

07-08  
NOV.  
2023  
SHANGHAI

DVN  
Lighting

# 2023 DVN SHANGHAI INTERNATIONAL WORKSHOP

## 2023年DVN国际汽车照明创新技术研讨会

NOVEMBER 7-8, 2023 • MARRIOTT SHANGHAI PARKVIEW HOTEL  
2023年11月7-8日 • 上海宝华万豪酒店

November 7<sup>th</sup>: Full day Conference in parallel with Expo followed by Social Cocktail and Welcome Dinner  
November 8<sup>th</sup>: Full day conference and Expo

11月7日：全天会议和展会，会后安排鸡尾酒会和欢迎晚宴  
11月8日：全天会议和展会



The Theme of our two-days conference and exhibition:  
**“New digital functions around the car – 360° Lighting”**

两天的会议和展览，主题为：汽车全新数字功能-360°照明

Simultaneous Translation English-Chinese & Chinese English • 中英双语同声传译

Sponsored by • 赞助单位：



Dear colleague,

Our 29<sup>th</sup> DVN workshop will take place in-person in Shanghai on November 7-8, 2023, at the Marriott Shanghai Parkview Hotel. Conference and exhibition spaces will be laid out for hundreds of in-person attendees and a full onsite agenda.

Registered attendees who will not be able to travel to Shanghai will benefit from VODs for all the Lectures.

## New digital functions around the car – 360° Lighting

The Theme of our 2 days conference and exhibition:  
**"New digital functions around the car – 360° Lighting"**

Among the 35 lectures on the agenda, exceptional contributions are confirmed from:

- **OEMs** Audi AG, Changan-AVATR, Chery Auto, Great Wall, Human Horizons, IM Motors, Jidu, JLR, Volvo,
- **Lighting suppliers** Hella, HASCO Vision, Liaowang, Magna, Mind, Marelli AL, Plastic Omnium, Valeo, Varroc Group China, Xunchi, Xingyu, ZKW,
- **Light source suppliers** ams OSRAM, Appotronics, Lumileds, APT Electronics...

They will highlight the recent trends in lighting and brand recognition. Discussion panels and exhibition booths will host fruitful exchanges between all attendees.

## Benefits

- **Network & Promote:** Shanghai DVN workshop allows your company to network with International and Chinese players and promote your lighting products or service offer towards the International & Chinese market.
- The theme "New digital functions around the car – 360° Lighting" discussed during the Workshop Sessions by the best international experts will help you to orient your company strategic decisions concerning your product and service roadmaps.

## RATES

ENTRY FEE for 2 days Workshop, lunches and welcome dinner: 1,000 Euros /pers

- 1 free entry for DVN Gold members
- 3 free entries DVN Platinum Members
- 3 free entries for Sponsors/Exhibitors with standard booth

### MARRIOTT SHANGHAI PARKVIEW

333 Guangzhong Road West, Shanghai 200072, China  
Tel: +86 21 3669 8888

## SPONSORS/EXHIBITORS

- **Standard Booth (4m x 3m): 10,000 Euros - 80,000 RMB\***
- **XXL Booth (7m x 3m): 15,000 Euros - 120,000 RMB\***

An exhibition area of about 700 sqm covered with booths of International and Chinese companies is available during the workshop next to the main conference room. You can choose to showcase your company and present your latest products and create privileged contacts within this unique international gathering of targeted decision-makers in the auto lighting.

- Company logo on DVN event agenda, conference room and conference booklet
- A4 page Company advertising in conference booklet
- 3 free entrees for dinner and conference

\*The price in RMB includes 6% VAT tax

### DVN members and Exhibitors must contact:

carine@drivingvisionnews.com  
glebrun@drivingvisionnews.com

or

### \*Shanghai Conference & Exhibition Service in China

Sales contact: Ann Ai  
lady.ann.ai@drivingvisionnews.com • +86-158 8930 9256

Administrative contact: Andy Ma  
andy.ma@limengevent.com • Tel: +86 137 6430 3456

各位同仁，

第29届DVN国际汽车照明研讨会将于2023年11月7-8日在上海宝华万豪酒店举行。会场和展区将容纳数百位嘉宾现场参会。已注册但无法亲临上海的参会嘉宾可通过视频回看整场活动的演讲。

## 汽车全新数字功能-360°照明

两天的会议和展览主题为：  
**汽车全新数字功能-360°照明**

会议将安排35场精彩演讲，演讲嘉宾分别来自：

- 汽车制造商：奥迪，长安阿维塔，奇瑞，长城，华人运通，智己，集度，捷豹路虎，沃尔沃
- 照明供应商：海拉，华域视觉，燎旺车灯，麦格纳，曼德，马瑞利车灯，彼欧，法雷奥，伟瑞柯集团中国区，迅驰，星宇，ZKW
- 光源供应商：艾迈斯欧司朗，光峰，亮锐，晶科电子，统明亮

