

Innovation 09/05/2019

# Design, E-Performance, Connectivity and Digital Business: Porsche at TNW 2019

After three stunning days at re:publica 2019, we're in Amsterdam, the capital of the Netherlands, one of the hottest technology and startup hubs in Europe—and of course a city that has innovation in its roots.



Besides a huge Ferris wheel for startup-pitches and some surprises, we will bring two of our great partners with us — app developer Chargetrip and tech startup Cobalt Industries — as well as a schedule full of talks on Design, E-Performance, Connectivity and Digital Business. As we said in our last blogpost, we're inviting you to come by our booth, have a chat with us and go for a spin in the Ferris wheel!

All talks are held at the MicroStage in the lower container of the Porsche hub. They start on the hour and last 15–20 minutes. Here's our complete schedule for the next two days:

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THURSDAY, 09.05.2019

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10:00 | DESIGN: Think before screens

Where are we going in UX design? Firsthand insights and experience from Porsche Style, our design studio.  
Kersten Stahl, Porsche

11:30 | SPRINT: Balancing the two-speed world

What are the biggest challenges for digital products in an automotive company? Live stream of Fireside chat.  
Stefan Zerweck, Porsche Digital and Katia Moskvitch, Wired UK

13:00 | E-PERFORMANCE: Soul electrified

How can you keep an emotional experience while moving into the e-mobility space?  
Andreas Becker, Porsche

14:00 | CONNECTIVITY: NextGen Navigation

Navigation is an odd topic. Is it really? Get more insights, what innovations are still possible in the navigation space and how Porsche collaborates with startups.

Gideon van Dijk, Chargetrip, Jan Feiling, Porsche & Institute for System Theory and Automatic Control and Markus Knopp, Porsche

15:00 | DIGITAL BUSINESS: Developing Porsche Next

Porsche is entering e-commerce applications and is adapting its digital product development. Get first-hand insights and future visions of Porsche colleagues.

Virginia Pinnisi, Dennis Knecht, Stefan Berberich, and Philipp Schubert, Porsche

16:00 | NEXT VISIONS: Now we're talking

What happens if startups and corporations are joining forces to look into the future? Challenges and insights.

RJ Cobalt, Cobalt Industries, Pieter Waller, Chargetrip and Christian Knörle, Porsche

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FRIDAY, 10.05.2019

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Kersten Stahl, Porsche

11:00 | E-PERFORMANCE: Soul Electrified

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Balancing the two-speed world, NextGen Navigation - and much more. We're looking forward to meet you today during [#TNW2019](#) at our booth or on stage to discuss your [#nextvisions](#). Check the complete schedule here: <https://t.co/PVWLxTDeDF>  
[pic.twitter.com/BNCho5H4es](https://t.co/PVWLxTDeDF)

—Porsche Digital (@porschedigital) [9. Mai 2019](#)

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