



**AUTOMOTIVE  
WORLD CHINA**

# **SAE-AWC 2020 AUTOMOTIVE ELECTRONICS & SOFTWARE TECHNOLOGY FORUM**

**AUGUST 26-27, 2020  
Shenzhen, China**

```
obj.select= 1
for ob.select in
context.scene.objects.active
"Selected" + str(modifier)
obj.select = 0
bpy.context.selected_objects[0].name] = selected
Int("Please select exactly one object")

--- OPERATOR CLASSES ---

types.Operator):
X mirror to the selected
object.mirror_mirror_x"
y"
```

**Moderator: LI Xingyu** Vice President of Business Development & Strategic Planning, Horizon Robotics

### WELCOME SPEECH

9:00 **Billy XU** General Manager, China, SAE International

**CHEN Biao** Deputy Director, Center for International Economic and Technological Cooperation  
Ministry of Industry and Information Technology

### KEYNOTE SPEECH

9:15 **Software Defines Vehicles, Architecture Defines Software**

**Ted S HUANG** CTO & Assistant President, Jiangling Motors

10:00 **The Choice of Voice System from Product to Technology**

**ZHUANG Li** CEO, Megatronix

10:45 TEA BREAK

### PANEL DISCUSSION-SOFTWARE RESHAPES INDUSTRIAL ECOLOGY

11:00 **MODERATOR**

**LI Xingyu** Vice President of Business Development & Strategic Planning, Horizon Robotics

#### PANELISTS

**Ted S HUANG** CTO & Assistant President, Jiangling Motors

**ZHUANG Li** CEO, Megatronix

**HE Wen** Vice President, Changan Automobile Intelligent Research Institute

**HOU Xuguang** Chief Engineer of E/E System, GAC Research Institute

12:00 LUNCH

**Moderator: NI Zhigang** Director of Internet and Security, APTIV, APTIV

### DESIGN AND DEVELOPMENT OF E/E ARCHITECTURE OF INTELLIGENT VEHICLE

13:30 **The Opportunities for China's Independent OEMs under Digital Transformation**

**ZHOU Shiyong** Vice President, FAW Intelligent Network Development Institute

14:00 **Software and Hardware Challenges and Trends of The Central Computing Platform**

**LI Xingyu** Vice President of Business Development & Strategic Planning, Horizon Robotics

14:30 **The "Tie" in The Intelligent Driving E/E Architecture-AP AUTOSAR**

**Action HAO** CEO, Shanghai Action Technology

15:00 TEA BREAK

15:30 **How Baidu ACU Meets The Demand for Mass Production in The Autonomous Driving**

**WANG Yang** Chief Architect of Apollo Computing Unit, Baidu

16:00 **Huawei MDC, Fast-Tracking Intelligent Driving**

**WANG Yige** Director of MDC, Huawei

16:30 **New Construction for The Software Define Vehicle**

**NI Zhigang** Director of Internet and Security, APTIV

17:00 **End to End Solution for Self-Driving**

**ZHUO Rui** Director of Software Chip Algorithm, NVIDIA

## DAY 2

**Moderator: JING Zhe** Director of Systems Engineering and Technology Strategy, Bosch (China)

### SOFTWARE-DEFINED-VEHICLE

- 9:00 **Thinking about EEA in SDV Era**  
**HOU Xuguang** Chief Engineer of E/E System, GAC Research Institute
- 9:30 **SDV - Build The Technical Foundation for The Digital Capabilities of Smart Vehicles**  
**Leo HUANG** Digital System Architecture Expert
- 10:00 **SDV-Intelligent Cockpit HMI Experience Innovation**  
**ZHANG Renjie** CEO, VW-Mobvoi
- 10:30 TEA BREAK
- 11:00 **Basic Software - Just Like Water & Electricity**  
**JING Zhe** Director of Systems Engineering and Technology Strategy, Bosch (China)
- 11:30 **Application of AP AUTOSAR in China User Group**  
**HAN Kai** Senior Software Expert, Fretech
- 12:00 LUNCH

**Moderator: LI Chenxuan** Deputy Director of Intelligent Cockpit Software Department, HOZON Auto

### KEYNOTE SPEECH (ONLINE)

- 13:30 **Showdown for traditional Automotive Companies?**  
**Peter Mertens** Angel investor, Former CTO, Audi

### TOOLS, METHODS AND TEST VERIFICATION

- 14:15 **The Challenge of Zero Defect In Automotive Electronics Reliability**  
**CUI Gewen** General Manager, CHINAiSTI
- 14:45 **The C in ICV – How to Bring It into Your Validation Environment?**  
**Andreas Gau** Sales Manager, dSPACE GmbH
- 15:15 **Simulation Test Solution of ADAS/AD Sensor**  
**ZHANG Lei** System Director, Kunyi Electronics Technology(Shanghai) Co.,Ltd
- 15:45 **The Whole Process of Automotive Electronic Software Development Based on AUTOSAR Architecture**  
**LUAN Yubo** Embedded Software &System BD Engineer, Vector

### 19:30 SPECIAL EVENT (ONLINE)

- Industrial Ecosystem under The Wave of SDV**  
**ZHUANG Li** CEO, Megatronix  
**Peter Mertens** Angel investor, Former CTO, Audi





# CONTACT US

## REGISTRATION & EXHIBIT & SPONSORSHIP

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