

# WSC<sup>®</sup> i19

**The Innovation event  
in Automotive & Mobility**

**17<sup>th</sup> & 18<sup>th</sup> May**  
**Cascais | Portugal**

**World  
Shopper  
Conference**  
iberian 2019

**NOVA**  
NOVA SCHOOL OF  
BUSINESS & ECONOMICS



# fu- ture

**get ready for the future**

17<sup>th</sup> and 18<sup>th</sup> May  
NOVA SBE | Cascais - Portugal

# World<sup>®</sup> Shopper Conference iberian 2019

The Innovation event in  
Automotive & Mobility

## What is it?

The leading event about the future of automotive and mobility.

- 8 editions since 2010
- 1.174 attendees, 50 Speakers, 10 countries, in 2018.
- 34 workshops about Future Strategies and Innovative Best Practices.
- Vehicles of the future demonstrations.
- A vibrant exhibition hall.

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17<sup>th</sup> and 18<sup>th</sup> May  
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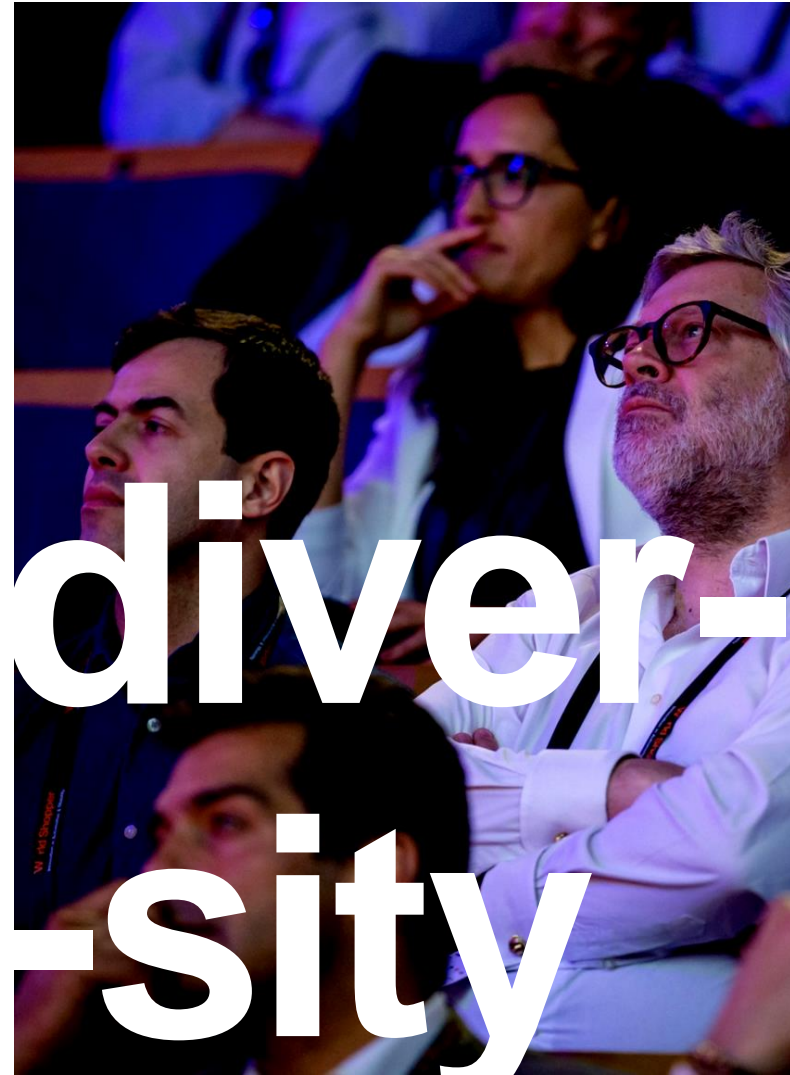
# Who is coming?

- Automotive and Mobility professionals
- Investors and Entrepreneurs
- Government and public affairs
- General public
- General and Specialized Media



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# Attendees' profile

CEOs, Heads of innovation, digital transformation and Mobility, COOs, CCOs, CMOs, Fleet managers, local administrations (mayors, heads of transport/mobility...), Investors, C-level Executives from OEMs, Dealers and Suppliers. Sample of attendees in 2018:







Learn, find new business and career opportunities, meet interesting people.

