



1st ASCENT Conference

Trends & Challenges in the Automotive Industry

“Network Inauguration”

net.ascent.fh-joanneum.at

Friday, 13.03.2020

University of São Paulo – Escola Politécnica: Edifício Engenharia Mecânica
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Auditório da Engenharia Mecânica

Chairman: Marcelo A. Alves

Friday, 13 th of March 2020	
08:45 – 09:15	Registration
09:15 – 09:30	Welcome & Opening of the ASCENT 1st Conference Liedi Legi Bariani Bernucci – Dean of Politechnic School (USP) Eva Penz - Project Manager (FHJ)
09:30-10:00	Challenges & Trends in the Automotive Industry for Europe ONLINE: Dr. Josef Affenzeller (AVL List GmbH, Austria) Mr. Eugenio Coelho (AVL, Brazil)
10:00 – 10:15	ECS for Future Mobility <i>* Electronic Components and Systems</i> ONLINE: Mr. Jean-Luc Di Paola-Galloni (Valeo)
10:15 – 10:45	Introduction to the ASCENT Project & Network Inauguration Eva Penz – FH JOANNEUM Jorge Avendaño - ITESM
10:45 – 11:15	Coffee Break & Network Registrations

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11:15 – 11:45	<p>Best practise Uni-Business Cooperation in Brazil <i>Combustion-Focus (projects with companies in Brazil using equipment from the automotive industry)</i></p> <p>Prof. Guenther Krieger & Francisco Nigro (USP)</p>
11:45 – 12:15	<p>Future Engineers present their solely produced racing car</p> <p>Students of Engineering (USP)</p>
12:15 – 13:00	<p>Lunch Break</p>
13:00 – 13:30	<p>University-Industry Cooperation: a perspective from Continental AG</p> <p>Fabricio Menezes Head of Research & Development (Continental)</p>
13:30 – 14:15	<p>ASCENT Competence Centres´(CCs) Objectives and Efforts</p> <p>National Coordinators of Argentina (UNS), Mexico (ITESM) and UFRJ</p>
14:15 – 15:30	<p>Closing Note & Common Picture of all Conference Participants</p> <p>Networking & Coffee</p>