

June 10, 2024

Location: Hilton Frankfurt Airport, The SQUAIRE am Flughafen

Time	Procedure
18:30	Departure of shuttle buses from the Hilton Airport Hotel to Friedas Bar & Kitchen, Omniturm 2nd Floor, Große Gallusstraße 16-18 in 60312 Frankfurt am Main
19:00	Start of Media Night
19:30	Welcome - Hildegard Müller President, VDA
22:00	Departure of the shuttle buses Back to Hilton Airport Hotel



June 11, 2024 | Agenda

Location: Hilton Frankfurt Airport, The SQUAIRE am Flughafen

Time	Company	Speakers
8:30	VDA / IAA	Hildegard Müller President, VDA
8:50	Daimler Truck AG Part of the Problem Solution : Decarbonizing Transportation	Karin Rådström CEO, Mercedes-Benz Trucks
09:10	Michelin Reifenwerke AG & Co. KGaA Step up — side by side for your sustainable mobility	Philipp Ostbomk VP Sales B2B, Michelin Europa Nord
9:30	Schmitz Cargobull AG Delivering Performance. How Schmitz Cargobull supports the transformation in transport and logistics	Andreas Schmitz CEO, Schmitz Cargobull
9:50	Coffee Break	
10:20	MAN Truck & Bus SE Simply expanding MAN's Zero Emission Portfolio	Friedrich Baumann Head of Sales & Customer Solutions, MAN Truck & Bus SE
10:40	Ford-Werke GmbH How Ford Pro is revolutionizing mobility for commercial customers	Claudia Vogt Director Ford Pro, Ford-Werke GmbH
11:00	Kia Deutschland GmbH Kia's new Platform Beyond Vehicle (PBV)	Pierre-Martin Bos Director PBV, Kia Europe
11:20	Quantron AG On the road to zero emissions - the QUANTRON way	Andreas Haller CEO and founder, Quantron
11:40 – 14:00	<p>Lunch & Media and Mingle Experience Tour</p> <p>The 'Media & Mingle Experience Tour' is a great opportunity to experience the latest innovations from leading manufacturers such as Daimler Truck, Ford and Quantron up close. This tour takes participants to the Klassikstadt Frankfurt where they can gain exclusive insights into the advanced technologies and visionary projects of these leading innovators.</p> <p>11:40 – 12:15 Lunch im Hotel 12:30 – 13:00 Shuttle zur Klassikstadt Frankfurt 13:00 – 14:00 Besichtigung der Ausstellung 14:00 – 14:30 Shuttle zurück zum Internationalen Presseworkshop im Hilton Airport Hotel</p>	
14:45	IAA TRANSPORTATION	Jan Heckmann Head of IAA
15:05	Masterclass Nutzfahrzeugkonjunktur	Manuel Kallweit Head of Economic Intelligence & Economics, VDA
15:30	Networking Tea	
16:30	Event Conclusion	