

# WORKSHOP

## SIMULATION: “DRIVING THE CONVERGENCE TO ELECTRIFICATION, AN AUTOMOTIVE PERSPECTIVE”



This workshop will be examining the critical role of simulation and the essential steps and processes vital to full implementation of a “Virtual Product Development Process” as well as current challenges to the ongoing electrification of automotive vehicles with specific focus on of E-Motors and EV Batteries.

8:30-12:30 AM

JUNE 6-7-8, 2023

# WORKSHOP

## SIMULATION: “DRIVING THE CONVERGENCE TO ELECTRIFICATION, AN AUTOMOTIVE PERSPECTIVE”

The automotive industry is going through the most disruptive times in recent history with not only the transformation of its propulsion system but also, at the same time, the implementation of autonomous and connectivity technologies.

Innovation in technology is a crucial part of the industry's transformation, requiring a faster pace of introduction than ever before for companies to stay competitive. Consequently, development times need drastic reductions to keep up with new market product introductions. Because of this, numerical simulation (in lieu of physical testing) is being adapted as a main catalyst for delivering innovative technologies and products to the market at much faster speeds and with unbeatable cost-value efficiencies.

Companies across the industry, are establishing smart product development processes consisting of moving from a physical test development process to a virtual design and development process.

This workshop will be examining the critical role of simulation and the essential steps and processes vital to full implementation of a “Virtual Product Development Process” as well as current challenges to the ongoing electrification of automotive vehicles with specific focus on of E-Motors and EV Batteries.

The registration is open from May, 17 to 30

8:30-12:30 AM

JUNE 6-7-8, 2023



**Scuola IaD**  
Università degli Studi di Roma Tor Vergata