



## Partnership

### The Paris Motor Show 2024 announces a series of twelve conferences on the Future of the Automobile for its 90th edition

A cycle built in partnership with Google and BCG,  
to be discovered on 15 and 16 October in Hall 4, Espace BtoB

*24 September 2024 (Paris) - Le Mondial de l'Auto Paris 2024 will be back from 14 to 20 October at Paris Porte de Versailles and today announced its series of 12 conferences, in partnership with Google and The Boston Consulting Group (BCG). This partnership is part of the Mondial's commitment to offering a programme of conferences on the future of the automobile with these two major players in the technological and strategic transformation of the sector.*

#### **A partnership around the 'Future of the Automobile'**

Le Mondial de l'Auto Paris 2024 is joining forces with Google and BCG for a unique series of conferences on the future of the automobile. Google, a pioneer in technology, connected services and the cloud, and BCG, an expert in strategy consulting, will be contributing to the content and discussions on the challenges facing the automotive industry in the future.

The automotive industry and its entire value chain are undergoing profound change. Tech, AI and digitalization are reshaping the sector, from design to industrialization. The emergence of software-defined vehicles is reshuffling the industrial deck. At the same time, electric vehicles are bringing new challenges to an expanded ecosystem, and the customer experience and journey are also being redefined by these emerging technologies. So what does the future hold for the automotive industry?



Through this unique series of conferences, the Paris Motor Show 2024 aims to offer visitors a platform for reflection and debate on the future of the automobile through the major technological transformations underway.

**A rich program to be found on October 15 and 16 at Paris Porte de Versailles**

The programme is aimed primarily at decision-makers in the automotive sector, and includes a series of 12 conferences, each 30 to 45 minutes long, open to all ticketed visitors, with a special focus on decision-makers in the automotive sector, and grouped into 3 highlights:

- Tuesday 15 October (2.30pm - 6pm)  
*How is tech shaping the automotive landscape of tomorrow?*
- Wednesday 16 October (10am - 1pm)  
*How will electric vehicles become widespread by 2030 in France and elsewhere?*

- Wednesday 16 October (14:30 - 18:00)  
*Customer journey - What kind of customer relationship in tomorrow's automotive world?*

Google will be taking part in three conferences, alongside manufacturers, equipment suppliers and distributors.

- Industry of the future: how is AI transforming manufacturing and the automotive supply chain? With Steve BASRA, Automotive Solutions Director, Google Cloud
- From infotainment to the advent of connected automotive ecosystems. With Jørgen Behrens, Vice President and General Manager Automotive, Google Maps
- Rethinking the automotive customer journey in the age of AI. With Charles-Antoine Duron, Automotive Director, Google Ads

BCG will be unveiling an exclusive study on the demand for electric vehicles in Europe and will be taking part in three conferences on the following topics:

- What strategy should we adopt to establish software leadership in the automotive sector? With Romane Roch, Associate Director at BCG
- How can we make the transition to low-cost electric mobility? With Mikaël Le Mouëllic, Associate Director at BCG
- What does the future hold for automotive distribution? With Nicolas Manuelli, Associate Director at BCG

More than 40 high-level speakers will be present, including manufacturers, equipment suppliers, energy suppliers, as well as players in the financing and distribution sectors. The conference programme can be found [here](#), on the Mondial.paris website.

Paris Motor Show 2024, key information:

- Opening date: 14 October 2024
- Venue: Paris Expo Porte de Versailles
- Press accreditation: <https://mondial.paris/espace-presse/accreditation-presse>
- Conference cycle registration: As places are limited, priority access will be possible upon registration via the website's programming page

To follow all the news from the Paris Motor Show 2024, visit the digital platform <https://mondial.paris/>

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**About BCG**

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Our teams bring in-depth industry and functional expertise to our clients. BCG offers solutions based on high-level consulting, design, the deployment of new technologies and the creation of digital businesses - always respecting the raison d'être of companies. We work with our clients using a unique collaborative model, at all levels of the organisation.

**About the Paris Motor Show 2024**

The Mondial de l'Auto Paris 2024 is one of the world's leading motor shows in terms of attendance and longevity. The event was created in France in 1898 by automotive pioneers and takes place every two years. Supported by the automotive industry, the Mondial de l'Auto is the showcase for an industry at the forefront of innovations that are shaping the central role that the automobile will play in the mobility of the future. Since 2019, the PFA and Hopscotch have been working together to organise the event.

<https://mondial.paris/>

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