演讲内容将聚焦照明和品牌认知的最新趋势。多场圆桌讨论和展台展示将为所有与会者提供富有成果的交流平台。

## 参会者权益

- **互动 & 推广：**DVN上海研讨会为贵司与中国及国际企业建立联系搭建有效平台，助力贵司向国际和中国市场推广照明产品和服务。
- 研讨会主题“汽车全新数字功能-360°照明”聚焦最新趋势，全球顶级专家围绕主题展开的讨论将帮助贵司在产品和服务上制定关键战略决策。

## 费用

门票费用：1000欧元或8000\*元人民币\*，含两天会议，欢迎晚宴，自助午餐和茶歇。

- DVN黄金会员享有一个免费参会名额
- DVN铂金会员享有三个免费参会名额
- 赞助商/标展参展商享有三个免费参会名额

### 上海宝华万豪酒店

中国上海广中西路333号  
电话：86 21 3669 8888

## 赞助商/参展商

标展：尺寸4米x 3米，费用：10,000欧元或80,000元人民币\*  
XXL展位：尺寸7米x 3米，费用：15,000欧元或120,000元人民币\*

展区面积约700平米，紧邻主会场，国际知名厂商和中国企业均在此搭建展台，展示公司创新及技术应用成果；参会者将在茶歇和会议间隙前往展区交流互动；全球汽车照明行业重量级人物将聚集一堂，参会者和各参展企业将获得与业内决策者交流接洽的机会。

- 赞助商/参展商公司Logo将展示在研讨会日程、主会场和会刊上
- 赞助商/参展商A4广告页将刊登在研讨会会刊
- 赞助商/标展参展商将获得3个免费参会名额，含欢迎晚宴等

