



**- VEHICLE —  
ELECTRIFICATION  
— EXPO —**

**29th & 30th June 2022**  
NEC, Birmingham, UK

# SHOW GUIDE

The UK's Advanced  
Technology & Innovation Show

**INSIDE:** Show App, Floorplan & Exhibitor List, Conference  
Agenda, Exhibitor Spotlight, Visitor Information and More!

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# CONFERENCE OVERVIEW



— VEHICLE —  
**ELECTRIFICATION**  
— EXPO —

Each of our four co-located expos feature a dedicated stage of content focused on high-value manufacturing industries and their applications. These sectors together represent billions of pounds worth of opportunity and market growth for both UK and international businesses.

Battery Cells & Systems Expo and Vehicle Electrification Expo conference has one theatre dedicated to battery development, with discussions on everything from cell chemistry and pack design to fast charging, recycling and second life. The second theatre is set to tackle broader electrification and manufacturing strategy such as sustainability, supply chain and skills. Alongside this, the theatre will feature bus/truck electrification and powertrain-focused design and development sessions and include electric motors, powertrain design and power electronics.

The co-located and concurrent The Advanced Materials Show and Ceramics UK conferences' blended programme features two tracks tackling the challenges and opportunities in materials innovation and materials industrialisation respectively. This includes sessions on composites, coatings, lightweighting materials, sustainability and additive manufacturing - with applications and case studies featured in aerospace, automotive, construction and semiconductors amongst others.

All our theatres will provide ample opportunity for interactive panel discussions, Q&A sessions and on stage interviews to allow everyone to have their questions answered and ideas voiced. Attendees can expect to enjoy a lively and constructive discussion at a time when these sectors are booming and look set to grow exponentially in the coming years.



**Olivia Ryan-Hill**  
Conference Director  
Event Partners





# CONFERENCE AGENDA

## DAY 1 - WEDNESDAY 29TH JUNE - MORNING

9.20am - 10.50am

Theatre C

Track 1

**9.20am - 9.45am: Show Opening Introduction and Address**  
Bob Galyen, Founder, **Galyen Energy**

**9.45am: Keynote - Leaders in Conversation: What are the Key Factors for Success on the International Battery Stage and How Will the UK Compete?**

Prof. David Greenwood, CEO, WMG High Value Manufacturing Catapult / Director for Engagement, WMG - University of Warwick (*Chair*)

Bob Galyen, Founder, **Galyen Energy**

Jeff Pratt, Managing Director, **UKBIC**

Francisco Carranza Sierra, Vice President, **Automotive Cells Company**

Prof. Pam Thomas, CEO, **Faraday Institution**

Tony Harper, Challenge Director - Faraday Battery Challenge, **UK Research & Innovation**

11.20am - 12.30pm

Theatre C

Track 1

**Leaders in Conversation: What to Expect from the EVs of Today and Tomorrow?**

Roger Atkins, Founder, **EV Outlook** (*Chair*)

Dr. Stephen Lambert, Chair, **AESIN** / Head of Electrification, **McLaren Applied**

Philippa Oldham, Stakeholder Engagement Director, **Advanced Propulsion Centre**

Dr. Wasim Sarwar, Head of Research & Advanced Engineering, **Rimac Automobili**

Simon Price, Managing Director, **Exawatt**

Download our app to connect with speakers and see the detailed conference sessions



## DAY 1 - WEDNESDAY 29TH JUNE - AFTERNOON

14.00pm - 15.00pm

Theatre C

Track 1

### Solid State Powered Cars in 2024? When and How Will Remaining Barriers be Overcome?

Richard Clark, Global Lead - Energy Storage, **Morgan Advanced Materials** (Chair)  
Dr. Juyeon Park, Principle Research Scientist, **NPL**  
Pirmin Ulmann, Co-founder and CEO, **b-science.net**  
Dr. Eddie Cussen, Reader in Functional Materials, **Sheffield University**

14.00pm - 15.00pm

Theatre D

Track 2

### How Far Can We Futureproof the Transition to Zero Emission Technology for Medium to Heavy Duty Vehicles?

Lawrence Alger, Head of Engineering, **Bristol Superlight Ltd** (Chair)  
Rajshekar Das Gupta, Vice President, Business Development, **Electrovaya**  
Sean Crespin, Head of Strategy and Marketing, **Horiba**  
Russell Gillot, Design Director, **Astheimer Design**

15.30pm - 16.30pm

Theatre C

Track 1

### Which Alternatives to Li-ion are Demonstrating the Most Commercial Promise?

Mark Copley, Associate Professor, **WMG - University of Warwick** (Chair)  
Ashish Rudola, Senior Innovation Scientist, **Faradion**  
Farid Tariq, CTO, **Addionics**  
Dr. Ivana Hasa, Expert in the field of Na-ion technology, **WMG - University of Warwick**

15.30pm - 16.30pm

Theatre D

Track 2

### Meeting the Growing and Diverse Electrification Needs of Urban Fleets

Manos Poulidouis, Director - Electric Powertrain Technology, **Talos Electromobility** (Chair)  
Dr. Mike Bassett, Chief Engineer- Research & Advanced Engineering, **MAHLE Powertrain**  
David Thackray, Marketing Director, **Tevva**