Be Inspired.

Recognition as an actor of the future of automotive and mobility

# Why attend WSC<sup>®</sup> i19?

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# Conference Overview



## 17<sup>th</sup> May 2019

In this Strategic day we have 7 sessions and 3 panels, dedicated to four major trends: **Mobility, Electrification, Digitalization and Connectivity**. After this more disruptive content, we end the first day explaining the skills that human resources will have to develop to get ready for this amazing future.

## 18<sup>th</sup> May 2019

In the Implementation day we have **20 Learning Sessions** that will take place in 4 different rooms, in 5 different schedules. The main 4 themes will be **Management, Digitalization, After Sales and Mobility & New Energies**. We have a tags system to help attendees to select easily the best content for their needs.



# May 17<sup>th</sup> Strategic Sessions



**A journey to Automotive  
Business Transformation**  
Thomas Andersson  
Head of Business  
Transformation at Volvo Cars



**Digital Revolution.  
The Agile Mindset**  
Sophie Seiwald  
MD at Mercedes-Benz.io



**Vehicle Conectivity  
is already here**  
Rui Costa  
CTO at Veniam



**The Future of Mobility**  
John Simlett  
Global Advisory Leader  
Future of Mobility at EY



**The Future of Car Retail**  
Pietro Boggia  
Principal Consultant &  
Business Development  
Manager  
Frost & Sullivan



**Mobility as a Service:  
the end of Car  
Ownership?**  
Scott Shepard  
CCO at Free2Move  
(A PSA Group company)



**A RoadTrip to the  
future of electric  
mobility**  
Ricardo Oliveira  
World Shopper founder



**And Darwin was right...**  
Germán Nicolás  
Advisory Managing Partner  
Spain & Portugal  
Korn Ferry

## & pa- -nels

Shared Mobility  
The Future of Charging  
The Future of Work

and more...

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# May 17<sup>th</sup> panels Shared Mobility

Moderator  
Miguel Vassalo  
Autorola



Miguel Pinto Luz  
Vice-President of Cascais Municipality



John Simlett  
Global Advisory Leader  
Future of Mobility at EY



Scott Shepard  
CCO at Free2Move  
(A PSA Group company)



