

# Fleet Europe Days 2024

## 23-24 October in Milan, Italy

### Corporate Mobility in the Digital Age

**24 October, 9:30 am – 5:00 pm CET: Fleet Europe Conferences 2024**

#### Corporate Mobility in the Digital Age

The conference sessions on 24 October will focus on the intersection of two main trends in international fleet management: sustainable mobility and digitalisation.

#### 09:30-09:40 Opening remarks

- *By Steven Schoefs, Head of Strategic Relations and Luberto Van Buiten, Head of Content, Fleet Europe*

#### Making EV work in an unbundled Ecosystem

The road to fleet electrification in Europe is undeniable but is one that comes with complexity. Not in the least because of the extended network of partners that needs to be managed. In this chapter we will hear from various stakeholders in the unbundled EV ecosystem, and discuss how to achieve EV fleet optimization through better collaboration.

#### 09:40-10:10 Editorial Session – Keynote OEM: Succeeding the paradigm shift to Sustainable Mobility

Car manufacturers are confronted with a series of challenges: stricter regulations, clear demand for sustainability, changing consumer behaviour, more and fiercer competition, the need for technological disruption, geopolitical tensions. In this session you will hear how Renault turns these challenges into opportunities to stay ahead at the mobility curve.

- *Keynote interview with Fabrice Cambolive, Brand CEO, Renault*
  - o *Moderation by Steven, Fleet Europe*

#### 10:10-10:30 Thought Leadership 1 – Alphabet

In this Thought Leadership presentation, you will hear the compelling and inspiring vision of leasing company Alphabet International with regard to the benefits of digitalization for fleet sustainability.

- *Presentation by Markus Deusing, CEO, Alphabet International*

## **10:30-10:50 Pitch & Debate Session 1: EV and EV Charging - How to deal with the unbundled ecosystem**

The EV ecosystem consists of many players with different roles, solutions and added value for the customer: EV OEM, EV charging station provider, EV charging card provider, lease company, telematics company,... In this context it's important for the customer to find the right partners and to make them work all together in a seamless way.

Meet with three industry partners who will pitch their innovative vision on EV and EV charging, followed by a fireside Q&A on how to better collaborate for the benefit of the fleet customer.

*Pitch & Debate With:*

- *Joël Verany, Head B2B Sales Enlarged Europe, Stellantis*
- *Alex Eftimiu, VP Fleets, Mobility & Convenience Europe, BP*
- *Lothar Schupet, Chief Commercial Officer, Zeekr*

## **Time for European politics and regulation to meet the real world**

The legislative framework is key for the development and uptake of new solutions in zero-emission mobility, as well as for data security and digital technology. But taxation and legislation vary across countries and cities and develops over time, sometimes with unexpected changes. It's time to become aligned. In this session we will examine how we can make fleet electrification and zero-emission mobility work with respect for the expectations of regulators, suppliers and customers.

## **10:50-11:05 Editorial Session – Climate Action in the corporate world**

Climate change is all around us, and our fleets have an impact. And so will have the regulations set by our policy makers. The European Union has set goals to reduce GHG-emissions from new cars by 55% by 2030, compared to 2021 levels. This move is a part of the Europe's Green Deal striving to become the world's first climate-neutral continent by 2050. At the same time the regulators are examining if corporate fleets need to be mandated with regard to the greenification of their fleets.

-

*With European Commission*

## **11:05 -11:30 Editorial Session – How to solve the electrification dilemma**

It's all about EV for fleets in Europe. But is it as well for the industry suppliers? The car makers are operating under stringent environmental regulations. If they don't sell enough electric vehicles dramatic penalties are their share. The EU is also examining mandating the greenification of corporate fleets in Europe, which will put pressure on leasing companies and fleet customers. In this uncertain and complex environment

suppliers will need to find ways to attract the customer and sell electric zero-emission mobility. Let's find out how to make zero-emission mobility and electrification work.

- *Stella Lee, EVP for Europe and the Americas, BYD Group*
- *Dirk Adelman, CEO, Smart Europe*

### **11:30-11:50 Thought Leadership 2 - Arval**

In this Thought Leadership presentation, you will hear Arval's compelling and inspiring vision on sustainable mobility in the digital era.

- *Presentation by Hugo Salaun, Chief Strategy Officer, Arval & Philippe Huysmans, Chief Growth Officer, Ridecell*

### **11:50 – 12:10 Editorial Session – Tackling Climate Change with your Fleet**

Corporate fleet managers have clear sustainability targets, but getting there depends on the corporate culture, the type and scope of fleet and the incorporation of innovation in the vehicle fleet and mobility strategy. Hear how best in class fleet managers embrace the sustainability topic and tackle climate change.

- *Best Practice presentation & Q&A With Marijn Slabbekoorn, Senior Director Fleet Management & Sustainability Europe, DHL Express*

### **Solving the fleet dilemma with multi-lifecycle mobility**

### **12:10-12:30 Thought Leadership 3 – Enterprise Mobility**

In this Thought Leadership presentation, you will hear from Enterprise Mobility's SVP for Europe, Khaled Shahbo.

- *Presentation by Khaled Shahbo, Senior Vice President, Enterprise Mobility*

### **12:30-13:30 Networking Lunch**

This is your opportunity to get some food, and food for thought, while you extend your fleet and mobility network in the Fleet Europe Village.

