

# AGENDA DAY 1

THURSDAY JUNE 8, 2017  
Tuning In & Latest Facts

11.00

## Opening of Check-In

12.00

## Joint Lunch

13.00

## Welcome and Introduction

Mette Walsted Vestergaard (Moderator)  
Heinz Gassner (Founding Director - Smart Industry Forum)



**Mette Walsted Vestergaard**  
Moderator

13.15

## Keynote Speech: It's All About Data – It's All About People

Some industries have already gone through fundamental changes and manufacturing industry is now getting very close to the critical 'Inflection Point'. 'It's All About Data – It's All About People' is our formula for translating challenges into exciting new business-opportunities. Scott Klososky will elaborate why leadership must sit behind the steering wheel and why Digital Transformation as well as Digital Maturity need to be understood in a holistic way. At the end it is all about how humans and technology will interact. It is all about how we will work and earn our money in the future.

Scott Klososky (Future Point of View)



**Scott Klososky**  
Partner  
Future Point of View

14.00

## Innovation Radar - New technologies that will change the industry

Exciting things are happening out there. Some of the latest technology inventions might dramatically influence our business models and the way we organize industrial manufacturing. We will have a joint look at our innovation radar – structured in a short, mid- and long-term perspective. We will examine the business-relevance of the Industrial Internet of Things (IIoT). We will look into latest robotics technologies, inline digital printing, WEB-based human-machine communication, Augmented and Virtual Reality, autonomous control and artificial intelligence as well as on the new 5G-Mobile Communication standard. Besides other highlights, we will have an explicit investigation of the business-relevance of Blockchaining – a potentially new 'mega-disruptor' appearing on the horizon.

Heinz Gassner (Founding Director - Smart Industry Forum) Grimur Fjeldsted (Transform XO)



**Grimur Fjeldsted**  
Chief Digital Officer  
TRANSFORM XO



**Heinz Gassner**  
Founding Director  
Smart Industry Forum

14.30

## Innovation Radar - 3D Printing: Overestimated hype or big Game Changer?

Ingeborg and Greta will start out with explaining the very basics behind Additive Manufacturing in the different application areas. What can we already do today? What can we expect in the near future and what is in for us when this technology is finally mature? Our two experts will complement their technical presentation by adding a very practical view on the potential business value in different industries.

Ingeborg Rosenvinge (TwentySeven)  
Greta D'Angelo (TwentySeven)



**Ingeborg Rosenvinge**  
Head of R&D  
TwentySeven, Part of Thürm  
Group



**Greta D'Angelo**  
Additive Manufacturing Specialist  
TWENTYSEVEN

15.00

## Coffee Break and Networking

15:30

### Common Grounds in Different Industries? How to earn money with the Digital Transformation

We will share practical experience and interesting visions from the perspective of different industries, from small companies to large organizations. Do we see similar challenges and opportunities? What can be learned from early adopters and frontrunners? Are the new business models actually helping us to earn money?

#### **TRUMPF/AXOOM: Global market leader and digital front-runner**

As a high-tech company, TRUMPF provides manufacturing solutions in the fields of machine tools, laser technology, and electronics. Even though coming from a proud industrial tradition, TRUMPF was one of the first to focus on utilizing new opportunities behind the Digital Transformation. Bastian Deck will provide us with exciting insights into business models, solution architectures, and field-experiences. We will learn, how TRUMPF and AXOOM see the future.



Bastian Deck (General Manager – Axoom Solutions)

#### **ALFA LAVAL: How process-optimizers see the future**

Alfa Laval is today a world leader within the key technology areas of heat transfer, separation and fluid handling. The company was founded more than 130 years ago, based on a single brilliant invention – and innovation remains at the heart of Alfa Laval's business future. This also explains, why Alfa Laval was among the first to examine the potential of predictive maintenance. Today, Alfa Laval approaches the Digital Transformation in a very pragmatic way by investigating and implementing elements of new business models in small and agile steps.