António Oliveira Martins  
Managing Director at  
Leaseplan Portugal



# May 17<sup>th</sup> pa- -nels OEM's

**Moderator**  
Ricardo Oliveira  
World Shopper



**Fabrice Crevola**  
Country Operations  
Director at Renault  
Portugal



**Maarten Vrijaldenhoven**  
Managing Director  
Mercedes-Benz Financial  
Services

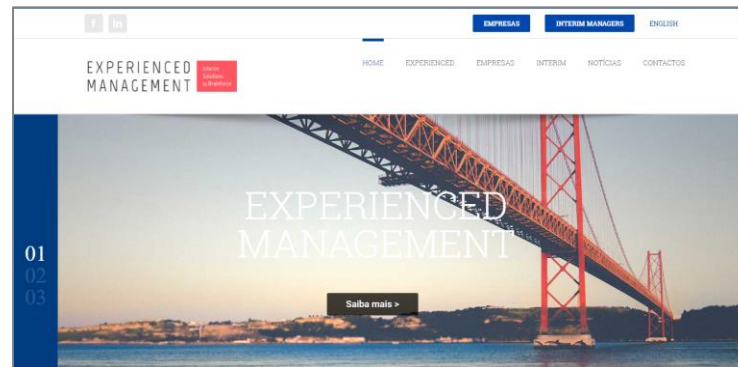
# 17th May Best Ideas



**Car-Sharing for Dealers and  
Fleet Managers**  
Quikly



**Digital transformation of  
commercial space**  
LG



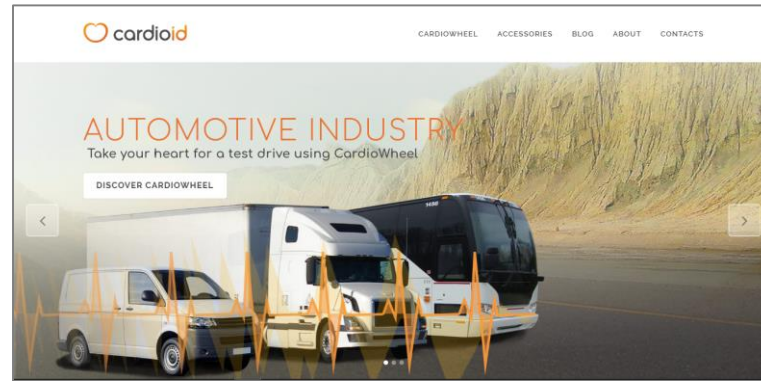
**Interim Management**  
Experienced Management



**Leads management platform**  
Leadin



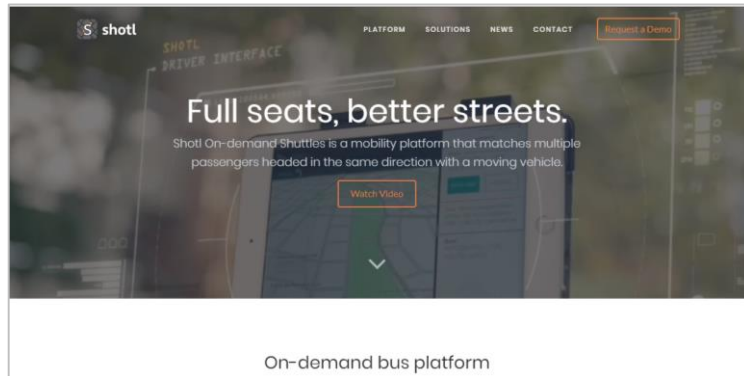
# 17th May Start-Ups



**Cardiac monitoring  
of the driver**  
Cardio id



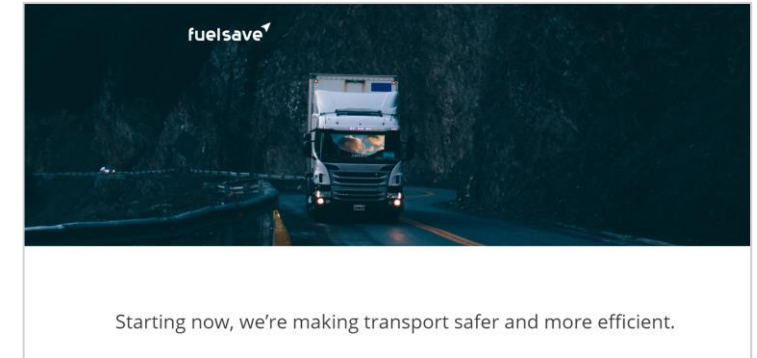
**Online budgeting and appointment  
for car services**  
Izirepair



**Shuttle on demand**  
Shotl



**e-Scooter Sharing**  
Voi

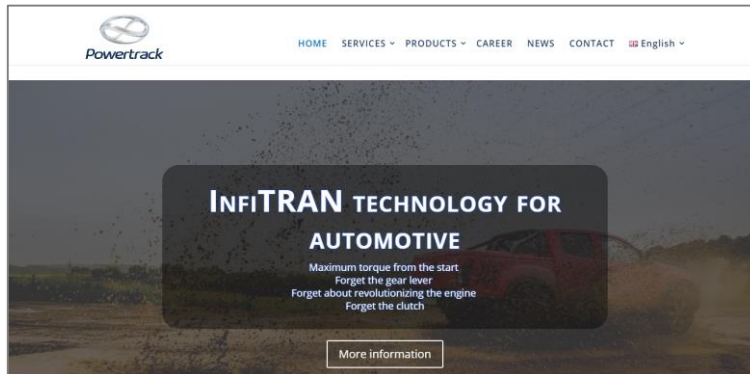


**Real-time data analysis  
for driving optimization**  
Fuelsave

# 17th May Start-Ups



**Subscription system for dealers**  
Swapi



**InfITRAN Technology**  
Powertrack



**Fleet data management**  
GantaBI



**Real-time TNC prices comparator**  
ChipiApp



# Learning Sessions – May 18<sup>th</sup>

Management

Digitalization

Suppliers & After Sales

Mobility



**The Competent  
vs. the Motivated**  
Chad Sanschagrin  
Executive Coach to  
C-Suite Professionals



**Learn the Best  
Practices from the Main  
US Used Car Dealers**  
Manuel Madeira  
Automotive Retail Specialist  
at World Shopper



