



Keynote speaker:

Name: Pekka Sipilä

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Title of the Presentation:

About technology trends and automotive electronics

Short abstract:

Seeing into the future is a highly appreciated trait, especially in corporate R&D, to ensure efficient use of resources, and to enable optimal response to changing and emerging market conditions. Trend analysis is one widely established method to be, potentially, successful in this endeavouring task.

In this keynote speech, I will provide a look at technology trends, with focus of automotive electronics. With different examples, I will highlight challenges of analysing technology trends, as well as some success stories. Particularities of automotive sector when developing future electronics are also mentioned. The goal of the speech is to fuel the thought process of any listener who strives to predict the future.

Short CV:

Pekka Sipilä received his M.Sc. in electrical engineering from Helsinki University of Technology in 2006, and his Ph.D. from Technical University of Munich in 2011.

He started his carrier at VTT Technical Research Center of Finland in Espoo in early 2000 in various measurement technology and sensor related R&D topics. In 2018 after serving more than 10 years at General Electric Global Research, Munich, with the experience of serving a broad spectrum of industries, Pekka Sipilä moved to Continental AG in Regensburg. Since then, his professional career has been related to R&D in automotive electronics in general. From January 2020 onwards, he has held the position of Head of Next Generation Electronics at Continental AG, where his role has been to identify and co-ordinate future-oriented R&D efforts around automotive electronics.