

ASAM Regional Meeting Japan 2024

ASAM News

Marius Dupuis

Chief Executive Officer, ASAM e.V.

Jun 25th, 2024

Tokyo, JP



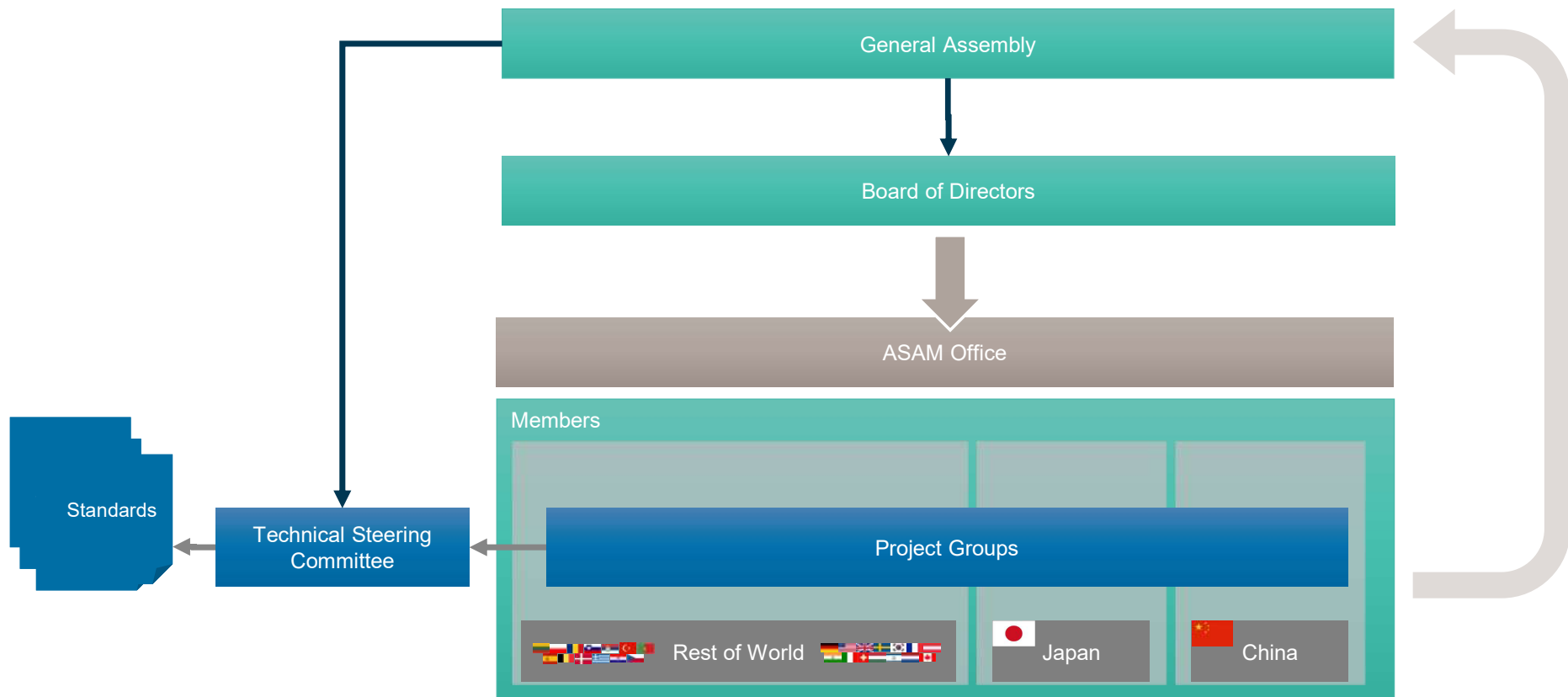
Association for Standardization of
Automation and Measuring Systems

ASAM Organization

Strong. Together.

ASAM Organization

Shared Responsibilities – Combined Forces



ASAM Board of directors 2023-2025

Leading the association

Armin Rupalla

- **Speaker of BoD**
- Office / HR
- China



Prof. Dr. Frank Köster

- AI Safety and Security
- Membership (OEMs, Tier-1s)
- Liaison (VDA)
- Services
- Office / HR
- USA / Italy / Europe



Dr. Ralf Nörenberg

- **TSC representative**
- Telematics
- Ideation
- Korea / Japan / China



Dr. Andras Kemeny

- **Deputy TSC representative**
- Simulation
- Services / partnerships for validating implementations
- Scenario databases and associated partnerships
- Ideation
- USA / France / Europe



Dr. René Großpietsch

- Liaison
- Research projects
- Simulation – big picture
- Japan / Korea



ASAM Technical Steering Committee – Term 2024 - 2026

Leading the standardization



ASAM Office 2024

The ASAM team “at your disposal” – at any time



Marius Dupuis
CEO
marius.dupuis@asam.net



Magdalena Weintritt
Management Assistant
magdalena.weintritt@asam.net



Kathrin Wulff
Management Assistant
kathrin.wulff@asam.net



Dorothee Bassermann
Marketing Manager
dorothee.bassermann@asam.net



Ben Engel
CTO
benjamin.engel@asam.net



Bernd Wenzel
Senior Technical Consultant
bernd.wenzel@asam.net



Matthäus Lang
Technology Manager
matthaeus.lang@asam.net



Ahmed Sadek
Technology Manager
ahmed.sadek@asam.net



Diego Sánchez Lázaro
Technology Manager
diego.sanchez@asam.net



Yash Shah
Technology Manager
yash.shah@asam.net



Thomas Matthes
Software Developer
thomas.matthes@asam.net



Jordi Martopawiro
System Administrator
jordi.martopawiro@asam.net

ASAM Japan G.K.



Yoshiaki Shoi
Representative in Japan
yoshiaki.shoi@asam.net

USA



Strategist North America

Membership status

ASAM members

Global Impact

2023

401

Members
active

Jan 01

6

Honorary
members

+1

-1

+42

New members

-17

Terminations

-21

Write-offs

Dec 31

2024

405

Members
active

Jan 01

6

Honorary
members

+13

New Member

424

Members
total

Jun 06

-22

Terminations

New ASAM members in 2023

Since Jan 2023, 42 new organizations joined ASAM (+1 honorary member and +1 rebranded member)

