

Shanghai September Automotive Roundtable, September 6

- Quality Management in the Digital Era-

“It feels as if two concepts collide – Quality Management in the Digital Era. Especially for well-established and quintessential manufacturers – particularly in the automotive industry, Quality Management has been a well-groomed discipline for as long as we can remember. As such, the question may arise quickly – why change a working system? What is digitalization able to improve that is already near perfection? Why and should something that has worked well over 30-40 years be likely improved by something that has only arisen in the past 5-10? Isn’t digitalization something better suited for Marketing?”

The first Automotive Roundtable in Shanghai in 2018 was successfully held in Shanghai Slim on September 6. Around 50 industry professionals attended this event and exchanged the ideas about Quality management development and the future.



Mr. Roger Looney, VP of Vehicle Engineering - Vehicle Systems Development, including Electric Drive train & Autonomous Driving, Qoros delivered a speech on “Quality Management in the Digital Era”. He firstly gave the overview of Quality Department and its four categories:

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Beijing German-Inspired Events Services Co. Ltd.

Unit 1701-38, Hyundai Motor Tower 17th F, Xiaoyun Road No. 38, Chaoyang District, Beijing
100027

Tel: +86 10 6410 8459

Email: info@g-i-events.com

product quality, operation quality, customer quality and supplier quality. Besides that, he also made a comparison between the supplier quality from production quality, product line and warehouse quality, check etc., to customer quality which indicated perceived quality, to strengthen the importance of the integration for engineering and design. Roger pointed out that methods of tracking product quality don't change much but that new tools and Perceived quality 3DCS i.e. using Wechat groups to answer customers questions to find out what's really wrong are gaining importance. Finally, he gave an outlook and predicted there will be rapid changes in 5-10 years by AI which got the data from machine learning and let the machine to work on its own way.



Mr. Wilber Zhuang, General Manager, msg systems (Shanghai) Co., Ltd. presented on **“Prediction in Quality Management”**. Wilber introduced his company, core business, clients and developing history in the Chinese market. He defined quality as an expectation on product/service and Quality Management is to ensure product/service are produced correctly to keep

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constant expectation of 'Quality'. Further on, Wilber explained the quality management clusters and the possibility of AI and its feature of machine learning to generate patterns for early warning and prediction based on big data to let the system automatically correct.

He emphasized that Data quality and consistency is the key factor in Machine Learning.



Mrs. Beatrix C. Frisch, General Manager and Mr. Johannes Rammensee, Head of Production, Mackevision China held the speech together on **“DIGITAL TWIN in digital content production – A change of overall premises?”**.

Firstly, the both made a general definition of the digital twin which is “a virtual model of a process, product or service” based on reliable data sets allowing for modification. Then the implementation of digital twin is starting at best in design process and continuously updated throughout the life circle. Based on that, Beatrix and Johannes explained Mackevision’s single source publishing principle to add more value, data quality and structure as key components starting with a complete set of product data and other relevant information. They afterwards shared a case study “Shared studio VR process for parts” and shared the vision on customization of product or service and more thought and considerations on digital twin. Finally, they talked about Mackevision Cgi PIPELINE based on a DIGITAL TWIN Sophisticated process for scalable and flexible image creation over plc.

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***Panel Discussion Speakers from the left to the right:
Mr. Wilber Zhuang, General Manager, msg systems (Shanghai) Co., Ltd.
Mr. DG Gao, Managing Director, Formel D
Mr. Winfried Dietz, CEO & Founder, DIETZ CONSULTANTS
Mr. Roger Looney, VP of Vehicle Engineering, Qoros
Mr. Johannes Rammensee, Head of Production, Mackevision China
Mrs. Beatrix C. Frisch, General Manager, Mackevision China
Mr. James Irwin, Managing Director, Accenture Greater China***



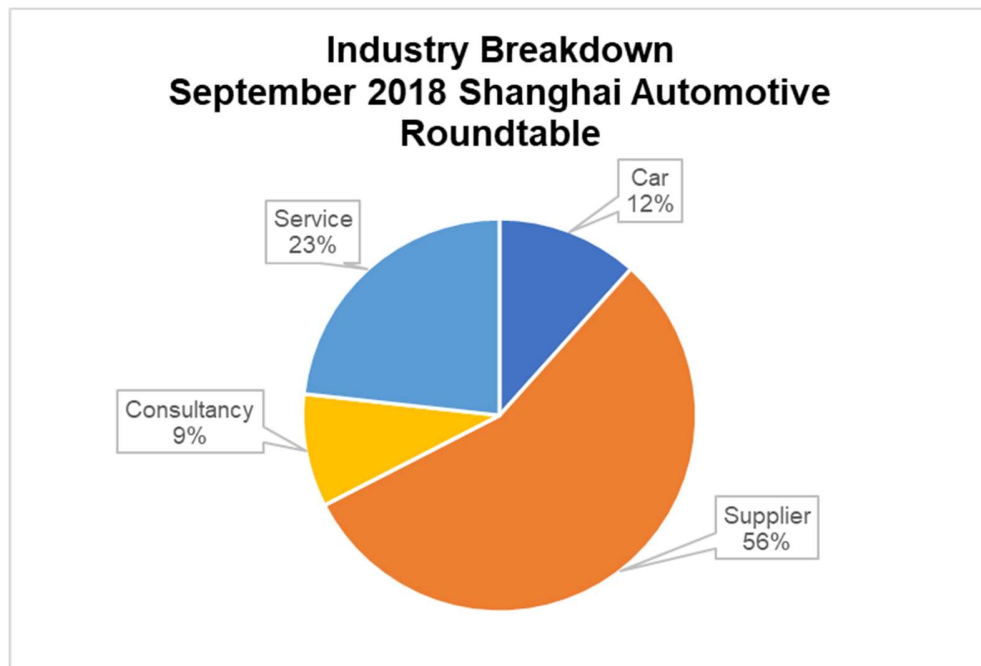
Mr. James Irwin, Managing Director, Accenture Greater China hosted the event and discussed several interesting points, during the panel discussion, incl.

- Henry Ford introduced mass production which revolutionized manufacturing. Will digital revolutionize manufacturing—perhaps going from mass production to customized production?
- Connected devices and platforms are a persistent driving force for change in sales and marketing. How about their impact on manufacturing?
- Can we expect better products with fewer defects due to digitalization? So how exactly does digital impact QA?
- By leveraging big data and machine learning, can we expect cheaper products (less labour, less wasted material) and a positive environmental impact?
- How is digital affecting the automation of manufacturing? Will the digital transformation in manufacturing eliminate the need for humans?



The attendees enjoyed the fruitful discussion and the networking.

Industry Breakdown:



Companies Incl.:

Accenture
Bosch Investment (China)
Carl Zeiss (Shanghai) Co., Ltd
Chery
Detroit Electric
DIETZ CONSULTANTS

EDAG Engineering & Design (Shanghai) Co., Ltd.
Egelhof
FERSA GROUP
Formel D
Harman
Huber + Suhner
International Business Consultants, Co. Ltd.
K&S Quality Solutions
Mackevision China
mediaman
msg systems (Shanghai) Co., Ltd.
Pixida
Qoros
SAIC GM
SGS
Shanghai Key Automotive Plastic Component
Shanghai Transzend Technology Co., Ltd.
Strategic Technology Consultants
The FutureMax Institute
The People At Work
TÜV Rheinland (Shanghai) Co., Ltd.
Volkswagen (China) Investment Co., Ltd.
Weiss-Voetsch Environmental Testing Instruments (Taicang) Co. Ltd.