Jan Ackalin (Head of Automation Development at Alfa Laval)

#### **CLIMEON: Digital from the very beginning**

'Business for a better world' is ClimeOn's corporate slogan. As a successful startup-company, ClimeOn's business is based on revolutionary inventions, allowing electricity-generation from wasted heat. From the very beginning, ClimeOn had to focus on having their installed base online in order to learn about the conditions and the performance out in the field. As a side-effect, a securely connected installed-base is also an exciting fundament for new business-models in the future.



Christopher Engman (CRO/CMO ClimeOn)

#### **PACKSIZE: The potential of On Demand Packaging**

Packsize® On Demand Packaging® ensures that every product can ship in the smallest box possible. Custom packaging solutions save valuable time, money and the environment. Hanko Kiessner will explain Packsize's innovative business-model and what this could mean for optimizing your packaging and shipment processes.



Hanko Kiessner (CEO Packsize)

#### **THÜRMER TOOLS: Navigating traditional family-business through the Digital Transformation**

Erick Thürmer is the great-grandson and fourth generation in the thread cutting business. He is the founder of Thurmer.com and established the company with the intention to rethink the business-model and secure the continued production of high quality thread cutting tools, which the family has represented for over 100 years. Erick Thürmer does this by pioneering with promising new technologies, by redesigning historic processes and by gathering most innovative people. Be inspired.



Erick Thürmer (CEO Thürmer Tools)

#### **Podium Discussion**

Moderators: Mette Walsted Vestergaard and Ole Würtz (BDO)



17.30

## Podium Discussion:

### Why Industry, Science and Politics Need To Cooperate

Smart Industry is about technology – but more than that it is about new ways of doing our business. It is about creating new eco-systems. This cannot be done by isolated players and this will not fly without international standardization and cooperation. We will need to utilize the Power of Standardization & Networking.

#### Impulse Presentation:

Security is Key (Peter Fröhlich, Deggendorf Institute of Technology, ProtectEM)

#### Moderators:

Mette Walsted Vestergaard



**Peter Fröhlich**  
Security Expert Professor  
Deggendorf Institute of Technology



**Mette Walsted Vestergaard**  
Moderator



**Rainer Glatz**  
Geschäftsführer  
VDMA



**Oliver Winzenried**  
Security Working Group - II  
VDMA/BITKOM/CEO of WIE



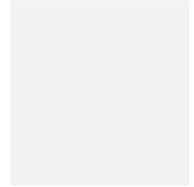
**John Kowal**  
Board Member  
Organization for Machine  
Automation & Control (OMAC)



**Nigel Edmonson**  
Managing Director  
Manufacturing Academy of  
Denmark



**Mikkel Christoffersen**  
Business Manager  
Odense Robotics



**Packbridge**  
Sweden

18.00

## Keynote Speech:

### Adapt Or Die – How To Successfully Navigate Disruption

For almost 10 years Dietmar Dahmen lectured disruptive advertising at the Film-Academy Baden Württemberg in Germany, winning 16 times gold and silver awards with his students at the Young Directors Awards in Cannes. Today Dietmar works independently as a professional speaker and consultant for change, innovation and disruptive market strategies with global clients and world wide engagements. Dietmar explains why you as a leader must be "the captains of your boat".

Dietmar Dahmen (Creative consultant, visionary, Futurist, Innovation Expert)



**Dietmar Dahmen**  
Futurist

19.00

## Joint Dinner

# AGENDA Day 2

FRIDAY JUNE 9, 2017

It's All About Data – It's All About People

08.30

## Keynote Speech:

### It's All About Data – From Bits and Bytes to Business Value

One of the main drivers behind the Fourth Industrial Revolution is commonly called the 'Digital Transformation'. Behind this concept lies the challenge to generate data all along a product's life-cycle, along a company's value-chain and across the entire business-eco-system. This creates our so-called Big Data. The secret is now to adapt our way of working, so that these Bits and Bytes are actually helping us in creating real business value, e.g. by implementing highly flexible mass-customization. Frank Piller will invite us to take a joint look at today's best practice and will outline upcoming challenges and opportunities.