NORTH AMERICA



CHINA



JAPAN



EUROPE



REST OF WORLD



Status: Dec 07, 2023

New ASAM members in 2024

Since Jan 2024, 13 new organizations joined ASAM

NORTH AMERICA

Qualcomm



CHINA

Vehinfo



南金研

excelfore
发慧福

ASTRI

Hong Kong Applied Science and
Technology Research Institute
香港應用科技研究院

EUROPE

FORVIA



TRITEM

KLARIC
Industrial Research for Manufacturing 4.0+ Partners

roboGaze

TECHNISCHE
HOCHSCHULE
DEGGENDORF

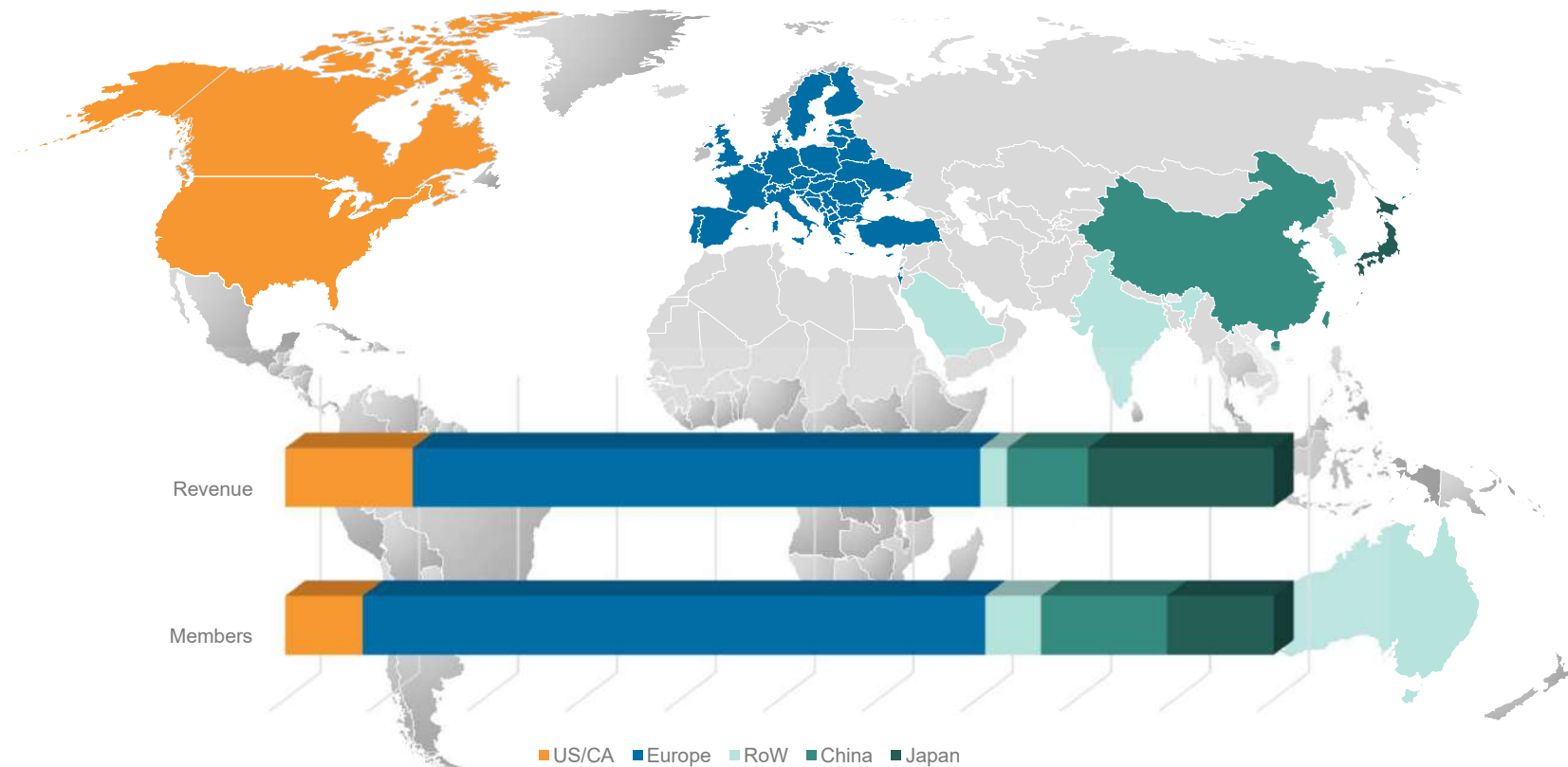
Teaching and
Research in
Mechanics and
Machine Production

RWTH AACHEN
UNIVERSITY

Status: Dec 07, 2023

ASAM – a truly international association

Global distributions of members and revenue for 2024 (as of Feb 06th, 2024)





ASAM in the regions

Japan: In mid 2024, there are 44 members in the region.

