

AWH DETROIT 2024

AUTOMOTIVE
WIRE HARNESS &
ELECTRICAL DISTRIBUTION SYSTEMS

October 28 & 29, 2024
Detroit, USA



© Mercedes-Benz AG

Main Topics 2024:

- Architecture Trends
- Quality / Reliability
- Engineering Process
- 48V Standardization / Automation
- Benchmarking / Cost Opportunities

Top Speakers e.g.:



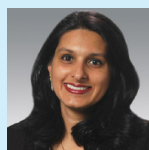
Dr. Oana Buliga
Lead Expert Innovation Management,
LEONI Bordnetz-Systeme GmbH



Robin Hagelmüller
Senior Manager LV Architecture / Distribution,
Tesla, Inc.



Paul J. Johnston
Portfolio Development Executive, Integrated Electrical Systems,
Siemens Digital Industries Software



Leena Shah
Global LV & HV EDS Core Components & Applications Manager,
Ford Motor Company



Vasanth Sista
Staff Field Application Engineer,
TE Connectivity



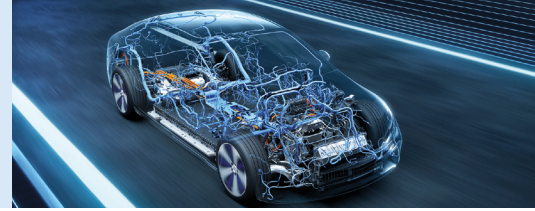
Simon Wilkinson
Senior Specialist Virtual Validation Lead,
Yazaki North America

A conference organized by:



ULTIMAMEDIA

PART OF  Süddeutscher Verlag



1st Day: Monday, October 28, 2024

08:30 Arrival of participants, registration, networking in the exhibition area

09:20 Welcome, opening speech by **Georg Sterler**, Conference Chairman



09:30 **Challenges in the Wiring Industry: An OEM Perspective**
Leena Shah, Global LV & HV EDS Core Components & Applications Manager, Ford Motor Company



10:00 **North American Charging Standard – An Overview**
Ram Kishore Venkatesan, Senior Development Engineer, TE Connectivity



10:30 **SDV – Will the Impact on Wiring mean Decimation for Transportation Harness Manufacturing Businesses?**
Paul J. Johnston, Portfolio Development Executive, Integrated Electrical Systems, Siemens Digital Industries Software



11:00 **Coffee Break & Networking in the Exhibition**

11:30 **48V Standardization / Automation**
Robin Hagelmüller, Senior Manager LV Architecture / Distribution, Tesla, Inc.



12:00 **Considerations for Wiring Harness Development from Ecological Perspective**
Dr. Oana Buliga, Lead Expert Innovation Management, Advanced Development, LEONI Bordnetz-Systeme GmbH | Wiring Systems Division



12:30 **The Impact of Virtual Validation on EDS Design and Validation**
Simon Wilkinson, Senior Specialist Virtual Validation Lead, Yazaki Engineering, Yazaki North America



13:00 **Joint Lunch sponsored by Schunk Sonosystems & Networking in the Exhibition**



Afternoon Session chaired by moderator **Senad Melkic**, Director North America, GG Cables and Wires USA, Inc.

14:00 **48V Applications**
Vasanth Sista, Staff Field Application Engineer, TE Connectivity



14:30 **Latest Trends in Automotive Ethernet STP and Coaxial Cables**
Jonathan S. de Sousa, Senior Cable Technology Specialist, GG Group



15:00 **Adding Options beyond Copper – Glass Optical Fiber for Automotive Highspeed Data Links**
Sebastian Dumann, Business Area Automotive Head of Product Management Data Connector Cable Americas



Thomas Müller, R&D Automotive - Data Connector Lead Engineer Systems & Requirements, Rosenberger Hochfrequenztechnik GmbH & Co. KG



15:30 **Coffee Break & Networking in the Exhibition**

16:00 **Non-alloyed Aluminium for EV busbar Applications**
Markus Böhm, Process Technology Specialist, Yazaki Systems Technology



16:30 **Measuring CTI above 600V: How to evaluate Material Safety in High Voltage Applications**
Krijn Dijkstra, Vice President Research & Development, Envalior

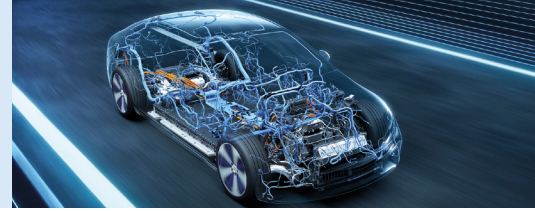


17:00 **Charging Parks: Safety-critical Significance of the Wire Inductance for Pyro-fuses**
Dr. Dietmar Haba, Lead Product Engineer, Astotec Automotive Safety GmbH