\*人民币价格含6%增值税

### DVN会员和参展商请联系：

邮箱：carine@drivingvisionnews.com  
glebrun@drivingvisionnews.com

### \*中国区会议和展览服务

业务联系人：Ann Ai  
电话：+86-158 8930 9256

布展和后勤联系人：Andy Ma  
电话：+86 137 643 03456



**SHANGHAI 2023 PROGRAM - TUESDAY 7 NOVEMBER**

10am	Registration & Light Lunch	<b>4PM</b>	<b>SESSION 2A • TIER 1 SUPPLIER PERSPECTIVE</b> <b>Chairman: Harry Zhao</b>
12pm	OPENING Paul-Henri Matha & Wolfgang Huhn		<b>Huawei</b> - Ms LAI Lan, Optics principal standard engineer <i>"Exploration of intelligent headlight scenarios for upgrading driving experience"</i>
12:10pm	KEYNOTE <b>MIND</b> - Hossein Nafari, VP Lighting <i>"Lighting Market in China: Today and Tomorrow"</i>		<b>Mind</b> - Allen Zhu, Innovation Product Strategy Director <i>"Importance of the Asian-Chinese end user experience on the future of lighting"</i>
<b>12:30PM</b>	<b>SESSION 1A • AUTOMAKER INNOVATIONS FOR NEW LIGHTING FUNCTIONS</b> <b>Chairwoman: Qiong Chen</b>		<b>Valeo</b> - Haibin TAN, Simulation Methodology Team Manager & Simulation Expert <i>"Simulation to detect hotspot on plastic materials under high visible LED radiation"</i>
	<b>Chery Auto</b> - Qing Xu, Director of Exterior module <i>"Introduction to the development plan of intelligent vehicle lighting software"</i>		<b>ZKW</b> - Henry Song, Concept Manager & Innovation Promotion Manager <i>"ZKW starZ United - A Single Module Pixel Solution"</i>
	<b>Human Horizons</b> - QIN Hongjian, Vision System Technical manager <i>"Application of interactive lighting"</i>		<b>HascoVision</b> - Jinlong Ao, Deputy General Manager & CTO <i>"Application scene and value of Digital Lighting"</i>
	<b>Changan-AVATR</b> - Jing Wang, Lighting System Manager <i>"Engineering solution for the minimalist design of AVATR12 Lamp"</i>		<b>Hella</b> - Karel Monsport, Vice President Product Center Headlamp Hella China <i>"Lighting architecture of the future – safe, customized and sustainable"</i>
	<b>Great Wall</b> - Li Luxiang, Lighting Chief Engineer Body R&D Department <i>"An Explore on Full Scene Intelligent Vehicle lighting"</i>		<b>Q/A session</b>
	<b>Q/A session</b>	<b>5:20PM</b>	<b>SESSION 2B • TIER 1 SUPPLIER PERSPECTIVE</b> <b>Chairman: Harry Zhao</b>
<b>1:45PM</b>	<b>SESSION 1B • AUTOMAKER INNOVATIONS FOR NEW LIGHTING FUNCTIONS</b> <b>Chairwoman: Qiong Chen</b>		<b>Plastic Omnium</b> - Mustafa Yesilgoez, CEO Segment APAC <i>"Innovative integration of lighting"</i>
	<b>Audi AG</b> - Stephan Berlitz, Head of Lighting and vision systems <i>"Software Defined Lighting to enhance safety"</i>		<b>XingYu</b> - Lin Shudong, Deputy General Manager and Director of Xingyu Research Laboratory <i>"360° lighting – Personalized signal and Information Interaction as drive for projection upgrading"</i>
	<b>Volvo</b> - Anshu Dong, Product owner Exterior System; Zhang Haoran, Exterior design senior manager <i>"From exterior design to product, a deep dive into the journey at Volvo Cars R&amp;D"</i>		<b>Varroc Group China</b> - Zou Jian, Senior Design Manager <i>"The market trends and challenges for new fully integrated headlamps"</i>
	<b>IM Motors</b> - Mudi Ma, Lighting developer <i>Title tbc</i>		<b>XUNCHI</b> - Cheng Nianzu, Vice GM <i>"Research on the application of Micro LED projection headlamp"</i>
	<b>Jidu</b> - Harry Zhao, Head of Exterior Engineering <i>"The Robotic Lighting in future"</i>		<b>Liaowang</b> - GU Dan, Vice General Manager & Director of Liaowang Shanghai Research Institute <i>"MDL technology in AVATR12"</i>
	<b>JLR</b> - Gary Knight, Engineering Senior Manager Lighting Systems <i>"Lighting with Purpose"</i>		<b>Magna</b> - Edward Bailey <i>"Pushing Lighting Boundaries with FlecsForm™ High Brightness LED Display Technology"</i>
	<b>Q/A session</b>		<b>Q/A session</b>
<b>3:20</b>	<b>BREAK</b>		
		<b>6:45</b>	<b>COCKTAIL</b>
		<b>8:00</b>	<b>DINNER</b>
		<b>9:40pm</b>	Close Bar opened until 11pm