**Transformation  
at Speed**  
João Catalão  
Executive Coach & Mentor -  
Provocative Speaker - Author



**Decoding customers.  
Read, interpret and  
influence**  
Alexandre Monteiro  
Decifrar Pessoas



**Discover a new  
Professional Life  
after 50**  
Mário Fernandes  
Experienced Management

# Learning Sessions – May 18<sup>th</sup>

Management

Digitalization

Suppliers & After Sales

Mobility



## Digitalizing the Customer Experience

Martín J. Romero

Especialista en Marketing Estratégico | Digital Partner | Autor libro: Cambio de Época en el Concesionario de Vehículos



## How to make a Profit from a Pro Trade-in Appraisal

Daniel Nino

Founder and Vice President of Sales at Auto Avaliar



## Car Dealer: Digitalization from inside out.

Guilhermo Diaz

Gestor de documentação na Dealer Best



## The Power of Big Data in Used Cars

Miguel Vassalo e Sandra Sequerra  
Autorola

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More Speakers to be announced...

Register and save



# Learning Sessions – May 18<sup>th</sup>

Management

Digitalization

**Suppliers  
& After Sales**

Mobility



**Do you want to run a  
profitable after sales  
service for Electric  
Vehicles?**  
Carlos Jesus  
CEO and Founder at ZEEV



**Dive into an US  
workshop and learn with  
its Opportunities and  
Challenges**  
Greg Hall  
Founder and Executive  
Director at Apple Energy Group



