Bringing new and advanced digital technologies to application in the Road Transport domain

Date/Time: May 2nd, 2023 (13:30 to 17:30 CEST)
Location: Avenue des Arts 56, 1000, Brussels (see map)
Satellite event to the **EUCAD conference**

This workshop aims to kick off the dialogue and develop a joint approach in the cross-sectoral collaboration in the field of AI and data for road transport. Actors from the stakeholder field are invited to actively contribute to the discussion, explore potential acceleration of the digital transition, and jointly define areas of synergies, with domain specific applications.

Digitalisation is a key development for many European industries. Its ongoing integration of digital technologies and specific application domains impacts many activities across the economy and society. The digital transformation is having a profound impact on various aspects of life presenting new opportunities including emerging technologies and market segments.

However, to implement this transformation, Europe faces major challenges in adopting e.g. Artificial Intelligence, Big Data and Edge/Cloud Computing technologies. In many existing industrial sectors, the work of mechanical, electric, and electronic engineers is constrained to consolidated workflow models, not adapted to emerging software technologies. The transition is made more difficult by the lack or limited knowledge of these techniques.

In numbers Europe's GDP is mainly based on industries such as automotive (7,5% approx.), whereas software and IT companies currently play minor roles, representing only 2% of the GDP compared to the US where the same industry represents 10,5% of the GDP. Consequently, although the needs and benefits of data processing technologies and platforms become visible, the gap to embrace the same approaches in existing industries is increasing. This is even extended due to the lack of domain specific tools to effectively generate, process and use valuable data (from customers and products as well as the eco-systems) and to develop domain specific AI solutions.

The challenge of transforming European B2B to a digital business is inherently more complex than in the US B2C market. To accelerate cross-fertilization, it is thus needed to bring together European automotive stakeholders (e.g., CCAM, EARPA) and the community of European technology providers (e.g., ADRA, BDVA).

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AGENDA

Time	TOPIC
13:30	***Opening and welcome***
13:45	***Setting the scene: the need for synergies*** The needs as seen by e.g. Horizon Europe Partnerships, based on their strategic research agendas, as well as by representatives of the European Commission.
14:15	***Challenges and opportunities: AI & Data*** Introducing potential tools, methodologies, approaches, derived from the AI and Data sector, which can be beneficial for the road transport application domain.
15:00	**Break**
15:30	***Challenges and opportunities: Automotive*** Digitalisation in automotive is used to an increased extent. This session will give some examples, show some roadblocks encountered, and explore the further use of digital tools and data
16:15	***Explore and discuss the synergy topics and specific automotive applications*** Interactive part in which the participants will explore, based on inputs in previous sessions, the potential synergy areas. Jointly drafting shared next steps, beyond the low-hanging fruits.
17:30	**End of the workshop**