OEMs



Tier-1 Suppliers



Tool Vendors / Service Providers



Academia

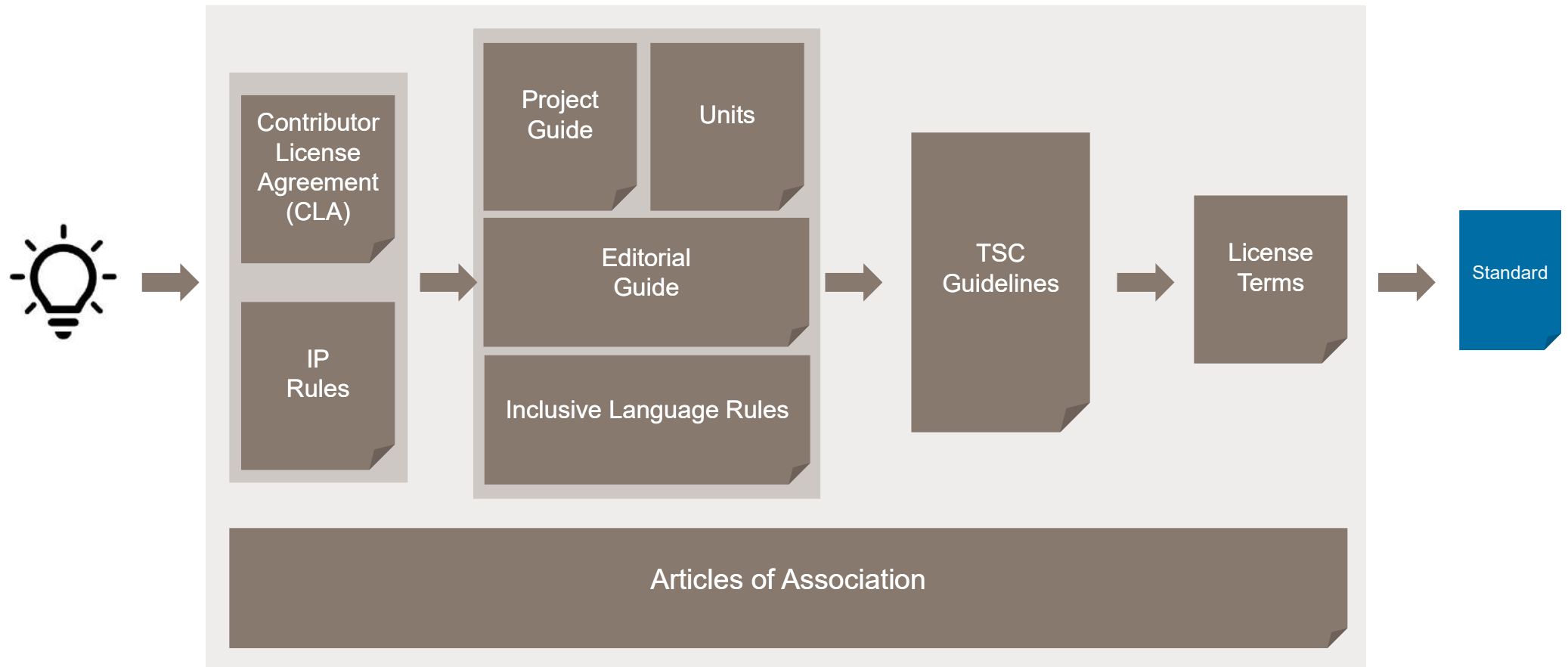


ASAM organization

Next steps

ASAM Regulations

Updating the framework along the workflow

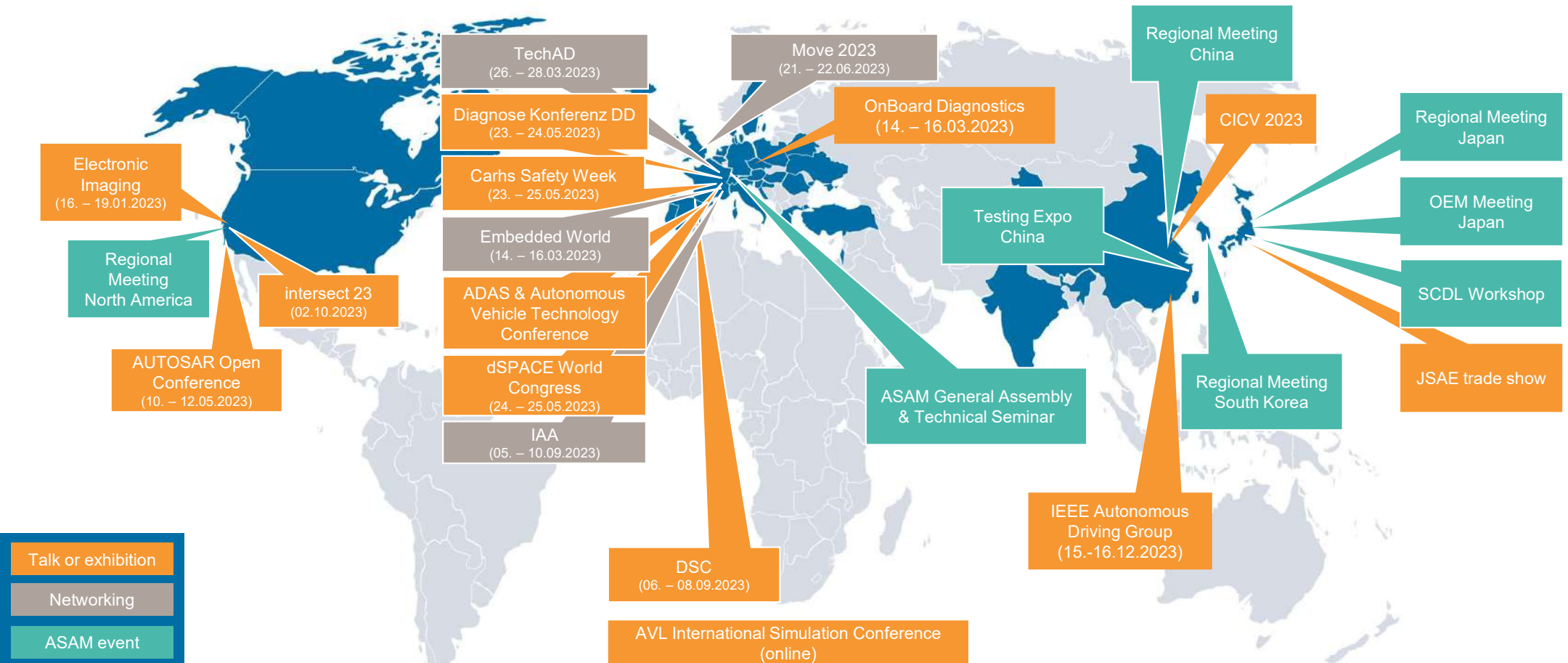


ASAM around the globe

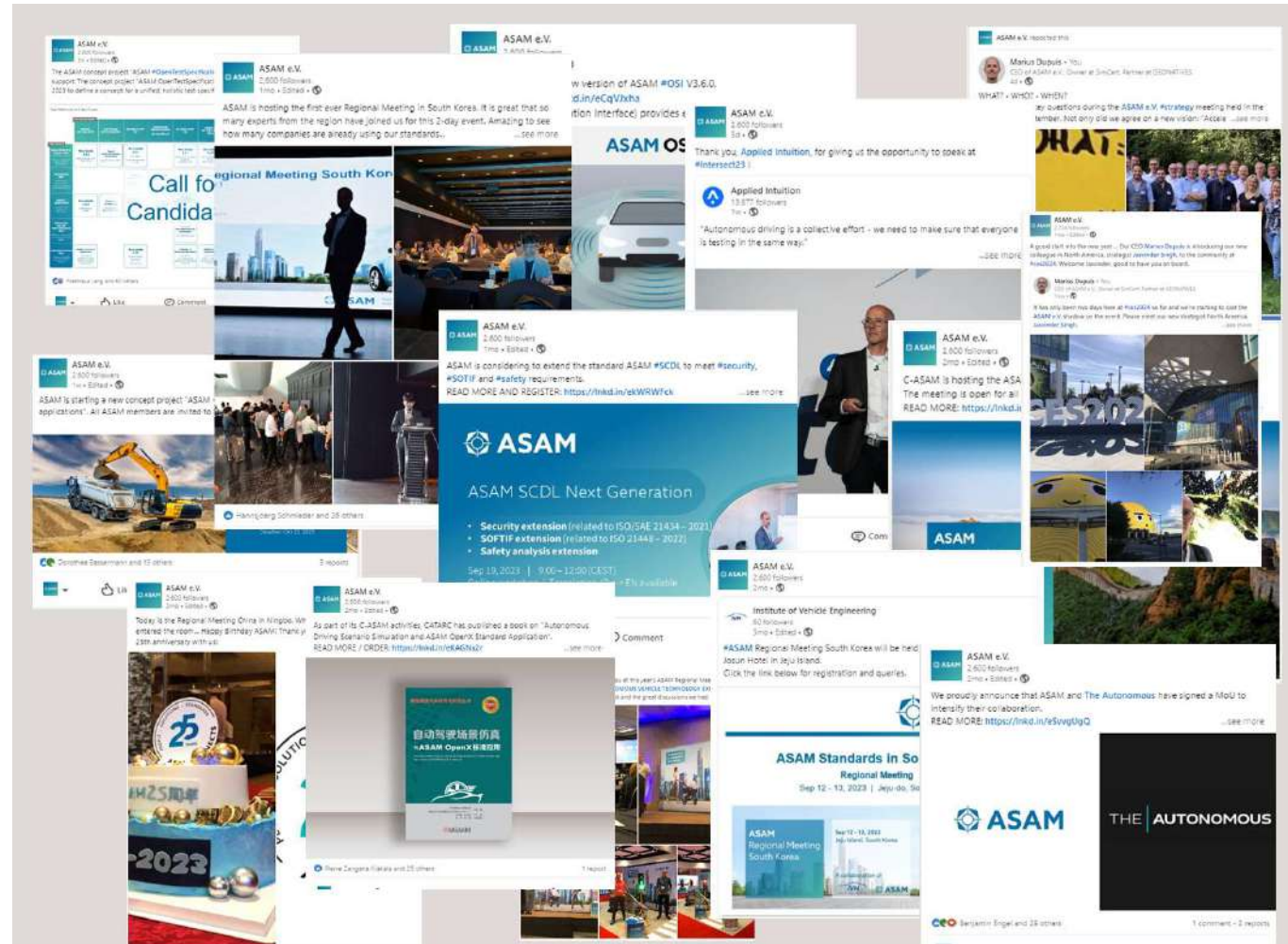
Impressions

What did we do in 2023?