## SHANGHAI 2023 PROGRAM - WEDNESDAY 8 NOVEMBER

<p>8:30am KEYNOTE 1: <b>Polestar</b> - Christophe Ferreira <i>"Polestar lighting philosophy"</i></p> <p>KEYNOTE 2: <b>DVN</b> - Paul-Henri Matha <i>"Importance of Benchmark in vehicle development"</i></p>	<p>2:30PM <b>SESSION 6 • SKILLS TO HELP DEVELOPMENT OF NEW FUNCTIONS</b> <b>Chairman: Paul-Henri Matha</b></p> <p><b>Elmos</b> - Joern Conze, VP Business Line Sense &amp; Control <i>"Enabling the Lighting Edge using Smart Electronic"</i></p> <p><b>W.L. Gore &amp; Associates</b> - Robin Jiang, Product R&amp;D Director Gore APAC Automotive Market <i>"Unique Challenges Faced by BEVs' Headlights and Proven Solutions"</i></p> <p><b>Shihu</b> - SHEN Baoliang, General Manager <i>"Micro-optics based free-styling and compact optical solution for headlamps"</i></p> <p><b>LMT &amp; TechnoTeam</b> - Stephen Dahle, LMT Board member and Sales Director, and Bob Liu, CEO of Light All, Representative of TechnoTeam in China <i>"Accelerating Progress in Camera-Based Goniophotometry for Automotive Lighting"</i></p> <p><b>WLCSP</b> - Liu Hongjun, Vice President <i>"Building Safer, Smarter and Friendlier Cars with MLA"</i></p> <p><b>SUSS MicroOptics</b> - Dr. Patrick Heissler, Chief Strategy Officer <i>"Modular lighting – Building blocks for MicroOptics"</i></p> <p><b>Synopsys</b> - Morgan Lu, Greater China Technology Manager <i>"A Solution for Automotive Intelligent Lighting Based on New Optical Technology"</i></p> <p><b>AML Systems</b> - Hassan Koulouh, Engineering Manager <i>"Smart Leveling and Safety Improvement"</i></p> <p><b>Q/A session</b></p> <p><b>Mind</b> - DAI Jie, Styling Director <i>"The impact of the Chinese influence on the future of lighting style"</i></p>
<p>9:10AM <b>SESSION 3 • REGULATION PODIUM DISCUSSION: STATUS ABOUT ECE AND GB NEW EVOLUTION</b></p> <p><b>SMVIC</b> - Bu Weili</p> <p><b>CATARC</b> - He Yuntang</p> <p><b>XingYu</b> - Zhu Caiping</p> <p><b>GRE</b> - Kärkkäinen Timo</p> <p><b>Huawei</b> - Ms LAI Lan</p>	
<p>10:00 BREAK</p> <p>10:45AM <b>SESSION 4 • LIGHT SOURCES INNOVATIONS</b> <b>Chairman: Wolfgang Huhn</b></p> <p><b>Appotronics</b> - Meng HAN, Senior Director <i>"The Intellectual Application of Lasers in the Field of Lighting"</i></p> <p><b>Lumileds</b> - Keanu Ma, Director APAC Technical Competence Center <i>"Highest brightness LED configurations for surround car projection applications"</i></p> <p><b>ams OSRAM</b> - Stephan Eicher, Head of Automotive Interior Product Management <i>"Intelligent LEDs for Dynamic Interior Lighting"</i></p> <p><b>APT</b> - Zeng Zhaoming, Vice president <i>"Products and Applications of Automotive LED Devices with Special Light Emitting Surface"</i></p> <p><b>Dominant</b> - Charles Zhao, Technical Manager <i>"Application of innovative LED in RCL"</i></p> <p><b>Q/A session</b></p>	
<p>12:15 LUNCH</p> <p>2PM <b>SESSION 5 • PANEL DISCUSSION ADB AND RATING CHAIRED BY PAUL-HENRI MATHA</b></p> <p><b>CATARC</b> - Zhao Zhun</p> <p><b>LMT</b> - Stephen Dahle</p> <p><b>FAW-VW</b> - Lili Yang</p> <p><b>Hasco Vision</b> - Qiu Zhiping</p> <p><b>SVW</b> - Zheng Zhijun</p>	<p>4:10PM <b>SESSION 7 • PANEL DISCUSSION DESIGN CHAIRED BY WOLFGANG HUHN</b></p> <p><b>IM Motors</b> - Shuo Li</p> <p><b>Polestar</b> - Christophe Ferreira</p> <p><b>MIND</b> - Dai Jie</p>
	<p>4:40PM CLOSURE</p>

## 2023 上海研讨会日程-11月7日 周二

10am	入场&午餐	4pm	<b>第二环节（一） 一级供应商视角</b>
12pm	开幕 Paul-Henri Matha & Wolfgang Huhn		<b>华为</b> 一光学标准工程师 赖岚 “提升驾驶体验之智能前照灯场景探索”
12:10pm	主题演讲 <b>曼德</b> , 照明副总 Hossein Nafari 中国照明市场：现在与未来		<b>曼德</b> , 创新产品战略总监 朱旭平 “亚洲-中国终端用户体验对未来照明的重要影响”
12:30pm	<b>第一环节（一） 汽车制造商新照明功能之创新</b> 主持人 <b>陈琼</b> <b>奇瑞汽车</b> , 外饰模块总监 徐青 “智能汽车照明发展介绍” <b>华人运通</b> , 视觉系统技术经理 覃宏剑 “互动照明的应用” <b>长安-阿维塔</b> , 照明系统经理 王靖 “阿维塔12车灯极简设计的工程解决方案” <b>长城</b> , 长城汽车技术中心车身研发部灯具主任工程师 李路祥 “全场景化智慧照明的思考” <b>问答环节</b>		<b>法雷奥</b> , 仿真方法小组经理&仿真专家 谭海滨 “仿真探测高可见LED辐射下的塑料件高温点” <b>ZKW</b> , 产品方案经理&创新技术推广经理 宋红锐 “ZKW starZ United - 单模组像素方案” <b>华域视觉</b> , 副总兼首席技术官 敖锦龙 “数字灯光的应用场景和价值” <b>海拉</b> , 中国前照灯产品中心副总裁 Karel Montorsport “未来的照明架构——安全、定制和可持续” <b>问答环节</b>
1:45pm	<b>第一环节（二） 汽车制造商新照明功能之创新</b> 主持人 <b>陈琼</b> <b>奥迪</b> , 照明和视觉系统负责人 Stephan Berlitz “软件定义照明提高安全性” <b>沃尔沃</b> , 外饰系统产品负责人 董安舒 & 外饰设计资深经理 张浩然 “从外观设计到产品，深入了解沃尔沃汽车研发之旅” <b>智己汽车</b> , 照明开发 马沐笛 标题待定 <b>集度</b> , 外饰工程负责人 赵恒 “未来的机器人照明” <b>捷豹路虎</b> , 照明系统资深经理 Gary Knight “目的性照明功能” <b>问答环节</b>	5:20pm	<b>第二环节（二） 一级供应商视角</b> <b>彼欧</b> , 亚太区首席执行官 Mustafa Yesilgoez “照明的创新集成” <b>星宇</b> , 副总兼星宇研究实验室主任 林树栋 “个性指示与信息交互360°照明推动投影迭代升级” <b>伟瑞柯集团中国区</b> , 高级设计经理 邹健 “全新集成式前照灯的市场趋势和挑战” <b>迅驰</b> , 前沿技术副总 程念祖 “Micro LED投影前照灯应用研究” <b>燎旺车灯</b> , 副总兼燎旺车灯上海研究院院长 顾丹 “阿维塔12采用的MDL技术解析” <b>麦格纳</b> , 机电一体化、后视镜和照明部门LED技术经理 Edward Bailey “FlecsForm™高亮度LED显示技术突破照明界限” <b>问答环节</b>
下午3:20 茶歇		下午6:45	<b>鸡尾酒会</b>
		8:00pm	<b>欢迎晚宴</b>
		9:40pm	晚宴结束，酒会开放至晚间11:00

