

# CEE-SWISS IMPULSE SESSIONS

45 minutes  
inspiration

## AUTONOMOUS DRIVING

How the driverless revolution will change the world

**Professor Dr. Andreas Herrmann,**

Director of the Institute for Mobility, University of St. Gallen

### DATE AND TIME:

**Tuesday, 10 June 2025**

**11:00 – 11:45 CET**, online webinar

### REGISTRATION:

Please sign up [through this Link](#).

After signing up, you will directly receive login details.

**About this webinar:** Autonomous vehicles are about to enter the streets – in San Francisco, Oslo, Shanghai and many other cities. How will this technology change the way we move and what are the economics of driverless mobility?

**About the webinar series:** The «CEE-Swiss Impulse Sessions» is a monthly series of short webinars on exciting, current and relevant topics concerning Switzerland and Central Eastern Europe (CEE). It is delivered by outstanding speakers from many different backgrounds. The webinar series aims at inspiring, informing and connecting a diverse audience across industries and functions and thus advance the manifold relationships between Switzerland and all CEE countries. Initiated in 2021 by the Chamber of Commerce Switzerland Central Europe (SEC) in Zurich, this is a joint project of all chambers of commerce in the CEE region and SEC.



**More information about our keynote speaker:**

**Professor Dr. Andreas**

**Herrmann** is Director of the Institute for Mobility at the University of St. Gallen and a leading expert in marketing and smart mobility. He holds a Ph.D. in Marketing and an MBA from the Koblenz School of Corporate Management, with a Habilitation from the University of Mannheim. His academic roles span top institutions, including visiting positions at MIT and Columbia. He has consulted for major firms like Audi, BMW, Deutsche Bank, and Roche, and serves on several advisory boards. Dr. Herrmann has authored 17 books and over 250 journal articles.

