Global Automotive Seating Innovators Summit
The Curtis Wyss Group is pleased to invite you to the “Global Automotive Seating Innovators Summit” scheduled for the 20th and 21st of October, 2016 in Barcelona. This innovative B2B event will enable the participants to learn about the latest trends and developments in the automotive seating industry.

This Summit is focused on:

The latest developments in ergonomics and seating comfort, optimization through virtual solutions, tools to optimize comfort, evaluation of the test methods with seating trials, best practices in stimulating movement in the seat to increase comfort and recommendations for designers, researchers and purchasers.

It is an honor and privilege to invite you to participate in this Summit. **We look forward to welcoming you at the Summit in Barcelona upcoming October!**

Curtis & Wyss offers business facilitation platforms for clients who want to develop in growth markets. We conduct exhaustive research, match buyers and sellers and then produce high profile events, all with a strategic focus on facilitating deals – all in the right place and at the right time.

We work in six key sectors, leveraging our expertise to create deal flow, foster networking and train leaders. Our global team works to meet your needs, tailoring our diverse service base to keep you at the forefront of the latest market and industry trends. We provide business opportunities to a target audience of executives, investors, leaders and thinkers who share our goal of making deals happen in the world’s most liquid markets.
Key Practical Learning Points of the Summit:

- The latest trends in automotive seating: what the future holds?
- New developments in Seat Ergonomics and Aging Populations
- Creative concepts in passenger seat design
- Strategies for the use of leatherette and other alternative fabrics to satisfy consumer demand
- Best practices for creating active comfort systems: massage, heating/cooling
- Telematics and the Seat: improving customer experience through seat connectivity
- The health benefits of a well-constructed seat and how to construct one

Why should you be there?

- **Network** with VPs, Directors and Managers from leading automotive, aerospace, chemical and biomedical companies
- **Understand** how New Designs and Cost Efficient Innovations Transform the Future of Automotive Seating
- **Implement** Creative concepts in passenger Seat Design
- **Learn** about the latest trends and developments in the Automotive Seating industry
- **Interact and connect** with some of the most innovative minds in the industry.

Who Should Attend:

**CEOs, Members of Board, VPs, CTOs, Directors, Heads, Project managers, Leads, Engineers, Scientists and Designers dealing with:**

- Car Seats
- Car Interior
- Car Design
- Seating Systems
- Seat Development
- Seat & Restraints Design
- Injection Molding
- Innovations
- Technology
- Ergonomics
- R&D
- New Technology
- New Business
- Business Development
- Safety
- Marketing

**From:**

- Automotive manufacturing
- Automotive Design
- Aerospace
- Plastics
- Textiles
- Virtual Solutions
- Chemical Companies
- Research institutions within the industry
- Consultancies

**And Developers, Suppliers, Providers of:**

- Restraints & Airbags
- Seating Systems
- Ergonomic Solutions
- Trim Materials
- CAD/CAE
- Coated Fabrics
- Virtual Testing
- Virtual Prototyping
- Applications
Speakers

Dr. Detlef Juerss
Group Vice President & General Manager
Seating Components & Technology

Alberto Marino
Seat Comfort Responsible
FCA Italy S.p.a

Olaf Biedermann
Director Accessories Application Development
Faurecia Automotive Seating

Roberto Carranco
Seat Design Release Engineer
General Motors

Shawn Campbell
Colour & Materials Designer
Aston Martin
08:30
Registration and Welcome Coffee

09:00
Opening Address from the Chairman

RECENT DEVELOPMENTS AND UPCOMING TRENDS

09:10
Case Study

New future designs and trends in the automotive seating industry:

- New upholstery methods and assembly techniques.
- New seat structures, components and lightweight solutions.

For Speaking Opportunity please contact karolina.svobodova@curtiswyss.com

09:50
Speed Networking

Innovative approach to maximize networking capabilities through two minute periods, where delegates can meet their peers and exchange business cards before rotating to the next company representative.