**How will After Sales  
move from Combustion  
Engines to Electric?**  
José Luís Gata  
After Sales Manager at Solera

# Learning Sessions – May 18<sup>th</sup>

Management

Digitalization

Suppliers & After Sales

Mobility



## Why is Public Transportation moving to Electric?

Paulo Marques  
Head of Electric Mobility Development at Caetano Bus



## The Future of Public Transportation

Tiago Farias  
CEO at Carris



## Car as a service opens new business opportunities

Franck Mourge  
CEO at Lunilo - Strategic Advisors

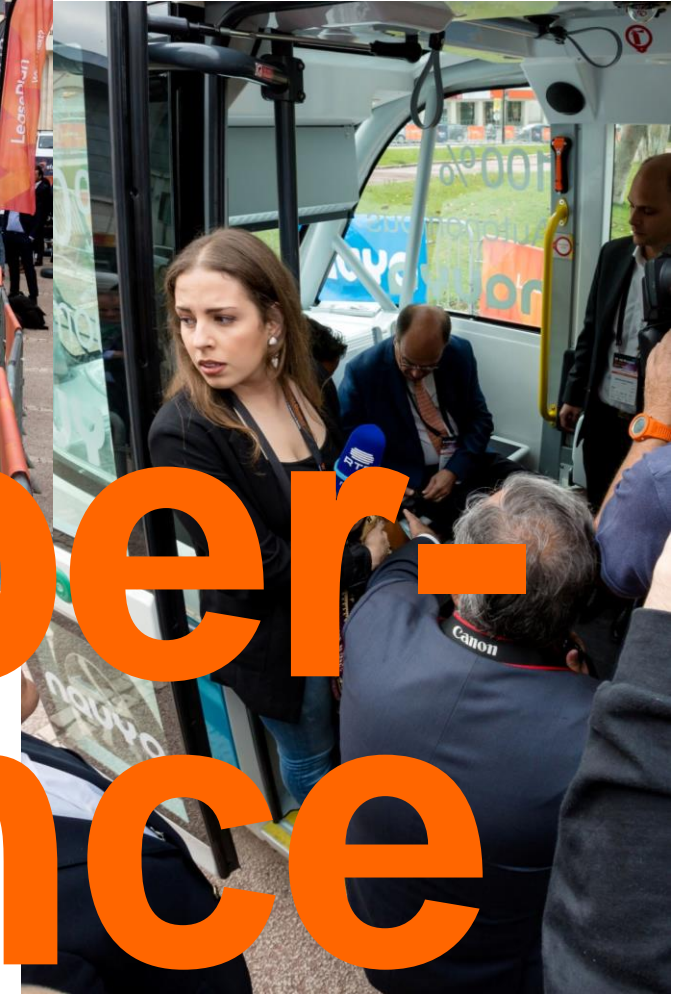


## The Future of Urban Mobility

Rui Rei  
Head of Cascais Próxima

# Vehicles of the future

An unforgettable experience of driving or taking a ride in futuristic concepts. Open also to the general public these demonstrations allow interactions with the end customer and get media attention.



# exper- -ience



# May 17<sup>th</sup> & 18<sup>th</sup> Vehicles of the Future Demos



**Audi e-tron**  
New electric SUV



**Kia e-niro**  
New electric version



**Fuso e-Canter**  
Electric Truck



**CaetanoBus e.City Gold**  
Electric Bus

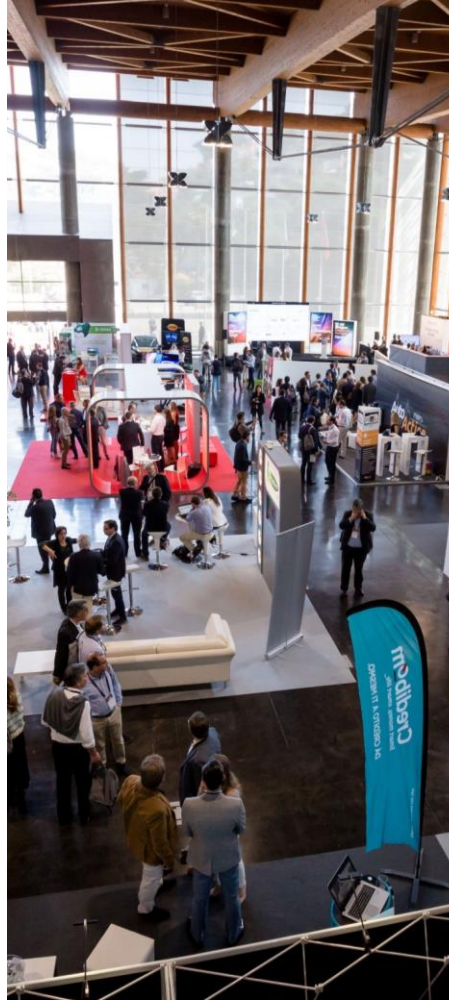


**Wayscral e-Drive**  
powered by Michelin  
Innovative e-Bike

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**More Vehicles to  
be announced...**

**Register and save**



# multi- -activity

## Exhibition Hall

Designed as a multiactivity space with two stages and coffee-breaks served in the same area where Exhibitors booths are located. Live-streaming screens allow attendants to follow the presentations in the main stage, without leaving the Exhibition.



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# diver- -sity

## Parallel Events

Best Ideas Contest  
Vehicles of the Future  
Exhibition Hall  
Startup Stage  
Exhibitors Stage  
Private Innovation Events  
Social Networking Areas





# new-ideas

## Startup Stage

This stage is strategically placed at one of the most visible spots of the exhibition hall. Each day it will be used by startups to pitch ideas and present their concepts.



## Exhibitors Stage

Placed in the Exhibition Hall, this stage is open to all Exhibitors that wish to present their products and services in this area. Perhaps the best way to start a new business relationship.

# busi- -ness





# Lunch Plaza & World Shopper Party

The conference venue contemplates social areas to eat, have a drink, take a coffee break, relax but also network. No one skips these parts of the program.





## Meet the World Shopper Conference 2019 management team:



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World Shopper Founder

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# talk with us!





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