Safe, fast, innovative: Why the future of vehicle software is open

SDV Event: Thursday 11.09.2025 ICM, Saal 13b

VDA | Verband der Automobilindustrie

13:00   **Welcome and opening**
              Moderator: Hannah Boomgaarden, Open innovation Manager at Plug and Play & STARTUP AUTOBAHN

13:05   **MoU on joint software development based on open source:**
              Dr. Marcus Bollig (VDA), Steve Marvin (PFA)
13:15   Welcome messages

13:20   **Insights from OEMs, suppliers, and the Eclipse Foundation on open-source development**
13:20   M. Östberg (CSO Mercedes-Benz): "Right time and right purpose: Why Mercedes-Benz steps ahead in Open Source"
13:35   H. Bzeih (CSO Ampere): „Open source in Renault/Ampere"
13:50   M. Plagge (VP Eclipse Foundation"): „Open source in Eclipse"
14:05   T. Irawan (CEO ETAS): „The open core approach"

14:20   **Panel discussion „Benefits of collaboration in open source software"**
              H. Bzeih (Ampere), C. Salzmann (BMW), M. Plagge (Eclipse), T. Irawan (ETAS), M. Östberg (Mercedes)
              Moderation: Dr. Marcus Bollig (VDA)

14:50   Q&A

15:00   Networking