10:30
Morning Coffee and Networking Break

11:00
Case Study

Invisible sensing technologies for car seats:

- Invisible sensing technologies
- Physiological sensing using electric fields
- Soft biometrics and other applications

---

Andreas Braun
Head of Department for Smart Living and Biometric Technologies
Fraunhofer Institute for Computer Graphics Research IGD

11:40
Case Study

Designing comfortable passenger seats:

- Scientific experiments as the foundation for a new comfort model.
- How to design for passengers’ activities and anthropometry.
- How to stimulate movement in the seat to increase comfort.
- Recommendations for designers, researchers and purchasers.

---

Roberto Carranco
Seat Design Release Engineer
General Motors

ERGONOMICS AND SEATING COMFORT

12:20
Case Study

A lightweight seat comforting the sensors

- To create comfortable light weight seats knowledge on human sensors and the brain is essential
- The way human sensors work is explained, for instance the sensitivity of human buttock and back are shown based on recent scientific research
- The best areas for contact between the human and the seat are explained based on new 3D scans of the human body
- This is translated into car seat design requirements

---

Prof. Dr. Peter Vink
Head of the Department Design Engineering
TU Delft University of Technology

13:00
Business Lunch
CREATIVE CONCEPTS
IN PASSENGER SEAT DESIGN

14:00
Case Study
Aston Martin DB11 Seating

- DB11 Seat Design & Inspiration
- Physical Forms/ Shape research
- Colour & Material trend research

DB11 Seat Innovation / Development
- Leather Perforation, Design & Development
- Thread Quilt, Design & Development

14:40
Case Study
Fiber based lightweight cushions

- With FIM local different densities according specification
- Permeable to air for best comfort
- No harmful emissions
- Easy to recycle

15:10
Afternoon Tea and Networking Break

15:40
Panel Discussion
How to optimize the effects of new materials and lightweight design on the automotive seating industry?

With Speakers of the Day.
Moderated by the Chairman
### DAY 2 — Barcelona, Spain 21 October 2016

