan Automobile Intelligent Research Institute, the specially-invited expert of the company as well as the project director of the company's major special project of "Intelligent Connected Operation Platform." He used to be director of the Intelligent Systems of Weltmeister, Vice President of Dreamers & Makers, and Deputy Director of PATEO.

## 廖磊

广汽研究院  
车联网专业总师

廖磊，1994年电子科技大学毕业。25年软件，互联网，车联网行业经验。目前供职于广汽集团汽车工程研究院智能网联中心。主要从事车联网系统技术、用户体验、人车交互、软件正向开发体系、软件定义汽车的策略等研究工作。



## Lei LIAO

Chief Engineer of IoV  
GAC Automotive Engineering R&D Center

He was born in 1972 and graduated from University of Electronic Science and Technology of China in 1994. He has an accumulated experience of 25 years in software, internet and IoV. Currently, he is working in the IoV center of GAC Automotive Engineering R&D Center. He is mainly working on the research of system technology of IoV, user experience, human-vehicle interaction, software forward development system and software-defined automobile strategy.

## 吴越

**泛亚汽车技术中心有限公司**  
**智能互联 VCS 系统中方总工程师**

吴越, 拥有 10 年 infotainment 领域的系统架构, 需求及用户体验和软件开发的经验, 作为主架构师和软件开发主要负责人主导了 SGM ICI2.X 平台的研发工作, 并且建立了泛亚车联网网络安全开发体系, 目前担任中美联合开发的下一代智能互联 VCS 系统的中方总工程师。



## Yue WU

**VCS Chief Engineer**  
**PATAC**

With 10 years' experience in system architecture, demands, user experience and software development in the field of infotainment, as the principal architect and head of software development, Yue Wu has led the research and development of SGM ici2. X platform, and established the PATAC V2X network security development system. At present, he is the Chinese chief engineer of the next-generation intelligent interconnected VCS system co-developed by China and the United States.

## 郑新芬

**博世汽车多媒体事业部**  
**中国区工程副总裁**

郑新芬, 工作 21 年, 主要的工作经验是在信息娱乐导航, 智能座舱及智能车联的软件开发, 系统设计和团队管理。数次从零搭建团队的经验; 搭建的团队中有近 200 人, 多个研发中心的团队。从事过软件开发工程师、软件经理、软件高级经理、研发总监、中国技术中心负责人。曾在德尔福、博泰、上汽技术中心、上汽阿里及均胜任职。



## Xinfen ZHENG

**Vice President of Engineering, China**  
**Bosch Car Multimedia**

Xinfen ZHENG has been working for 21 years, mainly in software development, system design and team management for infotainment navigation, intelligent cockpit and intelligent IoV. He has several experiences of establishing a team from scratch. One of the teams I've established has almost 200 people and is composed of teams from multiple R&D centers. IHe has worked as software development engineer, software manager, software senior manager, R&D director, and director of China Technology Center. I have worked for Delphi, PATEO, SAIC Technology Center and SAIC Ali.

## 王中民

**北美华人汽车工程师协会加州（硅谷）分会  
会长**

王中民，北美华人汽车工程师协会加州（硅谷）分会会长。玛维威特科技联合创始人。在美国硅谷，汽车城底特律，加拿大硅谷的美、德、日世界著名 500 强跨国公司从事电子通讯，汽车电子领域工作 20 年。在美国硅谷和中国多次受邀担任汽车科技研讨会的演讲嘉宾和主持人。在智能网联汽车的设计开发，核心技术及产品发展规划的制定及实施，跨国界跨技术领域的资源整合等方面积累了丰富的经验。目前也是国内汽车公司，德国，日本的特聘智能汽车技术专家。是具有国际视野技术的高级智能汽车电子专家及高级管理人员。



## David WANG

**President  
NACSAE, California Chapter**

David WANG is the president of NACSAE (North American Chinese Society of Automotive Engineers) California Chapter, Co-founder of MarveWit Technology.

In North America he had worked for the world's top 500 multinational companies in electronic communications, automotive electronics fields for 20 years.

He is an expert in designing and developing intelligent connected vehicle (intelligent cockpit, ADAS/SD), and also in global technical resources integrations. Currently he is the super advisors of intelligent vehicle for Chinese car OEMs, German and Japanese companies.

Mr. Wang is a senior intelligent and connected vehicle expert and senior executive with a global vision and technologies.

