

Innovative Seating Conference 2020

BRING INNOVATION TO YOUR SEAT TECHNOLOGY AND BE PREPARED FOR THE NEXT GENERATION

*Running from 17 – 20 February 2020 in Cologne (Germany), the 20th International Conference Innovative Seating will showcase solutions to develop high quality **automotive seating** for **sustainable development** and **autonomous vehicles**, focusing on **enhanced comfort** and **drivers' health**. Automotive seating innovators will come together to exchange knowledge, ideas and real-world strategies for the most comfortable seating and the innovative cabins.*

Car interior design is crucial to achieve the best customer experience. How can autonomous driving and connectivity impact car interior design? Which materials can meet the goals of sustainable development and reduced emissions? How to reduce the detrimental effects of prolonged seating on human health? What are the newest technologies allowing increased seat safety?

These questions will be discussed at the 15th edition of Innovative Seating Conference 2020. With the agenda focused on the latest research results, direct discussions with the leading experts, interactive workshops and the insight from OEMs, you will be able to get fully updated on the latest developments and trends in the automotive seating in just two days. Thanks to various social events such as networking luncheons, evening get-together and speed networking opportunities, you can meet peers working exactly in the area of your interest.

The leading industry experts will deliver presentations on the following topics:

- Health monitoring disruption
- Rear seat belts safety and CAD verification
- Analysing passenger experience in detail to improve seat design
- Fabric design & development challenges for future mobility interiors
- Seat effect on posture
and many more!

Participate in interactive workshops, expert lectures and round tables with leading industry experts to learn more about the newest smart fabrics, innovative solutions for autonomous vehicles cabins, improving passenger comfort, monitoring driver health, seat belt safety and more.

This expert forum will bring together the automotive industry including **PSA Group, Aston Martin, Volvo Trucks, FCA, SEAT, Ford, Opel-Vauxhall, and more.**

For more information and details concerning speakers and presentations visit:

<http://bit.ly/2C4jcpD>

About IQPC: IQPC provides business executives around the world with tailored practical conferences, large scale events, topical seminars and in-house training programs, keeping them up-to-date with industry trends, technological developments and the regulatory landscape. IQPC's large scale conferences are market leading "must attend" events for their respective industries. IQPC produces more than 1,500 events annually around the world, and continues to grow. Founded in 1973, IQPC now has offices in major cities across six continents including: Berlin, Dubai, London, New York, Sao Paulo, Singapore, Stockholm, and Sydney. IQPC leverages a global research base of best practices to produce an unrivalled portfolio of conferences.