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>08:30</td>
<td>Registration and Welcome Coffee</td>
</tr>
<tr>
<td>09:00</td>
<td>Opening Address from the Chairman</td>
</tr>
<tr>
<td>09:10</td>
<td>Virtual Tools in Seat Development</td>
</tr>
<tr>
<td>09:20</td>
<td>Dr. Detleff Juerss</td>
</tr>
<tr>
<td></td>
<td>Group Vice President &amp; General Manager</td>
</tr>
<tr>
<td></td>
<td>Seating Components &amp; Technology</td>
</tr>
<tr>
<td></td>
<td><strong>Johnson Controls</strong></td>
</tr>
<tr>
<td></td>
<td>Alberto Marino</td>
</tr>
<tr>
<td></td>
<td>Seating Comfort Responsible</td>
</tr>
<tr>
<td></td>
<td><strong>FCA Italy S.p.a.</strong></td>
</tr>
<tr>
<td>10:30</td>
<td>Morning coffee and networking break</td>
</tr>
<tr>
<td>11:00</td>
<td>Case Study</td>
</tr>
<tr>
<td></td>
<td>Solutions to Reduce Polyurethane Foam Emissions in Automotive Interiors:</td>
</tr>
<tr>
<td></td>
<td>- Vehicle interior air quality</td>
</tr>
<tr>
<td></td>
<td>- Reduction of volatile organic compounds</td>
</tr>
<tr>
<td></td>
<td>- PU foam properties</td>
</tr>
<tr>
<td></td>
<td>Geert Dries</td>
</tr>
<tr>
<td></td>
<td>Technical manager Urethane Chemistries</td>
</tr>
<tr>
<td></td>
<td><strong>Huntsman</strong></td>
</tr>
<tr>
<td></td>
<td>INNOVATIVE SEATING: FUNCTION VS. AESTHETICS</td>
</tr>
<tr>
<td>11:40</td>
<td>Case Study</td>
</tr>
<tr>
<td></td>
<td>Front seat frames weight reduction -</td>
</tr>
<tr>
<td></td>
<td>Innovative materials and technology trends</td>
</tr>
<tr>
<td></td>
<td>- Scenario</td>
</tr>
<tr>
<td></td>
<td>- Seat frame weight reduction needs vs future regulations requirements</td>
</tr>
<tr>
<td></td>
<td>- Material characteristics and opportunities</td>
</tr>
<tr>
<td></td>
<td>- Case Study – Hybrid seat frame concept</td>
</tr>
<tr>
<td></td>
<td>- Material &amp; technologies alternatives</td>
</tr>
<tr>
<td></td>
<td>- Concept selection</td>
</tr>
<tr>
<td></td>
<td>- Concept design &amp; weight reduction targets</td>
</tr>
<tr>
<td></td>
<td>- Key takeaways and questions</td>
</tr>
<tr>
<td>09:50</td>
<td>Case Study</td>
</tr>
<tr>
<td></td>
<td>Topic to be announced</td>
</tr>
<tr>
<td>10:50</td>
<td>Geert Dries</td>
</tr>
<tr>
<td></td>
<td>Technical manager Urethane Chemistries</td>
</tr>
<tr>
<td></td>
<td><strong>Huntsman</strong></td>
</tr>
<tr>
<td>11:00</td>
<td>Case Study</td>
</tr>
<tr>
<td></td>
<td>Solutions to Reduce Polyurethane Foam Emissions in Automotive Interiors:</td>
</tr>
<tr>
<td></td>
<td>- Vehicle interior air quality</td>
</tr>
<tr>
<td></td>
<td>- Reduction of volatile organic compounds</td>
</tr>
<tr>
<td></td>
<td>- PU foam properties</td>
</tr>
<tr>
<td></td>
<td>Geert Dries</td>
</tr>
<tr>
<td></td>
<td>Technical manager Urethane Chemistries</td>
</tr>
<tr>
<td></td>
<td><strong>Huntsman</strong></td>
</tr>
<tr>
<td>11:40</td>
<td>Case Study</td>
</tr>
<tr>
<td></td>
<td>Front seat frames weight reduction -</td>
</tr>
<tr>
<td></td>
<td>Innovative materials and technology trends</td>
</tr>
<tr>
<td></td>
<td>- Scenario</td>
</tr>
<tr>
<td></td>
<td>- Seat frame weight reduction needs vs future regulations requirements</td>
</tr>
<tr>
<td></td>
<td>- Material characteristics and opportunities</td>
</tr>
<tr>
<td></td>
<td>- Case Study – Hybrid seat frame concept</td>
</tr>
<tr>
<td></td>
<td>- Material &amp; technologies alternatives</td>
</tr>
<tr>
<td></td>
<td>- Concept selection</td>
</tr>
<tr>
<td></td>
<td>- Concept design &amp; weight reduction targets</td>
</tr>
<tr>
<td></td>
<td>- Key takeaways and questions</td>
</tr>
</tbody>
</table>

**Variety of seat validation assessments:**
- Conventional virtual validation tools.
- Confidence levels for virtual tools.
- New areas for virtual seat validation.
SEAT ASSEMBLY TECHNIQUES

12:20
Sponsor Workshop

Get special attention, raise awareness of your company! We provide an opportunity to deliver a presentation about your company! For more details please contact us and we will customize a package that best fits your needs!

13:00
Business Lunch

14:00
Case Study

Best practices for creating Light-Weight, Pneumatically Activated Massage Functions, heating/cooling the automotive seat

- Lightweight accessories: headrests and armrests seat design and cabin space

Olaf Biedermann
Director Accessories Application Development
Faurecia Automotive Seating

14:40
Afternoon Tea and Networking Break

15:20
Panel Discussion

How high-end feature-including massage, heating/cooling and embedded infotainment systems impact ergonomics

With Speakers of the Day
Moderated by the Chairman

16:00
Chairman’s Closing Remarks and End of Summit
Speakers Biographies

Dr. Andreas Braun
Dr. Andreas Braun is the head of the Competence Center for Smart Living & Biometric Technologies at the Fraunhofer Institute for Computer Graphics Research IGD in Darmstadt, Germany. The research areas are Ambient Intelligence, Smart Living, and Biometrics. He is the Vice-Spokesman of the Fraunhofer AAL Alliance, a thematic network of 11 Fraunhofer institutes in the domains of Ambient Assisted Living and Personal Health. He has been working for Fraunhofer IGD since 2008 and received his PhD degree on "Capacitive proximity sensing systems in smart environments" from Technische Universität Darmstadt in 2014.