## 2023 上海研讨会日程-11月8日 周三

8:30am 主题演讲 (一)

**极星** Christophe Ferreira  
“极星照明理念”

主题演讲 (二)

**DVN** Paul-Henri Matha  
“基准在车辆开发中的重要性”

9:10am **第三环节 法规探讨- ECE和GB法规最新进展**

上海机动车检测中心 卜伟理

中国汽车技术研究中心 何云堂教授

星宇 朱彩萍

GRE - Kärkkäinen Timo

华为 赖岚

上午10:00 茶歇

10:45am **第四环节 光源创新**  
主持人 **Wolfgang Huhn**

**光峰**, 高级总监 韩萌博士  
“激光赋能汽车照明与显示的智能化融合”

**亮锐**, 亚太区技术中心总监 Keanu Ma  
“环绕车身投影应用的高亮度 LED 配置”

**艾迈斯欧司朗**, 汽车内饰产品管理负责人  
Stephan Eicher  
“用于动态内饰照明的智能 LED”

**晶科电子**, 副总裁 曾照明博士  
“特殊发光面车规LED器件产品及其应用”

**统明亮**, 技术经理 赵思成  
“创新型LED在尾灯中的应用”

问答环节

中午12:15 自助午餐

2pm **第五环节 圆桌讨论 - ADB与评级**  
主持人 **Paul Henri Matha**

中国汽车技术研究中心 赵准

LMT - Stephen Dahle

一汽大众 杨丽莉

华域视觉 仇智平

上海大众 郑志军

2:30pm **第六环节 助力照明新功能开发的技术**  
主持人 **Paul-Henri Matha**

**Elmos**, 传感&控制业务副总裁, Joern Conze  
“智能电子赋能边缘照明”

**戈尔**, 汽车市场亚太区产品研发总监 江乐平  
“纯电动汽车前照灯面临的独特挑战和久经验证的解决方案”

**拾斛科技**, 总经理 沈宝良  
“基于微光学器件的自由造型超小结构汽车前照灯光学方案”

**LMT & TechnoTeam - LMT**董事会成员&销售总监  
Stephen Dahle,  
Light All首席执行官& TechnoTeam中国区代表Bob Liu,  
“基于成像亮度计的分布式光度计在车灯行业的快速发展”

**晶方半导体**, 副总 刘宏钧  
“基于MLA打造更安全、更智能、更友好的汽车”

**SUSS MicroOptics**, 首席战略官 Patrick Heissler博士  
“模块化照明 - 微光学的模块构建”

**新思科技**, 大中华区技术经理 Morgan Lu  
“基于新光技术的汽车智能照明解决方案”

**艾默林**, 工程经理 Hassan Koulouh  
“智能调平和安全性改进”

问答环节

**曼德**, 造型总监 戴杰  
“中国文化对未来车灯造型设计的影响”

4:10pm **第七环节 圆桌讨论- 设计趋势**  
主持人 **Wolfgang Huhn**

智己 - 李硕

极星 - Christophe Ferreira

曼德 - 戴杰

下午4:40 闭幕