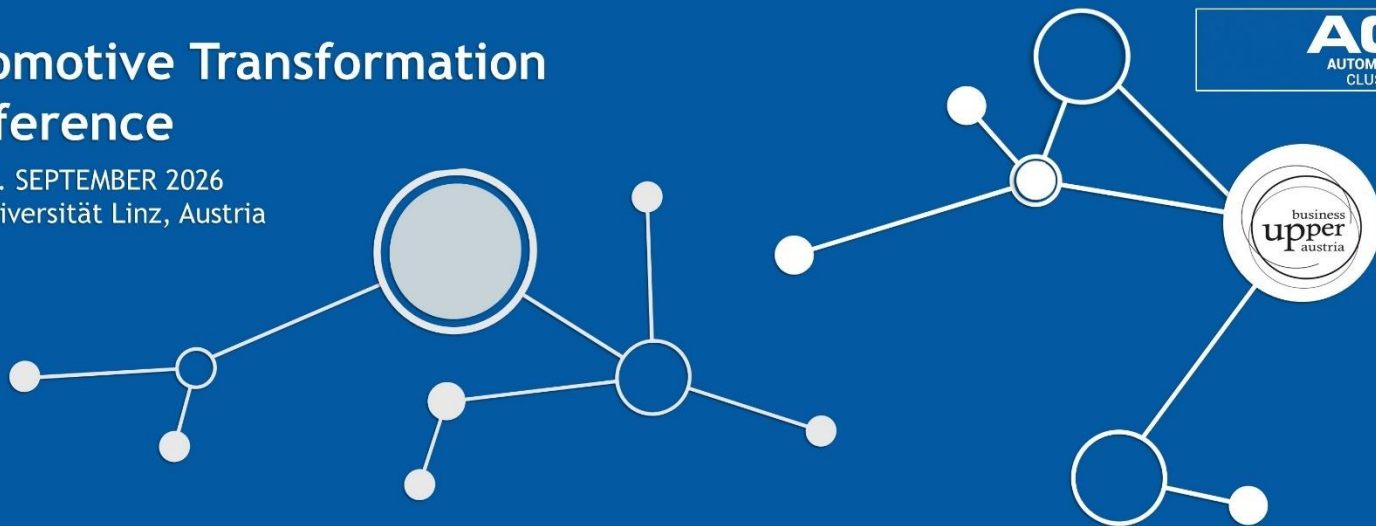


# Automotive Transformation Conference

22. - 23. SEPTEMBER 2026  
Kunstuniversität Linz, Austria



Dear Ladies and Gentlemen,

The mobility of the future will be electric, autonomous, connected, and platform based. Yet what does this transformation mean for manufacturing companies in times of intense global competition, a shortage of skilled workers, volatile material prices, unstable supply chains and rising energy costs? One thing is certain: these challenges cannot be met by a single company or a single region alone, but only through coordinated European initiatives grounded in joint innovation ecosystems. That is precisely the guiding principle of this conference.

Together with partners from Germany, Italy, Poland, the Czech Republic, Slovakia, Hungary and Slovenia, Business Upper Austria is organising the Automotive Transformation Conference. This event offers stakeholders along the automotive and mobility value chains a platform to showcase best practices in electrification, automation, enhanced connectivity and mobility platforms. It also creates a space for forging new collaborations between regions and companies.

What can participants expect?

A cooperation exchange will bring together companies and experts, while visits to local companies and reference projects will provide valuable insights into Upper Austria's economy. At the forum, distinguished speakers will illuminate various aspects of the transformation of the automotive industry. The evening reception will offer further opportunities for networking and discussion.

We wish all participants two inspiring days and a pleasant stay in Upper Austria.

Philipp Pichler  
Manager of the Automotive-Cluster Upper Austria

# TUESDAY, 22.09.2026

**08:30** Registration, Welcome Coffee & Expo

**09:00** **EEN B2B MATCHMAKING by Enterprise Europe Network (EEN)**  
**Connect with different European stakeholders**

The registration link for B2B Matchmaking will follow in a separate email after the successful registration for the conference.

Parallel Workshop – Transnational Exploitation of the Drive2Transform Use-Cases

**12:00** Lunch & Expo

**12:30** **COMPANY VISITS**  
**Local companies open their doors**

**Rosenbauer International AG** (Leonding)  
Firefighting trucks, technological trends

**DigiTrans GmbH** (St. Valentin)  
Test track for autonomous driving

**LINZ AG & lighthouse project ROBERTA** (Linz)  
Mobility platform

**BMW Group Werk Steyr** (Steyr)  
Electrification

**17:00** **AUTOMOTIVE TRANSFORMATION CONFERENCE DINNER**  
**Keynote & Networking**

Frank M. Rinderknecht | CEO | Rinspeed AG (tbc)

Moderator: Wolfgang Steiner

# WEDNESDAY, 23.09.2026

**09:00** Registration, Welcome Coffee & Expo

**09:30** **WELCOME**

Christian Altmann, Authorized Representative | Business Upper Austria

**10:00** **AUTONOMOUS DRIVING**

Benjamin Scher, Founder & CEO | movingfutures GmbH

Jens Schippl, Senior Researcher | Karlsruhe Institute of Technology

Christian Schmid | Infineon Technologies Austria AG (tbc)

Thomas Strasser-Krauss, Founder & CEO | TOM Robotics GmbH

**11:30** **MOBILITY PLATFORMS**

Melanie Juppe & Andrea Reindl | University of Applied Sciences Upper Austria

Slot: International Speaker (tbd)

**12:00** Networking Lunch & Expo

**13:00** **ELECTRIFICATION**

Hubert Mitterhofer, Area Manager | Linz Center of Mechatronics GmbH

tbd | Elementals

Markus Kofler, CTO | WM Technics

**14:00** Networking Break & Expo

**14:30** **PANEL DISCUSSION ON TRANSFORMATION OF THE AUTOMOTIVE INDUSTRY**

Boštjan Berginc, Director Innovation & R&D | HIDRIA

tbd | Boryszew Maflow

tbd | MAGNA (tbc)

**15:30** Closing

**16:00** End, Networking & Snacks

**B2B MATCHMAKING SESSIONS by Enterprise Europe Network (EEN)**

**Tuesday, 22.09.2026 | 09:00**



**AUTOMOTIVE TRANSFORMATION CONFERENCE**

**Tuesday 22. & Wednesday, 23.09.2026**

**Including meals and transport**

**Contact:**

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**Important Information!**

As we have a maximum capacity of 110 participants, please note the following:

**Your registration on the website is not confirmed until you receive an official confirmation email.** All registrations are reviewed project internally to ensure thematic relevance to the project as well as international balance. As a result, registrations may be declined or cancelled. The review process will be completed **within one week**, after which you will receive either a confirmation, a cancellation, or a request for further information.

Therefore, we kindly ask you to inform us as soon as possible if you are no longer able to attend, so that we can offer your place to someone else.

## Partner

