

Design Leadership Across Cultures: Building High-Performance Global Interior & HMI Teams

What differentiates the next generation of vehicles is shifting. From hardware to integration, from individual components to how interior, HMI, software, and electronics come together. The underlying technology is increasingly available to everyone. What is not: The teams capable of delivering it across regions, cultures, and disciplines.

Building and running these teams is no longer a single-site exercise. German engineering DNA, Japanese craftsmanship standards, Indian scale and software talent; the organizations that can integrate all three will set the bar for the next decade. The ones that cannot will be outplayed.

Join us on the **8th of June, 2026** at AHK Japan in Tokyo for a late-afternoon session with **Benjamin Nawka**, Head of Design at Daimler Truck Asia. Drawing on a career spanning Mercedes-Benz, Foton, Borgward, and now Daimler Truck Asia, Benjamin will share what he has learned about building and running global Interior and HMI teams across Germany, Japan, and India.

The keynote then opens into a moderated panel with **Doru Tasca**, President of ZF Japan. Doru and ZF bring in a different perspective: Chassis, e-mobility, ADAS, electronics, but the underlying question is the same. How to run high-performance engineering organizations across Germany, Japan, and the rest of Asia. The panel will cover what travels well across these geographies, what does not, and what European-anchored organizations in Japan can take away.

Hosted by and at the **AHK Japan & EBC Automotive Components Committee**. Keynote, moderated panel, networking buffet.

Program

Time	Item
15:45	Doors open
16:00 – 16:45	Keynote: Benjamin Nawka
16:45 – 17:30	Panel discussion with Doru Tasca, President of ZF Japan
17:30 – 19:00	Networking buffet with free-flow drinks

[Register here](#)

- **Date:** 8 June 2026
- **Venue:** AHK Japan, Tokyo
- **Capacity:** ~30–35 participants
- **Cost:** ¥6,600 / person
- **Co-hosts:** AHK Japan x EBC Automotive Components Committee
- **Moderator:** Chris Seidel, Representative Director, Witzenmann Japan K.K. —
EBC Automotive Components Committee Chair