

Automotive Road Show

The Vanguard of E-Mobility
and Autonomous Driving in
Germany



Niedersachsen
Sept. 23rd – 27th, 2024





Automotive Road Show Niedersachsen, Germany

The Vanguard of E-Mobility and Autonomous Driving

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Host

Invest in  Niedersachsen

Initiator

 **GERMANY
TRADE & INVEST**

Service Provider


Trade Horizons
GLOBAL BUSINESS GROWTH

Supported by:



on the basis of a decision
by the German Bundestag



Preliminary Program

Sunday | Sept 22 | Braunschweig

Afternoon **Individual arrivals**
Hanover Airport & Transfer to and check-in hotel in Braunschweig
Premier Inn Braunschweig City Centre (Joeddenstrasse 3, 38100 Braunschweig)

6:00 PM **Welcome Drinks**
Overview of the coming days

7:00 PM **Welcome Dinner**
In a typical German restaurant

Monday | Sept 23 | Braunschweig

8:00 AM **Meeting in Lobby**
Departure for **Site visits** to selected German Automotive companies or research institutions in the state of Niedersachsen
Visits will be selected according to the interests of the American participants – the following are just examples for possible research institutions, companies or other facilities.

9:00 AM **Site Visit Battery LabFactory** (Example)
The [Battery LabFactory Braunschweig \(BLB\)](#) is a research centre of the Technical University of Braunschweig. We want to enable the sustainable circular production of battery cells. Our research spectrum covers the entire value chain from material development, electrode and cell manufacturing to battery recycling.

11:00 AM **Site Visit NFF - Niedersächsisches Forschungszentrum Fahrzeugtechnik** (Example)
The [Automotive Research Centre Niedersachsen \(NFF\)](#) is one of the largest and most modern centres for mobility research at any German university and focuses on promising future-oriented topics in vehicle and traffic research.

1:00 PM **Lunch**
Quick Lunch along the Road

2:30 PM **Site Visit German Aerospace Center (DLR)** (Example)
In order to advance the latest ideas and developments in the [fields of aeronautics, transport, space and energy](#), researchers in Braunschweig have at their disposal road and flight test vehicles, railway laboratories, wind tunnels and more. Rotor test rigs, road and flight simulators and test rigs for materials and noise research are also available.

4:00 PM **Return to Hotel**
Time to relax, for sightseeing or Shopping in Braunschweig

6:30 PM **Dinner**
Evening Free / Alternative dinner or sightseeing offered



Tuesday | Sept 24 | Braunschweig

- 9:00 AM **Meeting in Lobby**
Departure for **Site visits** to selected German Automotive companies or research institutions in the state of Niedersachsen
Visits will be selected according to the interests of the American participants – the following are just examples for possible resaearch institutions, companies or other facilities.
- 10:00 AM **Site Visit Test Bed Lower Saxony for automated and connected mobility (Example)**
In the development of automated and connected vehicles, powerful and flexible test infrastructures are an important tool. For this purpose, the German Aerospace Center (DLR) is constructing the [Test Bed Lower Saxony](#).
- 12:00 PM **Lunch**
Quick Lunch along the Road
- 1:00 PM **Site Visit Volkswagen AG, Salzgitter Plant (Example)**
Built as a vehicle plant for the K70 in 1970, the [Volkswagen component plant in Salzgitter](#) today manufactures engine variants as well as important e-components for electric vehicles. In the future, it is planned that the Salzgitter plant will become the battery hub for the Volkswagen Group. To this end, the Volkswagen Group is investing around 2 billion euros in the transformation from the main engine plant to the main battery cell plant.
- 3:30 PM **Return to Hotel**
Time to relax and prepare for the evening
- 5:00 PM **Meeting in Lobby and departure to Evening Venue**
- 5:30 PM **Networking Event**
- Roundtable with market experts
 - Panel-Discussions
 - Pitches of the German companies
 - Pitches of the American participants
 - Networking and Speed-Dating with selected German Automotive companies and institutions
- Dinner Buffet provided*
- Location: TBC
- 9:00 PM **Return to Hotel**

Wednesday | Sept 25 | Osnabrück

8:00 AM Meeting in Lobby and Check-Out

Transfer to Osnabrück by bus

Late Morning En route: **Site visits** to selected German Automotive companies or research institutions in the state of Niedersachsen

Visits will be selected according to the interests of the American participants

1:00 PM Arrival at Hotel in Osnabrück

Check-In, Time to relax, Lunch

Select Hotel Osnabrück (Blumenhaller Weg 152, 49078 Osnabrück)

2:30 PM Meeting in Lobby

Departure for afternoon Networking Event.

3:00 PM Networking-Event with the members of the Automotive Cluster [AutOS](#)

[Automotive-Netzwerk in der Region Osnabrück e. V.:](#)

- Pitches of the German companies
- Pitches of the American participants
- Networking and Speed-Dating with selected German Automotive companies and institutions

Coffee Break provided

Location: TBC

6.30 PM Dinner

Evening Free / Alternative dinner or sightseeing offered



Thursday | Sept 26 | Emden

8:00 AM Meeting in Lobby and Check-Out

Transfer to Emden by bus

Late Morning En route: **Site visits** to selected German Automotive companies or research institutions in the state of Niedersachsen

Visits will be selected according to the interests of the American participants

8:30 AM Site Visit Competence Center Electronics and Drive Technology KEA (Example)

We at [KEA](#) have been professionally and reliably carrying out consulting, technology and series development projects in the fields of energy systems and drive systems for our medium-sized and industrial customers since 2008.

9:30 AM Site Visit Competence Center for Lightweight Construction, Drive Technology and Structural Durability LAB (Example)

The combination of the classic cross-sectional technologies of mechanical engineering - [lightweight construction, drive technology and operational stability](#) - offers the unique potential of interdisciplinary cooperation for the project partners.

1:00 PM Arrival at Hotel in Emden

Check-In, Lunch
Hotel TBC

2:30 PM Site Visit Volkswagen-Werk Emden (Example)

[Volkswagen in Emden](#) is the largest industrial employer west of Bremen and north of the Ruhr area. The Volkswagen plant covers a total area of 4,300,000 m². The site also includes storage areas for shipping vehicles and a driver test track.

5:00 PM Return to Hotel

Time to relax

6:30 PM Dinner Networking Event

Dinner with local businesses, Networking



Friday Sept 27 Emden	
8:00 AM	Meeting in Lobby and Check-Out
Morning	Sightseeing Emden A tour will be offered.
11:00 AM	Departure Transfer to Hanover by bus
Late Morning	En route: Site visits to selected German Automotive companies or research institutions in the state of Niedersachsen <i>Visits will be selected according to the interests of the American participants</i>
1:30 PM	Lunch Feedback-Discussions & Farewell-Lunch
Afternoon	Departures Transfer to Hanover Airport, Individual departures