Lobbying for ASAM and its standards worldwide in 2023

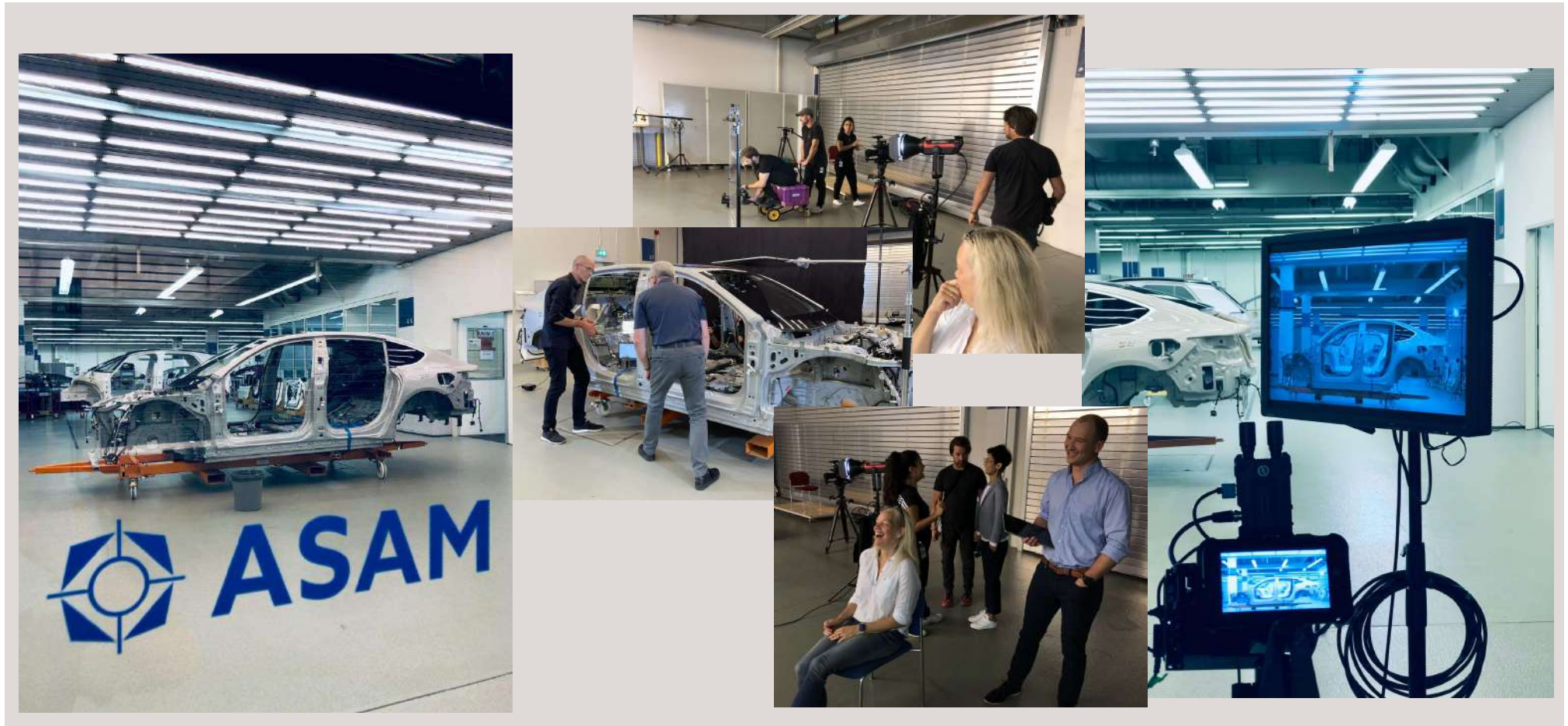


Journals & Social Media



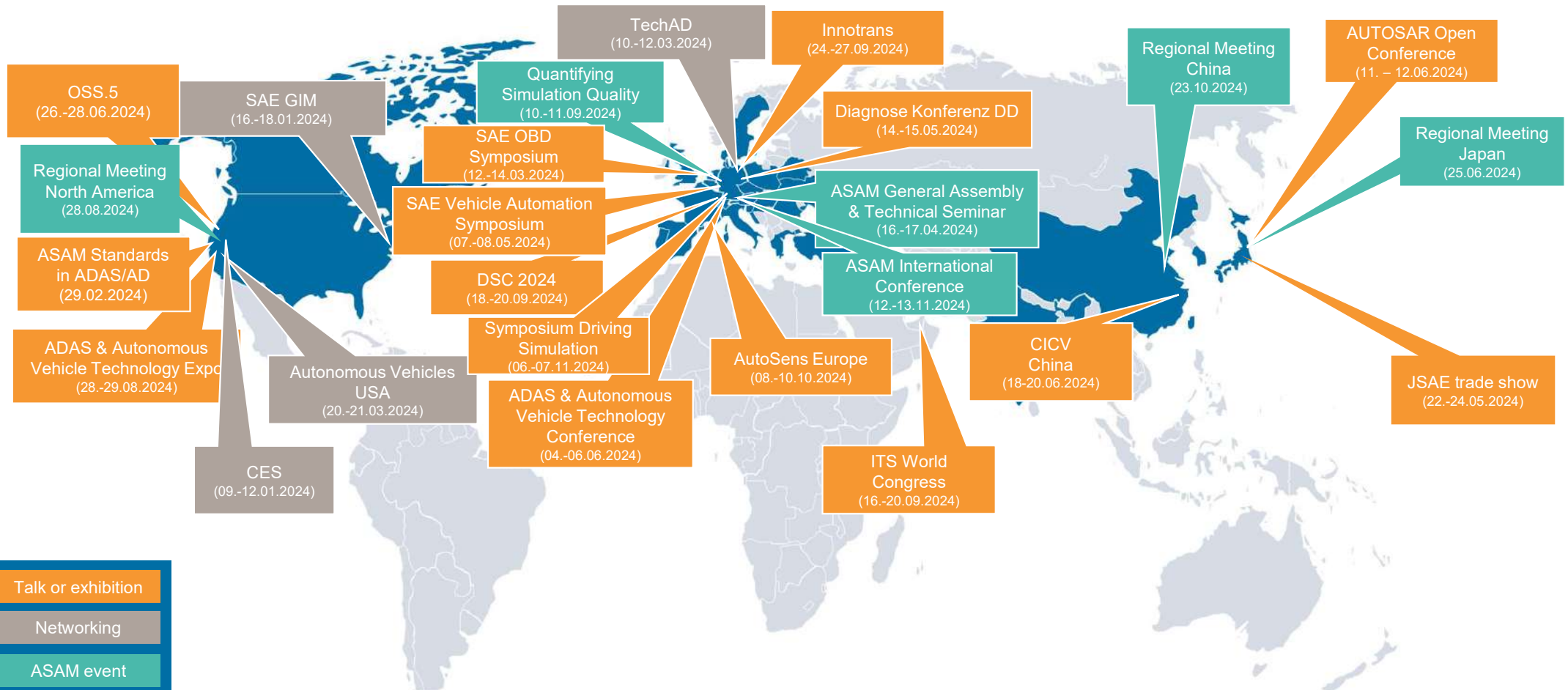
ASAM – The movie

Backstage impressions, BMW benchmark area, Oct 05, 2023





















What is happening in 2024

Lobbying for ASAM and its standards worldwide in 2024 (plan as of Apr 10, 2024)