## DAY 2 - THURSDAY 30TH JUNE - MORNING

9.20am - 10.25am

Theatre C

Track 1

### Tackling Second Life, Recycling and the Circular Economy

Richard Taylor, Founding Director, **Green Lithium**  
Egor Prokhorov, Senior Analyst - EV Raw Materials, **Wood Mackenzie**  
Robin Foster, Technical Specialist, Battery Technology Solution Lead, **HSSMI**  
Dr. Michelle Lynch, Director, **Enabled Future**

9.20am - 10.25am

Theatre D

Track 2

### Developing the Skills and Investment Needed to Produce Competitive EV and Battery Technology

Louise Scott, Automotive Transformation Lead, **Department for Business, Energy and Industrial Strategy (Chair)**  
Martin Wood, Supply Chain Specialist, **Department for International Trade**  
Lauren Pamma, Programme Director, **Green Finance Institute**  
Nile Henry, Founder, **Blair Project**  
Stephen Gifford, Chief Economist, **Faraday Institution**

10.30am - 11.35am

Theatre C

Track 1

### Can Digital Tools Safely Increase the Speed and Reduce the Cost of Battery Development and Testing?

Dr. Peter Miller, Chief Engineer - Batteries, **UTAC (Chair)**  
Eylül Calozzo, Project Engineer - Energy Storage Systems & Cell Testing, **Aston Martin Lagonda**  
Dr. Gareth Hinds, Fellow & Science Area Leader - Electrochemistry Group, **NPL**  
Stephen Channon, Chief Business Consultant, **National Instruments (NI)**

10.30am - 11.35am

Theatre D

Track 2

### Are We Doing Enough to Harness Cutting Edge Electric Design Technology?

Paul Tillett, Head of Special Projects, **AMTE Power**  
Angus Lyon, Director, **Rockfort Engineering** / Head of Powertrain, **Mahindra Formula E**  
Dr. Cristiana Pace, Founder and CEO, **Enovation Consulting** / Ambassador, Silverstone Technology Cluster

## DAY 2 - THURSDAY 30TH JUNE - AFTERNOON

12.00pm - 13.00pm

Theatre C

Track 1

### Going Further and Faster in Battery Innovation with New Regulatory Frameworks

Jacqui Murray, Deputy Challenge Director - Faraday Battery Challenge, **Innovate UK (Chair)**  
Dr Jyoti Ahuja, Faraday Research Fellow and Visiting Lecturer, **Birmingham Law School, University of Birmingham**  
Ben Lincoln, Partner and Patent Attorney, **Potter Clarkson**



12.00pm - 13.00pm

Theatre D

Track 2

### Improving EV Performance and Efficiency with Power Electronics

Ivan Wilson, Director, **Embed UK** (Chair)

Dr. Stephen Lambert, Chair, **AESIN** / Head of Electrification, **McLaren Applied**  
Volker Pickert, Professor of Power Electronics, **Newcastle University**

14.00pm - 15.00pm

Theatre C

Track 1

### Can We Achieve Ultra Fast Charging and Optimal Performance Conditions Using Better Thermal Management?

Dr. Jacqueline Edge, Faraday Institution Project Leader for Multiscale Modelling, **Imperial College London** (Chair)

Yu Merla, Principal Engineer - Advanced Battery Projects, **Williams Advanced Engineering**

Guillaume Gerbaut, Technical Sales Manager, Low Voltage Business Line, **VonRoll**

Dr. Winfried Koch, Managing Director, **CSM**

Philip Johnston, CEO, **TrackWise**

14.00pm - 15.00pm

Theatre D

Track 2

### Will We See One Type of E-Motor Architecture Dominate?

David Hudson, Head of EVs, **ePropelled** (Chair)

Dr. Dragica Kostic Perovic, Chief Engineer - Power Electronics, Machines & Drives, **Ricardo**

Mike Woodcock, Chief Commercial Officer, **Advanced Electric Machines**

Dr. David Simkin, Principal Engineer, **The University of Warwick**

Murray Edington, Head of Electrified Powertrain, **Drive System Design**

15.10pm - 16.15pm

Theatre C

Track 1

### Will Batteries Inevitably Get Bigger?

Danson Michael Joseph, Managing Director, **Danecca** (Chair)

Simon Price, Managing Director, **Exawatt**

Dr. Thomas Heenan, CEO, **Gaussion**

Anna Wise, Head of Strategic Programmes, **Nyobolt**

Josey Wardle, Innovation Lead for V2G and EV Charging, **Innovate UK**

Mustafa Yusein, Principal Engineer - Batteries, **Ricardo**

15.10pm - 16.15pm

Theatre D

Track 2

### Advancing Powertrain Innovation: Turnkey Solutions or Purpose Built Architecture?

Alex Tylee Birdsell, Managing Director, **Tylee Consulting** (Chair)

Roger Moorhouse, Powertrain R&D Manager, **Rimac Automobili**

Andrew Cross, CTO, **Integral Powertrain**

Rob Parkinson, Global Technical Expert, Transmission and Driveline Systems, **Ricardo**