Peter Vink
Peter Vink is professor at the faculty of Industrial Design Engineering of the Delft University of Technology and is working on interior design (including seats) and the effects on comfort experience, performance and health. He guides 12 PhD students in this field. He is in the editorial board of many scientific journals like Applied Ergonomics, chaired the jury of the Crystal Cabin Award (the most prestigious prize in aircraft interiors) and won the Hal W Hendrick Award in 2011, which is for a non-U.S. citizen who has made outstanding contributions to the human factors/ergonomics field. Peter did write more than 200 papers and books in the field of comfort and design. His latest book is 'aircraft interior comfort and design' co-authored by Klaus Brauer, one of the leading designers of the Boeing 787 interior (CRC Press, Boca Raton, 2011). In September 2016 his new book ‘vehicle seat comfort and design’ will be available.

Shawn Campbell
With over 20 years of experience as a multi-disciplinary Designer of transportation and consumer products, Shawn Campbell has combined his passion & unique perspective to craft breakthrough Design for many global companies. Currently living in the UK working inside the Aston Martin Design Studio, he has previously worked with brands including Buick, Cadillac, Chevrolet, Foot Locker, Harman Kardon, Hewlett-Packard, KitchenAid, Mattel and Whirlpool that have all benefited from his creative talents. Shawn specializes in Bespoke Colour & Materials Design, bridging the emotional connection between customer and product. He also bridges the past with today as an original member of the Venice Vintage Motorcycle Club (VVMC) of Venice Beach, California.
Mr. Egon Förster
Mr. Egon Förster is the CEO at Fiber Engineering GmbH in Germany. After receiving his degree as an engineer for electronics in 1985, Mr. Förster started working at the Foundation of SME for four years. Egon Förster worked in several daughter companies of EAW Berlin GmbH as an Area Manager for South Germany, Austria, Switzerland and France. He built the sales department at VST for automotive electric, electronics and control technology. In 1997 Egon Förster started working for a TIERT as a Manager of central department of optimization, where he was responsible in worldwide 36 plants for cost savings and improvements.

Geert Dries
Geert Dries is an application specialist at Huntsman in Belgium. He received his Bachelor degree in Chemistry from the HogerInstituut der Kempen in Geel, Belgium in 1992. Immediately after graduating, Geert joined ICI (now Huntsman) working initially in the company’s rigid foam group. Over the years that followed, Geert’s role expanded into various polyurethane application fields and functions across Europe and the US. In 2011, Geert joined Huntsman’s Performance Products division to strengthen the capabilities of a team dedicated to the development of innovative, new polyurethane additives.
Delegate packages

Delegate Package – €1,199
includes:

- 2-day Summit + Master Classes + Interactive Focus Sessions
- Discussions with industry experts
- Documentation Package
- Dinner
- Cocktail Reception

Non-Profit Organizations - €1,000

Exhibition Booth – €3,495
includes:

- 3 sq.m. Exhibition Space
- 1 person attendance
- 2-day Summit + Master Classes + Interactive Focus Sessions
- Discussions with industry experts
- Dinner
- Cocktail Reception

Exhibition Sponsorship – €6,999
includes:

- 6 m² Exhibition Space
- 2 people attendance
- Logo on conference web-site (with link to company website)
- Logo on conference brochure

Keynote Sponsorship – €4,999
includes:

- Speaking slot [40 min]
- Company banner displayed at speaker’s table
- 2 people attendance
- Logo on conference web-site (with link to company web-site) and on brochure
- 15% discount on delegate fees
- Branding at the event (rolling power-point presentation during breaks) and at post-event communication activities
- Acknowledgement in opening address
- Branding at post-event communication activities

FOR NON-PROFIT ORGANIZATIONS – €1,000

Sponsorship packages

Platinum – €11,999
includes:

- Opportunity to give a speech at the beginning of conference (40 minutes)
- Opportunity to host a sponsored designed social event (cost taken by sponsor)
- Hosting a dinner for Steering and Organizing committee members with the opportunity to make an address and network with key academics in the field
- VIP table at selected social event
- Acknowledgement in the opening address
- Organizing an own seminar/workshop within the conference program
- 8 m² exhibition space
- 5 people attendance
- Logo on conference program, web-site (with link to company web-site), conference proceedings and other marketing channels
- Full page ad in final program
- Company information package to be allocated during summit-sponsor provide leaflets
- 25% discount on delegate fees
- Branding at the event (rolling power-point presentation during breaks plus banner) and at post-event communication activities
- List of attendees