ASAM representation

Growing our global footprint

	Representation	Regional meeting	Trade shows	Projects	Committees
	Local subsidiary ASAM Japan G.K.			SCDL OpenMATERIAL Ideation projects	ODS study group OEM committee
	Business partner iVH				
	Business partner				
	C-ASAM work group				

Key activities 2024

Connecting with ASAM across the world

Workshop
Quantifying Simulation Quality (QSQ)

In collaboration with


Hochschule Düsseldorf
University of Applied Sciences

HSD

ASAM GUIDE 2024

ASAM GUIDE 2024
Solutions based on ASAM standards

All ASAM members are invited to share their success story and show how ASAM standards contributed to the success of their project.



ASAM International Conference


Dec. 04 - 05, 2024
Munich, Germany

Accelerate engineering for mobility




Regional meetings


June 2024



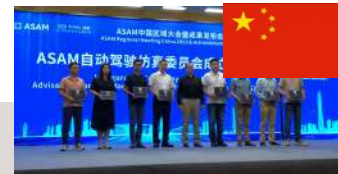
2025



August 2024



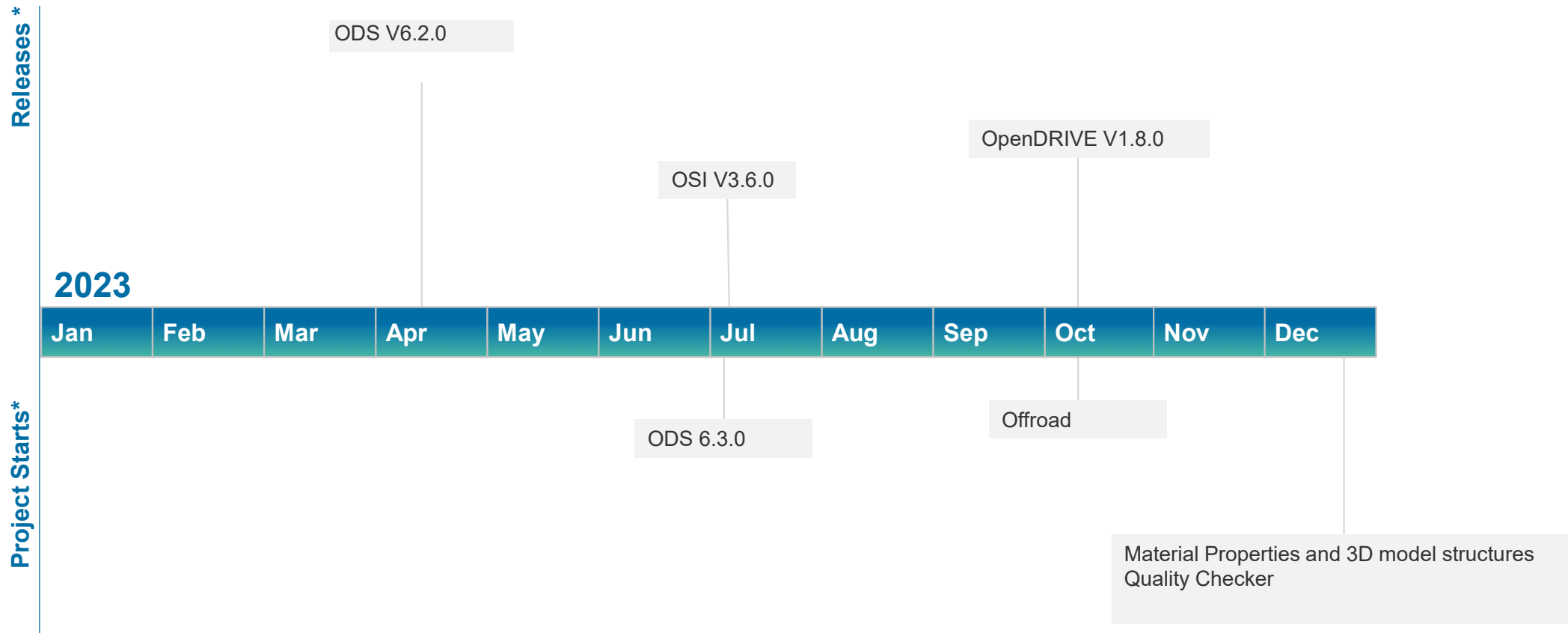
October 2024



Projects

Status 2023 and outlook 2024+

Release and project summary for 2023



Status: Apr.10, 2024

Where do we stand today in our projects?

534
participants



226
unique companies



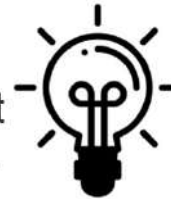
Involved in:



11 Standardisation
projects



2 Concept
projects



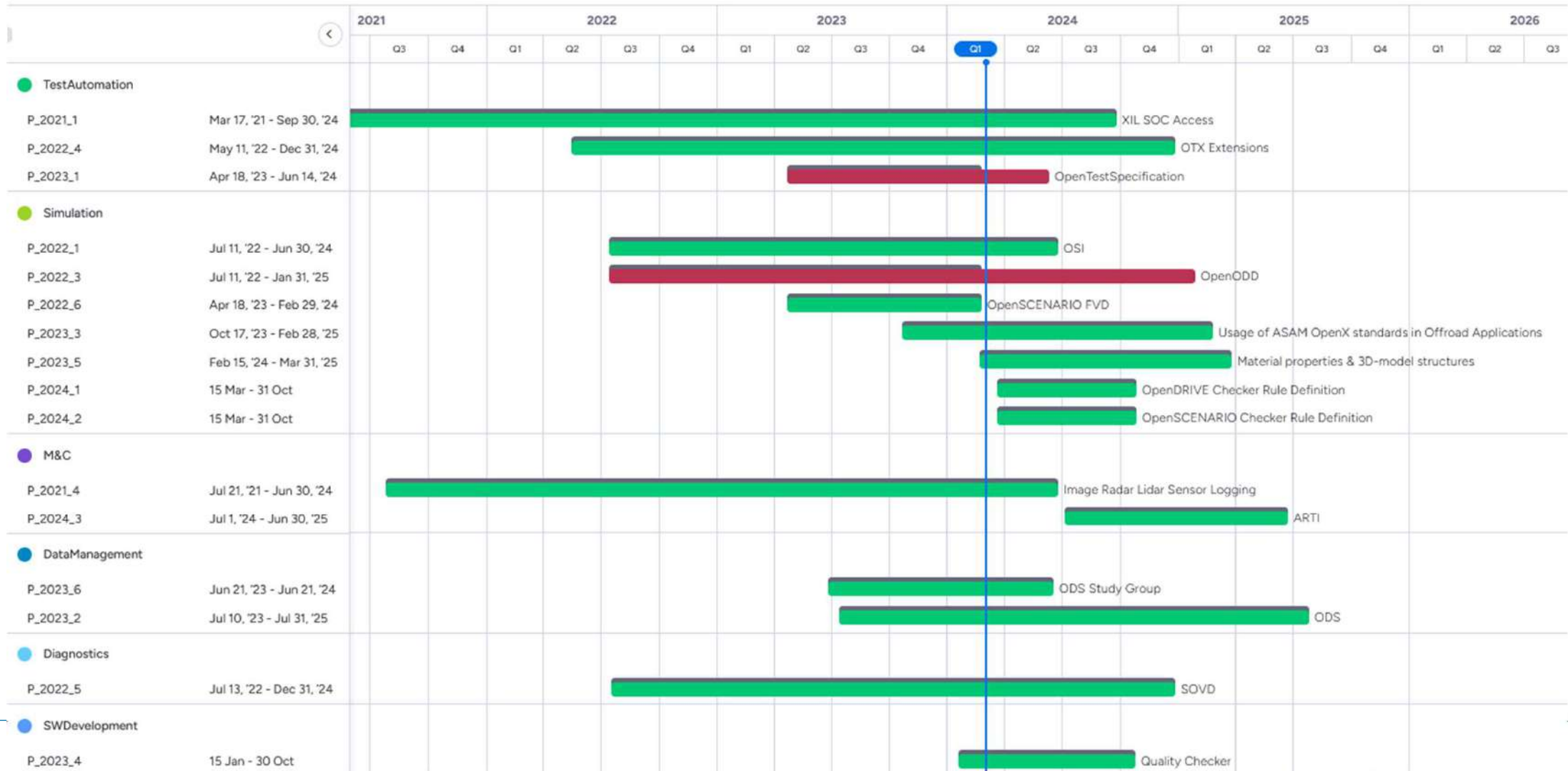
1 Study
group



1 Implementation
project



Roadmap (including extensions)



Team Overview

Responsibilities from end of Q1

TM Team



Bernd Wenzel

ODS, OTX,
SOVD, MDF



Ahmed Sadek

SDV, Sensor Calibration,
OpenLabel



Matthäus Lang

OpenTestSpecification,
Offroad, XIL



Yash Shah

OpenDRIVE,
OpenSCENARIO XML,
ARTI, Road Area concept



Diego Sanchez

Cyberphysical testing,
OpenMaterial,
Quality Checker,
OpenSCENARIO DSL,



Florian Wallerer (Avenyr)

OpenODD
OSI

Backoffice



Jordi Martapawiro

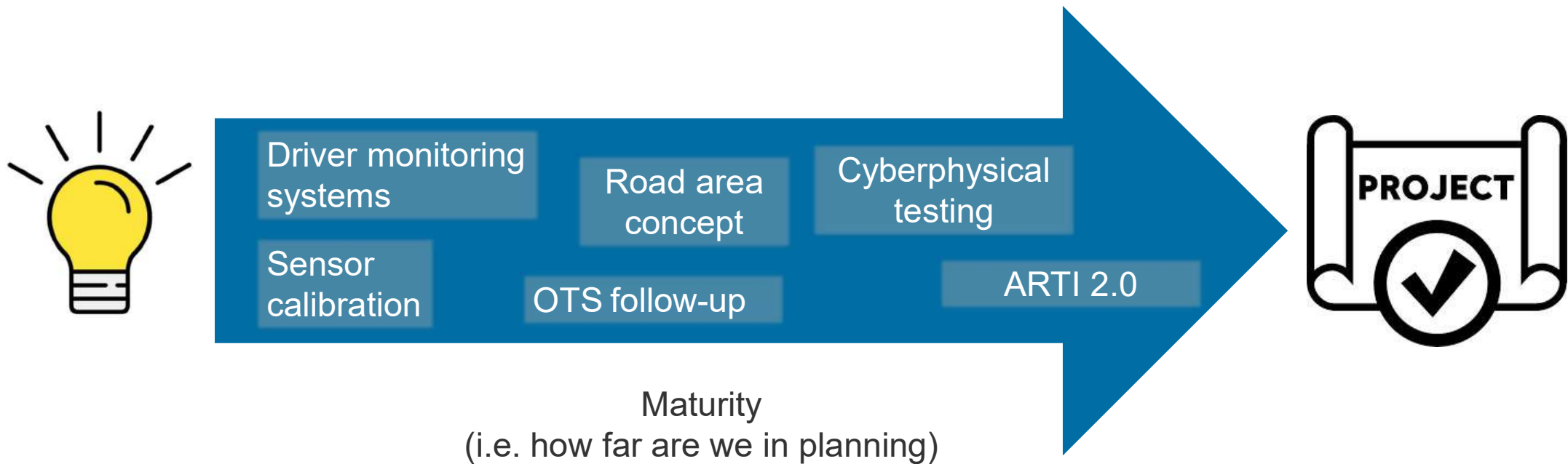
Systems Administrator



Thomas Mathes

Software development, CI
maintenance

Upcoming activities at ASAM...