## 顾剑民

**法雷奥  
中国首席技术官**

顾剑民博士于 2018 年 1 月加入法雷奥集团，出任法雷奥中国首席技术官。

2013 年 9 月至 2017 年 12 月，他担任沃尔沃汽车亚太区研发总监，先后负责整车工程，主动安全与底盘，成本管理，战略、前瞻工程和概念开发等领域的工作。

1997 年至 2013 年期间，他先后就职于美国机械动力学公司、福特汽车公司和长安汽车股份有限公司，长期从事车辆性能、底盘和计算机辅助工程等领域的技术研发与管理工作。

顾剑民毕业于美国密西根大学，先后获机械工程博士和工商管理硕士学位。他是国家人才计划引进的特聘专家、重庆大学兼职教授和上海交通大学兼职研究员。



## Jianmin GU

**CTO, China  
Valeo**

In January 2018, Dr. Gu Jianmin joined Valeo Group as CTO of Valeo China

From September 2013 to December 2017, Dr. Gu served as R&D Director of Volvo Asian-Pacific, overseeing businesses in vehicle engineering, active safety and chassis, cost management, strategic and visionary engineering and concept development.

From 1997 to 2013, Dr. Gu worked for American Mechanical Dynamics, Ford Motor Company and Changan Automobile, involved in various R&D and management positions in vehicle performance, chassis and CAE.

Dr. Gu Jianmin received his PhD in Mechanical Engineering and MBA degree at University of Michigan, US. He was a special expert introduced by the national talent plan, part-time professor at Chongqing University and a part-time researcher at Shanghai Jiaotong University.

## 董渊文

**黑莓 QNX 公司  
大中华区首席代表**

董渊文，现任黑莓 QNX 公司大中华区首席代表。董渊文系黑莓 BTS 技术方案事业群大中华区首席代表，国家高级工程师职称，多年嵌入式软件行业、汽车电子系统行业经验，实时操作系统专家。曾先后在大唐电信集团、阿尔卡特朗讯、瑞典宜能嵌入式系统等业界领先的公司从事研发、管理和市场工作，发表学术论文数十篇，并由核心期刊收录。



## William DONG

**Chief Representative of Greater China  
BlackBerry QNX**

William DONG, BlackBerry QNX Chief representative of Greater China. Rich experience in embedded software, automotive electronics industry and expert in RTOS. Worked for advanced company, Datang group, Alcatel-lucent, ENEA as R&D, management and marketing. Published dozens of thesis and collected by SCI.

## 秦淑

**威盛电子  
中国区市场经理**

秦淑女士，现任威盛电子中国区市场经理，从事嵌入式领域工作超过六年，主导并参与多项行业伙伴量产项目联合发布，包括：无人驾驶公交线、低速自动驾驶物流车、特种车驾驶员监控系统等。一直以来，她积极参与各种致力于发展嵌入式计算和促进创新技术增长的活动，并担当重要职责。



## Suri Qin

**China Marketing Manager  
VIA Technologies, Inc.**

Suri Qin is China Marketing Manager at VIA Technologies, Inc., and has over six years' experience of working in the embedded industry. During this time, she has led and participated in a number of joint-marketing activities with industrial partners' MP projects, including: self-driving bus line, low-speed automatic driving logistics vehicle, driver monitoring system for Mining industry, intelligent security monitoring system, etc. She has played an active role in a variety of initiatives aimed at enabling affordable computing and promoting the proliferation of new innovation technologies.

## 姜 垚

**认创智能系统（深圳）有限公司  
首席执行官**

姜垚，认创智能系统（深圳）有限公司 CEO，曾担任兴民智通集团汽车事业部总经理助理、北京九五智驾产品经理、丰富的车联网及智能座舱软硬件产品开发及市场营销经验，在智能座舱方向有独到见解，掀起新一代智能座舱体系架构的应用和推广。



## Rose CHIANG

**CEO  
Cogative Intelligent System (Shenzhen) Co., Ltd.**

Rose Chiang, CEO of Cogative Intelligent System (Shenzhen) Co., Ltd., served as General Manager Assistant of Intelligent Vehicle Business Group at Xingmin ITS, Product Manager at Beijing Yesway, experienced in connected car, smart cockpit software and hardware product development and marketing, With unique insights in the direction of the smart cockpit, it sets off the application and promotion of a new generation of smart cockpit architecture.

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宁波永久磁业有限公司成立于1997年, 现有员工500余人, 占地面积6万平方米。建立以来, 在中科院宁波材料所、北京科技大学、浙江大学等研究机构以及公司内部省级工程技术研发中心的技术支撑下, 长期以来致力于高性能稀土永磁材料的研究、开发及批量化生产, 公司配备国际先进的生产设备及检测仪器, 现有烧结钕铁硼产能5000吨/年。

目前公司产品出口占比达80%, 产品远销欧洲、美洲、东南亚等地区, 主要应用于中高端电机(汽车电机、风电电机)、消费类电子、医疗及清洁能源等领域。

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Ningbo permanent Magentics Co.Ltd was established in 1997 and occupies a total area of 60,000m<sup>2</sup>, 500 employees. The company is equipped with international standard advanced production and testing equipment,the capacity is 5000 tons/year.

At present 80% products exported to oversea, and products are exported to Europe, America, Southeast Asia and other regions, mainly applied in Semi-high-end motor,consumer electronics,medical and clean energy and other fields.

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