17:30 **Get-together with fine food and drinks, Networking at its best**





2nd Day: Tuesday, October 29, 2024

08:55 Welcome by moderator of first session



Eric Varton, Vice President of Engineering,
Yazaki North America

09:00 Machine Learning Approach for Crimp Optimization for High Speed Terminals



Balaji Rengarajan, Design Engineer,
Molex LLC

09:30 Green W/H – Analysis and Potentials for CO2 Reduction on Examples of different W/H



Stefan Trippler, Coordinator – Environment & Sustainability,
SEI Automotive Europe GmbH

10:00 Are you ready for the Future of Wire Harness Automation?



Christian Infanger, Director Product Group Harness Assembly,
Komax AG

10:30 Coffee Break & Networking in the Exhibition

Second session chaired by **Georg Sterler**, Conference Chairman

11:00 The Contribution of Tape for Automizing Wire Harnessing Production



Michel Mies, Director Product Development,
tesa site Sparta, tesa tape, inc.



Nickolas Morrow, International Product Manager Electrical Systems,
tesa tape, inc.

11:30 Harness Trends in the Automotive Industry



Matthew Schroeder, Chief Engineer Electrical and Electronics,
Caresoft Global Technologies, Inc.

12:00 Closing Speech by Georg Sterler, Conference Chairman

12:10 Joint Lunch sponsored by
Telsonic & Networking in
the Exhibition

TELSONIC
ULTRASONICS

13:15 Shuttle Service to Caresoft site visit in Livonia

15:15 Shuttles returning to
The Henry, Autograph Collection Hotel

Members of the Advisory Board:



Aaron de Chazal
Sr. Manager Resident
Engineering, Americas
Automotive,
TE Connectivity



Teresa Hegarty
Global Innovation Director,
EDS & CS, Aptiv



Vijay Koshy
Engineering Director,
Molex



Co-Chairman:
Senad Melkic
Director North America,
GG Cables and Wires
USA, Inc.



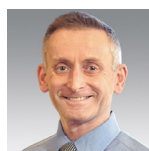
Leena Shah
Global LV & HV EDS
Core Components &
Applications Manager,
Ford Motor Company



Chairman:
Georg Sterler
Former Head of Wire
Harness System Deve-
lopment, AUDI AG



Gary Taraski
Former Senior Manager
Wiring GSSLT,
Sub Components,
Architecture,
General Motors

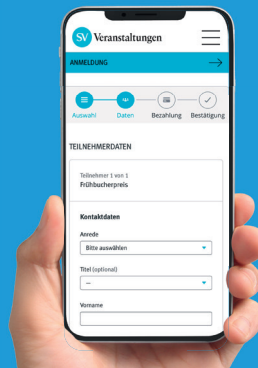


Peter Van Wordragen
Head Product
Development Americas,
Leoni Wiring Systems
Inc.



Eric Varton
VP of Engineering,
Yazaki North America,
Inc.

Please register online
www.eds-conference.com



AWH DETROIT 2024



Registration information

October 28 & 29, 2024

Event location & Accomodation

The Henry, Autograph Collection

Fairlane Plaza, 300 Town Center Dr,
Dearborn, MI 48126, USA

+1 313 441 2000, <https://www.behenry.com/>

Participation fee

The participation fee for the conference is:

Early Bird available until September 4	\$1,795
Regular Ticket (from September 5)	\$1,895
Group Discount (not to be combined with Early Bird offer!)	
3 people: (15%)	\$1,610 p.p.
4-7 people: (25%)	\$1,420 p.p.
8+ people: (30%)	\$1,325 p.p.
OEM Early Bird (ends September 4)	\$900
OEM Standard (from September 5)	\$950

Services included in the participation fee

- Participation in the conference
- Conference documentation
- Refreshments in the breaks
- Lunch on both conference days
- Evening event on the first day of the event

Registration

We request your registration via Internet at
www.eds-conference.com

Upon receipt of your written registration, you will be registered as a participant and will receive a written confirmation of registration as well as an invoice, which has to be paid before the to be paid before the start of the event. In case of cancellation after October 14, 2024 or in case of a No-show, the full registration fee will be charged. However, a substitute participant can be named. Cancellations before this date will be charged with 150 € administration fee. Cancellations and registrations must always be made in writing.

The organizer reserves the right to relocate, change or cancel the entire event or individual parts spatially and / or temporally to move, change or cancel at short notice.

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Registration and Organization

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