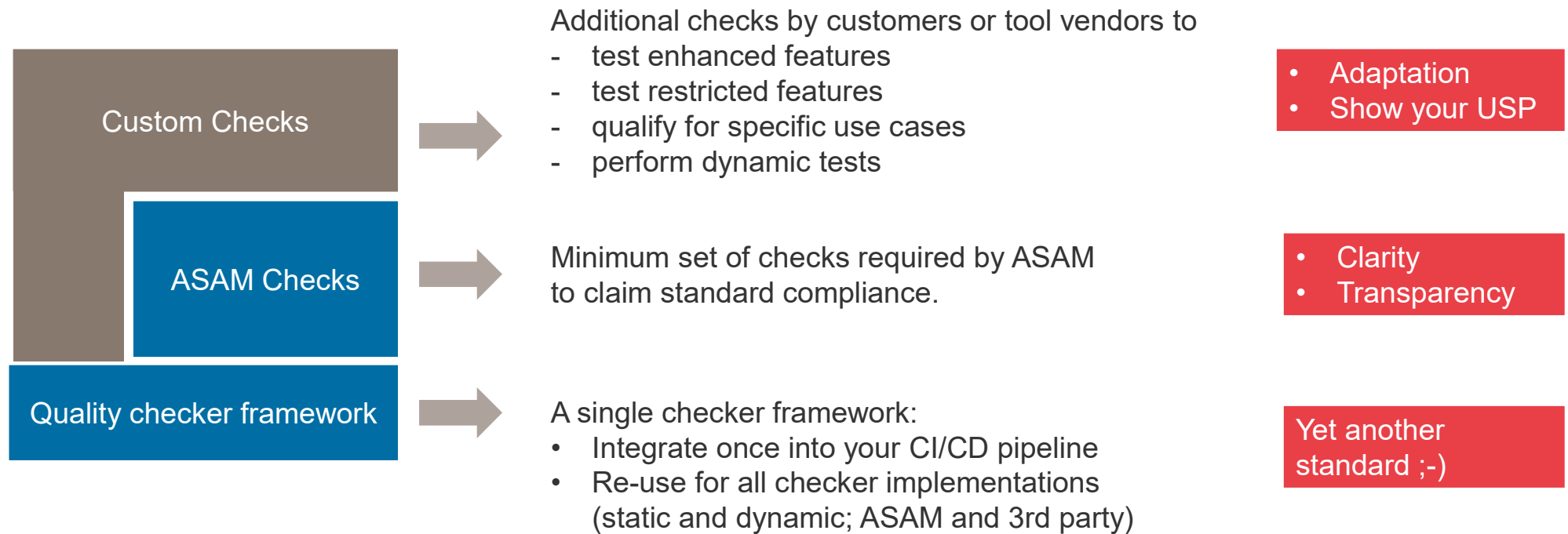


Project focus: ASAM Quality Checker

Ensuring standard compliance

ASAM Quality Checker

Application and benefits



Benefits

Why is ASAM doing it?



Trust: Quality checks are defined by the same people who define the standards.



Clarity: ASAM provides an authorized interpretation of standards.



Maintenance: ASAM's checks are adapted with each standard revision project.



Value: ASAM membership fees are invested in a single, consistent tool suite.

Project Participant Overview

**Number Project
participants**

57

**Number Project
member (company)**

25

Countries

11

Company participants

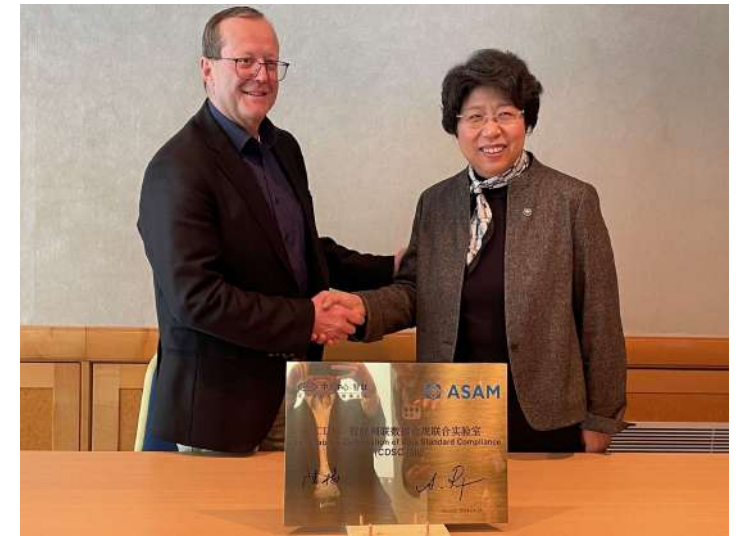
AnteMotion Srl	Volvo Cars
AVL	HitachiAstemo
CARIAD SE	iVH
BMW Group	Vector Informatik GmbH
Fraunhofer IESE	PMSF IT Consulting
Hexagon	DLR
RA Consulting GmbH	Porsche Engineering Services GmbH
TrianGraphics GmbH	VehicleSystemDynamics
University of Leeds	Automotive Solution Center for Simulation
WMG, University of Warwick	Tracetronic GmbH
Automotive Data of China (CATARC)	MathWorks
51WORLD	IVEX
3D Mapping Solutions	

Project plan

		2024									
		JAN	FEB	MAR	APR	MAI	JUN	JUL	AUG	SEP	OKT
WP Id	Work package name										
1	Project Coordination										
2	Framework requirements definition										
	TSC Reporting - Framework requirements & implications for implementation										
3	Framework implementation										
4	Framework documentation										
5	Project review of framework										
6	Checker rule format & process definition										
7	OpenDRIVE rule definition										
7.1	OpenDRIVE rule documentation										
8	OpenSCENARIO rule definition										
8.1	OpenSCENARIO rule documentation										
	TSC Reporting - ODR/OSC Rules overview										
9	Rule implementation ODR										
10	Rule implementation OSC										
11	Rule implementation OTX										
12	Checker libraries documentation										
13	Project review of rules										
	Public review of deliverables (particular focus on review by relevant standardisation projects)										
	TSC submission for release										

Quality assurance is a global thing

Collaboration with CATARC



ASAM Strategy 2025+



Vision

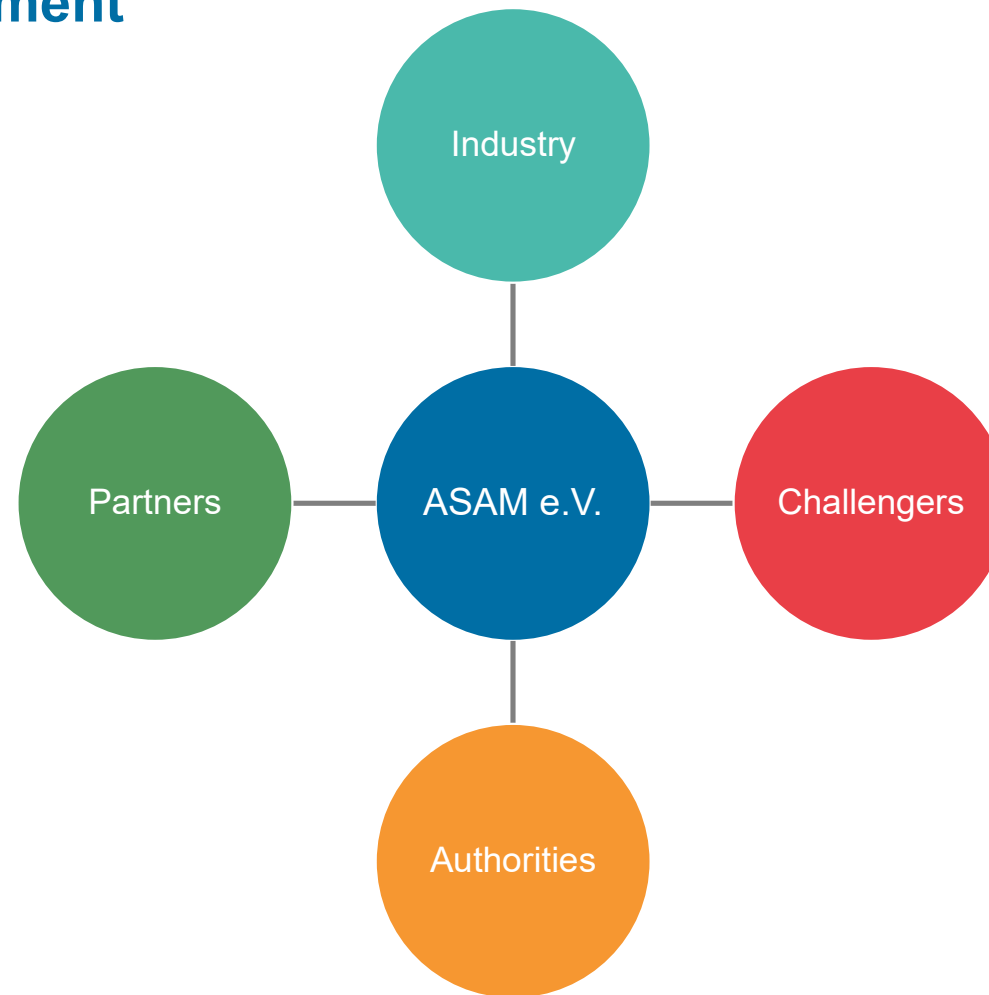
“Accelerate engineering for mobility.”

