

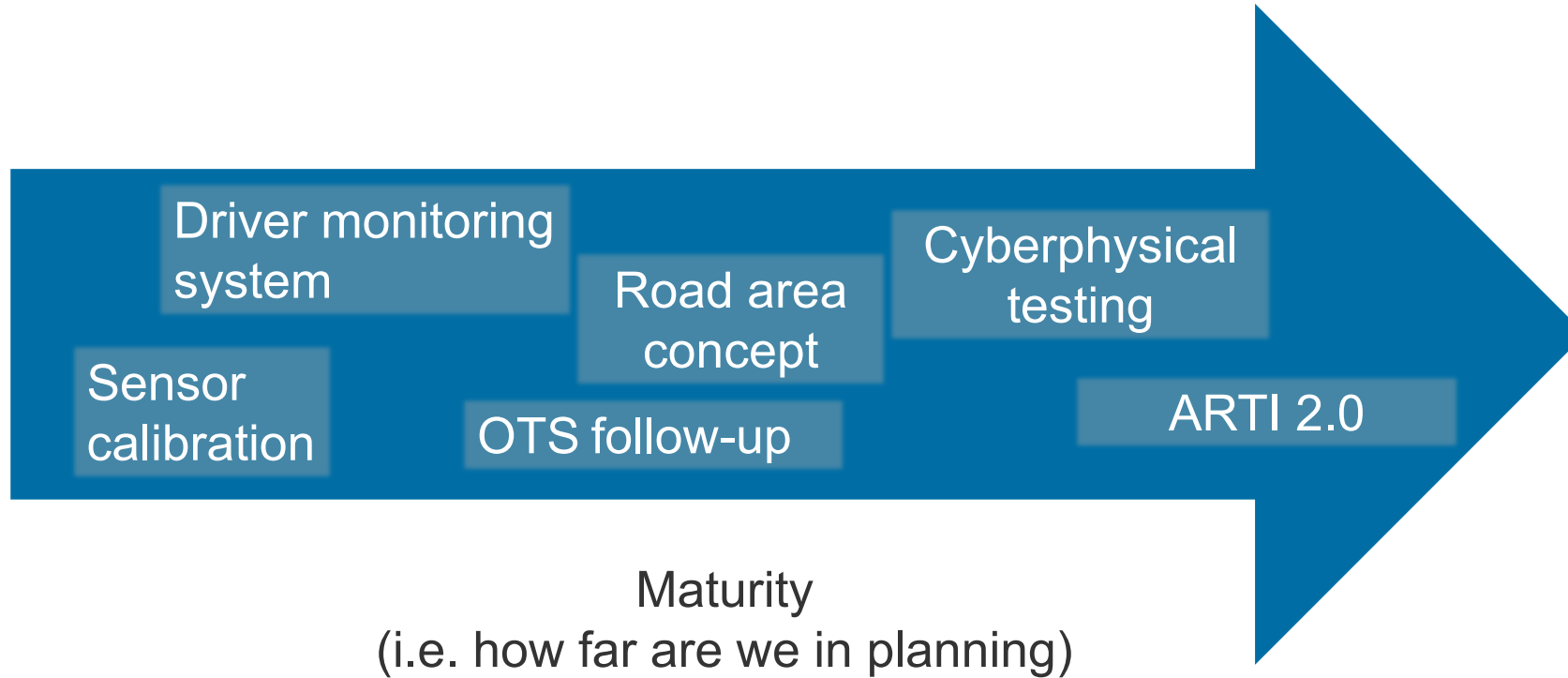
# From idea to reality: Current ideation topics at ASAM



# Mission

“Our international community of experts creates and establishes standards. ASAM standards enable interoperability and seamless exchange of information across toolchains in the mobility industry. **The ASAM organization drives initiatives from ideation to release** with well-proven, efficient processes and expertise. Collaboration and networking across the entire ecosystem ensure that ASAM’s standards are well-established. “

## Upcoming activities at ASAM...



## 2024 and beyond

- Maintain ASAM's strength in existing domains
- Establish a position in SDV
- Monitor the industry development
- Streamline ASAM's IT infrastructure
- Grow team knowledge and expertise
- Business development USA & China

Overall: Make sure we are there for your needs