



Innovation4Mobility

Monday, 2nd October 2023

10:00 Registration

10:45 Welcome and Opening Remarks

Conference Chair

[Akin Adamson](#), Director – Middle East, Ricardo Gulf Technical Consultancy

Theme: Energy4Mobility

11:00 UAE's Vision of Future Mobility

[Eng. Moza Alnuaimi](#), Director – Productivity & Demand Ministry of Energy & Infrastructure

11:30 Developing GCC EV Fleet and Charging Ecosystems – Sustainably and Profitably

[Heiko Seitz](#), Global eMobility Leader PwC

12:00 What do EV Customers Want? What are the Different EV Customer Behaviors and What is Needed for Mass Adoption?

[Hasan Nergiz](#), Managing Director AI Futtaim Electric Mobility Company

12:30 Overview of the EV Market Scenario and Growth Projected in the Coming Years

[Arvind CJ](#), Partner Roland Berger

13:00 Electrifying Fleets in the GCC/KSA – What it Takes

[Carsten Kwirandt](#), Director for Fleet Sales & Remarketing CEER

13:30 All Eyes on the Customer! How Digitization, Artificial Intelligence and Customer Centricity Redefine Automotive and Mobility Retail

Moderator: [Heiko Seitz](#), Global eMobility Leader, PwC

Panelists

[AI Futtaim Electric Vehicle Company](#), TBC

[Jan Scheidgen](#), Director of Sales, BMW AGMC

[James Luxbacher](#), General Manager, SIXT Middle East

[Anirudh Arun](#), Co-Founder & COO, BluSmart

14:15 Global Demand Outlook and Vehicle Sales Market in Middle East

[Tatiana Hristova](#), Director – EMEA Light Vehicle Sales Forecast S&P Global Mobility

14:45 Case Study – Treatment and Recycling Spent Lithium-Based Batteries

[Dr. Sameer Al-Asheh](#), Head of Chemical & Biological Engineering Department
American University of Sharjah

[Hoshank Ahmad Kanj](#), Project Engineer, Bee'ah

15:15 The Challenge and Opportunity for Electric Vehicles in the UAE

[Brendan Cronin](#), Director AFRY Management Consulting

15:45 Using Electric Vehicles and Charging Ethics

[Abilash ET Nair](#), Head – Smart Mobility & Smart Buildings AI Naboodah Group

16:15 Closing Remarks & End of Conference

Find us at Hall 8

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