### **Corporate Mobility in the Digital Age**

### **13:30-14:15 Executive Panel Discussion – Sustainable Mobility in the Digital Age**

We love innovation, but also tradition. Like the Executive Panel Discussion. As always, we end the Fleet Europe Conferences with a top executive panel discussion, with C-level executives from the major leasing companies. The aim is to explore the contours of sustainable fleet and mobility success in the digital age, with the impact of AI, technology and automation for our industry.

- *Executive Debate With:*
  - *Tim Albertsen, CEO Ayyvens*
  - *Alain Van Groenendael, President and CEO Arval*
  - *Markus Deusing, CEO Alphabet*
  - *Rolando D'Arco, CEO Leasys*
  - *Giacomo Carelli, Chairman Drivalia*
  - *Vinzenz Pflanz, CBO Sixt*
  - *Moderation by Luberto and Steven*

## How to embed AI for disruptive fleet management

In the search for efficiency our fleet and mobility industry is increasingly turning to technology. Suppliers are leveraging AI for analytical and predictive purposes with regard to fleet management automation, electrification and first and last-mile mobility, with customers becoming more adept at consolidating data to support strategic objectives. More than ever the technology sector, with its advancements in AI and automation, is an integral part of our ecosystem. In this session we will look how the digital revolution with AI and automation benefits our ecosystem.

### **14:15 – 14:35 Thought Leadership 4 – GM**

In this Thought Leadership presentation, car manufacturer GM will share how technology advancements support a safer and more sustainable fleet.

- *Presentation by Pere Brugal, Chief Commercial Officer, GM Europe*

### **14:35 - 14:50 Editorial Session: Fleet Forward equals Tech Forward**

In this editorial session we meet with two Chief Executive Officers that have marked the 2024 European fleet year: Ross Jackson, CEO of TraXall International and Corrado Sciolla, the newly appointed CEO of OCTO Group. They will shed light on the importance of data intelligence for successful international fleet operation.

Discussion with:

- *Ross Jackson, CEO, TraXall International*
- *Corrado Sciolla, CEO, OCTO Group*
  - *Moderated by Fleet Europe*

## **14:50 -15:10 Pitch & Debate 2: Data and Digitlisation – How to benefit from a digital fleet**

Data intelligence leveraged by connected technology creates opportunities to improve fleet efficiency and performance, safety and sustainability. But the continuous evolving technology with generative Artificial Intelligence and Machine Learning also creates uncertainty with regard to accuracy, reliability, security in fleet management.

Meet with three industry partners who will pitch their vision on the future benefits connected technology and AI, followed by a fireside Q&A on how to achieve an accident and carbon zero fleet through digitalization.

- *Pitch & Debate With:*
  - *Mathieu Chènebit, CEO & Founder, Echoes*
  - *Richard Campion, Head of Fleet & Mobility, VISA*
  - *Martin Nørgaard Høgh, Vice President Global Sales, Business Development & Marketing, ConnectedCars*

## **15:10 – 15:40 Editorial Session: How AI supports supply chain efficiency and ecosystem collaboration**

- *With:*
  - *Inspiring talk by Neil Cawse, CEO, Geotab*
  - *Followed by Q&A with Fleet Europe*

## **15:40-16:00 Thought Leadership 5 - Ayvens**

In this Thought Leadership presentation, you will hear from Europe's largest multibrand leasing and business mobility company Ayvens.

- *Presentation by Annie Pin, Chief Commercial Officer & John Saffrett, Group Deputy Chief Executive Officer, Ayvens*

## **Securing sustainable first and last mile mobility**

## **16:00 – 16:20 Pitch & Debate 3: Last-Mile Logistics & Mobility – The smartest urban city transport**

The delivery of goods and the mobility by people in our increased urbanized society is confronted with a regulation that asks for an emission-free, safe and citizen friendly transportation. But the solutions and product offering is not always sufficient and efficient.

Meet with three industry partners with who will pitch their innovative vision on first and last mile logistics and mobility, followed by a fireside Q&A on how to achieve a safe, sustainable and seamless urban city transportation.

- *With:*
  - *Carlos Lahoz, Vice President Sales & Ownership Experience, KIA Europe*
  - *B-ON*
  - *Targa Telematics*

### **Fleet Europe Awards 2024: Discover the nominees and their best practices**

Learn from the best and benchmark your fleet strategy. Fleet Europe celebrates the achievements of the corporate fleet managers and our industry with the organization of the Fleet Europe Awards. In this session, you get a glimpse of this year's best practices in six categories for corporate fleet managers, one dedicated award for fleet suppliers and one career award:

#### **16:20-16:45 Fireside chat with Fleet Europe Award winners 2023**

- *With:*
  - *Guillaume Pin, Ecolab*
  - *Emin Guluyev, Vodafone*
  - *Marcella Berta Mauri, HP Inc*
  - *Steffen Krautwasser, SAP*
  - *Saban Tekedereli, Securitas*

#### **16:45-17:15 Fleet Europe Awards' finalists 2024**

Introduction Fleet Europe Award categories and candidates 2024.

- *With Award finalists 2024*

#### **17:15 Closing Remarks Fleet Europe Conferences 2024**

- *By Steven Schoefs, Head of Strategic Relations, and Luberto Van Buiten, Head of Content, Fleet Europe*