Gold – €9,999
includes:

- Opportunity to give a speech at the beginning of conference (20 minutes)
- Acknowledgement in the opening address
- 6 m² exhibition space
- 4 people attendance
- Logo on conference program, conference proceedings and other marketing channels (outreach 50,000 relevant impressions)
- Logo on conference web-site (with link to company web-site) and 1/2 page ad in final program
- Company information (leaflets etc.) to be allocated during summit- sponsor provides leaflets
- 20% discount on delegate fees
- Branding at the event (rolling power-point presentation during breaks) and at post-event communication activities
- List of attendees
Bronze – €6,999
includes:
- Banner display in the exhibit space
- 2 people attendance
- Logo on conference program and other marketing channels (outreach 15,000 relevant impressions)
- Logo on conference web-site (with link to company web-site) and on conference proceedings
- 1/4 page ad in final program
- 10% discount on delegate fees
- Branding at the event (rolling power-point presentation during breaks) and at post-event communication activities
- List of attendees

Silver – €8,999
includes:
- Opportunity to give a speech at the beginning of conference (10 minutes)
- Acknowledgement in the opening address
- 3 people attendance
- Logo on conference program and other marketing channels (outreach 30,000 relevant impressions)
- Logo on conference web-site (with link to company web-site)
- Logo on conference proceedings
- 1/4 page ad in final program
- 15% discount on delegate fees
- Branding at the event (rolling power-point presentation during breaks) and at post-event communication activities
- List of attendees

Reception Sponsorship – €5,000
includes:
- Opportunity to deliver a welcome address
- 2 people attendance
- Company banner displayed at the event: Reception
- Logo on conference brochure other marketing channels
- Logo on conference website (with link to company website)
- 10% discount on delegate fees
- Branding at the event (rolling power-point presentation during breaks)
- Branding at post-event communication activities

Luncheon Sponsorship – €4,999
includes:
- Opportunity to deliver a welcome address
- 2 people attendance
- Company banner displayed in the lunch area
- Logo on conference program and other marketing channels (outreach to 100,000 relevant individuals)
- Logo on conference web-site (with link to company website)
- 5% discount on delegate fees
- Branding at the event (rolling power-point presentation during breaks)
- Branding at post-event communication activities

Coffee Break Sponsorship (30min) – €4,000
includes:
- Company banner displayed at the coffee area
- Logo on conference program and other marketing channels
- 5% discount on delegate fees
- Branding at the event (rolling power-point presentation during breaks)
- Branding at post-event communication activities
**Global Automotive Seating Innovators Summit**

**Terms and Conditions:**
By sending this form, I confirm that I have read and accepted the terms and conditions detailed below.

**Confirmation:**
We will confirm your participation after receiving signed registration form. The delegate will receive the invoice within 24hrs of sending the signed form. The hotel details will be sent two to three weeks before the start of the conference.

**Cancellations:**
Made one month prior to the start of the conference will be refunded less 50% administration charge. Refunds will be made after the conference. Cancellations made within one month of the conference start date will receive no refund. Substitutes are accepted up to 3 days before the conference. Any cancellation will be accepted latest one month before the event and should be informed in written form.

**Force Majeure:**
While every reasonable effort will be made to adhere to the advertised package, Curtis & Wyss group reserves the right to change event dates, sites or location, omit event features, or merge the event with another event as it deems necessary without penalty and in such situations no refunds, part refunds or alternative offers shall be made. In the event that Curtis & Wyss group permanently cancels the event for any reason whatsoever, (including, but not limited to any force majeure occurrence) and provided that the event is not postponed to a later date nor is it merged with another event, the Client shall receive a credit note for the amount that the Client has paid to such permanently canceled event. No refunds, part refunds or alternative offers shall be made.

**Copyright:**
All Intellectual Property rights in all materials produced or distributed by Curtis & Wyss group in connection with this event are expressly reserved and any unauthorized duplication, publication or distribution is prohibited.
Contact us:

.registration@curtiswyss.com
+420 210 022 038