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. “

Business environment

The world of ASAM



ASAM Organization

The world of ASAM

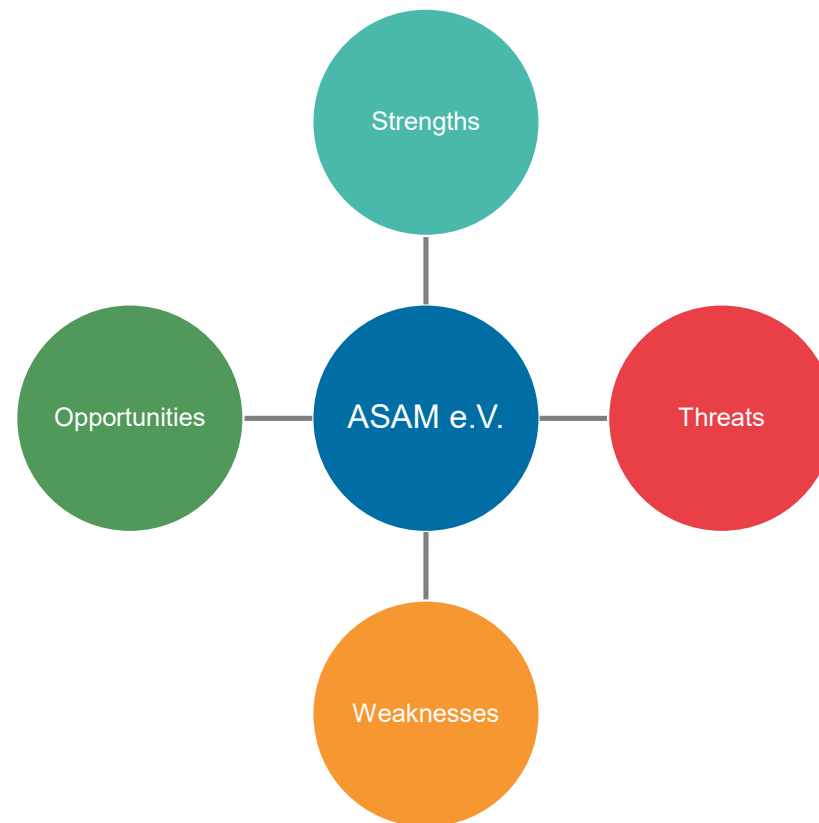
Results

“RASI table for main stakeholders.”

RASI, 2023-10-06													
R = responsible (treibt), A = accountable ("haftbar"), S = supportive (kann unterstützen), I = informed (wird informiert)													
For additional explanations, see tab "Explanations"													
Group	Tasks	General Assembly	Board	TSC	Office				Projects			ASAM Members	
					TM/STC	Mgmt	Marketing	IT	Lead	Member	PMO	Main contact	Member
	Define human resources policy		R			S							
	Clarification of responsibilities & accountabilities	I	A	I	I	R	I	I					
	Set goals for the Organisation	A	R	S	I	S	I	I					
	Build and maintain eco system (Itd.)												
Business developer	Manage cooperations (e.g. ISO, IAMTS, R&D) (networking?)	I	A	S	S	R	S		S				
	Raise Awareness		S	S	S	A	R		S	S		S	S
	Represent at events		S	S	S	A	R						S
	Drive public relations		S	S	S	A	R						
	Provide ideation		A	S	S	S	S						R
	Scope projects		I	R	S	S	S		S	S			
	Prepare project proposal		I	I	S	A	S						R
	Ensure market relevance of projects		I	A	S	S	S		R	S			
	Activate stakeholders		S	S	S	A	R						
	Promote the e.V. inside a stakeholder		S	S		S	S					R	
	Acquire new members		S	S	S	A	R		S	S		S	S
	Document ASAM e.V. activities		I	I	S	A	R		S	S			
	Promote ASAM (marketing communications)		I	I	S	A	R						
Operations	Manage project portfolio	I	S	A	S	R	I						
	Supervise vision and mission	I	A	S	S	R	S						I
	Control finances of e.V.	I	A	I		R	S				S		
	Perform financial accounting		A			R							
	Provide statutes and bylaws	A	S	S		R							
	Run legal affairs	I	A	I		R							
	Set up business plan	I	A	I		R	S						
	Manage administrative processes		I	I	S	R	S	S					
	Manage project processes / guidelines		I	A	S	R			I	I	I		

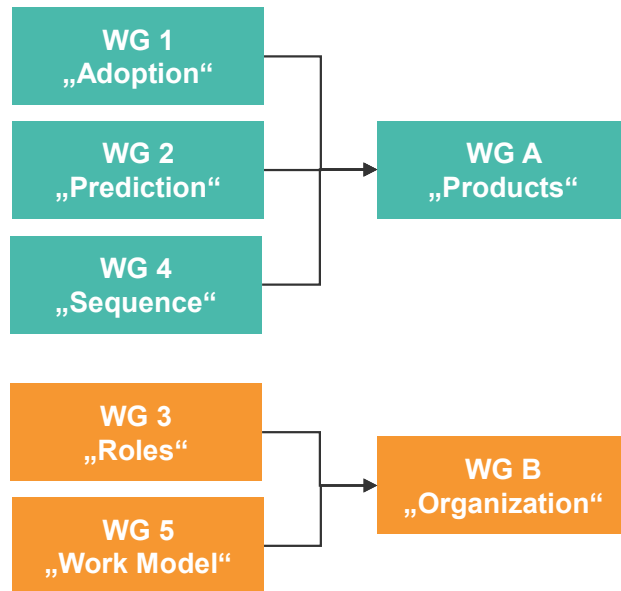
SWOT

From analysis to improvement



ASAM strategy

Distributing the workload



Measure success

Create relevant standards

Do it in the right sequence

Clear assignments

PMO supporting PLs

ASAM – Accelerate engineering for mobility.

LinkedIn



Newsletter



Publications



Website



YouTube



WeChat (C-ASAM)



Thank you for your attention!

Marius Dupuis
CEO
ASAM e.V.

email: marius.dupuis@asam.net

