

AWH DETROIT 2024

**AUTOMOTIVE**  
WIRE HARNESS &  
ELECTRICAL DISTRIBUTION SYSTEMS

October 28 & 29, 2024  
Detroit, USA

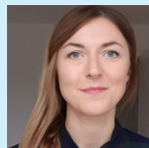


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**Main Topics 2024:**

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

**Top Speakers e.g.:**



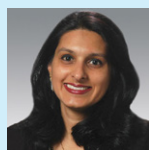
**Dr. Oana Buliga**  
Lead Expert Innovation Management,  
LEONI Bordnetz-Systeme GmbH



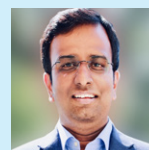
**Robin Hagelmüller**  
Senior Manager LV Architecture / Distribution,  
Tesla, Inc.



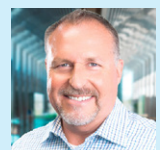
**Paul J. Johnston**  
Portfolio Development Executive, Integrated Electrical Systems,  
Siemens Digital Industries Software



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



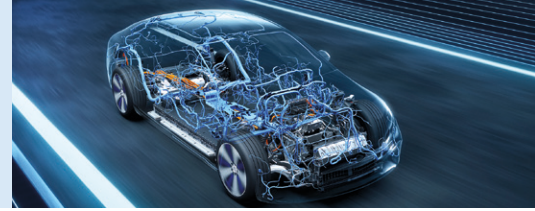
**Vasanth Sista**  
Staff Field Application Engineer,  
TE Connectivity



**Simon Wilkinson**  
Senior Specialist Virtual Validation Lead,  
Yazaki North America

A conference organized by:





## 1<sup>st</sup> 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 Group



**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*

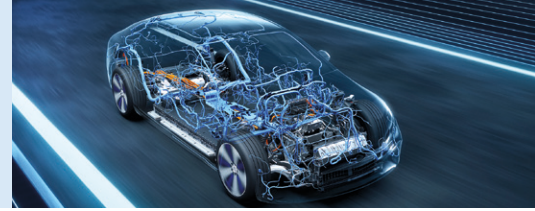


**17:00** **Charging Parks: Safety-critical Significance of the Wire Inductance for Pyro-fuses**  
*Dr. Dietmar Haba, Lead Product Engineer, Astotec Automotive Safety GmbH*



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





## 2<sup>nd</sup> Day: Tuesday, October 29, 2024

**08:25** Welcome by moderator of first session



**Eric Varton**, Vice President of Engineering,  
Yazaki North America

**08:30** Machine Learning Approach for Crimp Optimization for High Speed Terminals



**Balaji Rengarajan**, Design Engineer,  
Molex LLC

**09:00** Green W/H – Analysis and Potentials for CO2 Reduction on Examples of different W/H



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

**09:30** Are you ready for the Future of Wire Harness Automation?



**Christian Infanger**, Director Product Group Harness Assembly,  
Komax AG

**10:00** Coffee Break & Networking in the Exhibition



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

**10:30** Bridging the Wire Harness Development Gap between OEMs and Suppliers in real-time



**Daniel Dengel**, Business Development Manager,  
fleXstructures GmbH

**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:



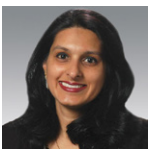
**Aaron de Chazal**  
Sr. Manager Resident  
Engineering, Americas  
Automotive,  
TE Connectivity



**Vijay Koshy**  
Engineering Director,  
Molex



**Co-Chairman:**  
**Senad Melkic**  
Director North America,  
GG Group



**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

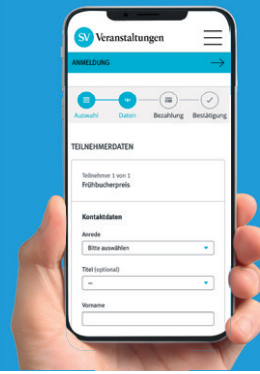


**Peter Van Wordragen**  
Head Product  
Development Americas,  
Leoni Wiring Systems  
Inc.

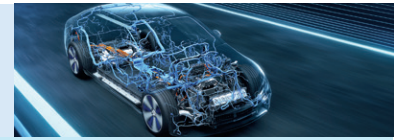


**Eric Varton**  
VP of Engineering,  
Yazaki North America,  
Inc.

Please register online  
[www.eds-conference.com](http://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:

<b>Regular Ticket</b> (from September 5)	\$1,895
<b>Group Discount</b> (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.
<b>OEM Early Bird</b> (ends September 4)	\$900
<b>OEM Standard</b> (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](http://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.

### Sponsors:



### Media Partner:

### Exhibitors/Supporters:



### Your contacts:



#### Registration and Organization

**Sasha Bartley**  
 Phone: +44 208 987 0961  
[sasha.bartley@ultimamedia.com](mailto:sasha.bartley@ultimamedia.com)



#### Project Management

**Ingo Martin**  
[ingo.martin@sv-veranstaltungen.de](mailto:ingo.martin@sv-veranstaltungen.de)



#### Sponsoring and Exhibitor

**Nicolai von Gratkowski**  
 Phone: +49 8191 125 123  
[nicolai.vongratkowski@sv-veranstaltungen.de](mailto:nicolai.vongratkowski@sv-veranstaltungen.de)



#### Sponsoring and Exhibitor

**Andrew Fallon**  
 Phone: +44 20 8987 0931  
[andrew.fallon@ultimamedia.com](mailto:andrew.fallon@ultimamedia.com)