Frank Piller (RWTH Aachen University)



**Frank Piller**  
Professor  
RWTH Aachen University

09.00

## Creating Data

### How to Generate Data and Manage Our Installed Base

First steps towards Industry 4.0 can be taken by simply collecting data from our existing installed-base, our so-called 'brownfield'. But: Industry 4.0 goes far beyond that. Based on valid Reference Architecture Models, we need to think about an interlinked tool-chain and about a complete remote management of our delivered machines and equipment. This requires Smart Tools and Smart Components. Patric Thysell will guide us through little differences that make a big difference. Find out what you need to consider from management perspective, when evaluating future-proof automation technologies.

Patric Thysell (Key-Technology Consultant)



**Patric Thysell**  
Automation Architect  
B&R Automation

09:30

## Challenges Ahead

### How to Master Data Security, Data Ownership and IP-Protection

Retrieving data and remotely managing our technical equipment is a must when looking at Smart Industry architectures. New standards are emerging, which will allow for secure communication between sensors, actuators, machines, machine lines and intelligent cloud-connectivity (edge) devices. Find out about secure remote connectivity solutions and about new approaches to ensure privacy, data-ownership and protection of your intellectual property.

Michael Ferdinandsen (SECOMEA),  
Oliver Winzenried (WIBU)



**Oliver Winzenried**  
Security Working Group - IIC  
VDMA/BITKOM/CEO of WIBU



**Michael Ferdinandsen**  
CEO and President  
Secomea

10.00

## Enabling Flexibility

### How to Create Modular and Scalable Solution Platforms

Smart Industry is about creating highly modular and scalable product- and service portfolios. It is also about new ways of designing, involving marketing and sales, optimizing production, load-balancing of factories, shortening of installation and commissioning as well as implementing new service and maintenance approaches. Behind this are highly flexible machines and factories, which are capable of managing profitable batch-size 1 production whenever required. We will take a specific look on the business-benefits of highly flexible transport & positioning systems and on the latest innovations in robotic and vision technology.

Robert Kickinger (Mechatronics Solutions Manager at B&R)



**Robert Kickinger**  
Mechatronics Technologies Manager  
B&R Automation

## 10.30 Coffee Break and Networking

### 11.00 Getting Connected

#### Emerging Open Standards from Sensor to Cloud

Slowly we see new communication standards emerging. These new standards are the backbone for Smart Industry, IIoT or Industry 4.0. New acronyms like IO-Link, OPC-UA TSN, MQTT/AMQP and open safety protocols bear the danger to make an already complex world appearing even more unclear. Therefore, we will jointly translate this terminology-jungle into management-relevant benefits. This is all about decision makers understanding the cornerstones of future IT, IIoT and automation architectures. This is all about understanding and applying the emerging open, global standards.

Impulse Presentation: Stephen Mellor (IIC)

Joining the Podium: Henrik Vikberg (CISCO), Sebastian Sachse (Open Automation)



**Stephen Mellor**  
Chief Technical Officer  
Industrial Internet Consortium



**Henrik Vikberg**  
Executive Advisor  
CISCO



**Sebastian Sachse**  
Head of Technology Marketing  
Open Automation

### 11.30 Creating Business Value The Power of Data Analytics

Seth DeLand will guide us through the fascinating world of Data Analytics. Based on new technologies we are able to create business value out of the countless bits and bytes, which are representing our Big Data. This opens the doors exciting new worlds of 'Predictive Maintenance', autonomous control and artificial intelligence. This will revolutionize the way we approach commissioning, maintenance and service as well as the autonomous performance- and quality tuning of our industrial processes. Seth will present powerful technology innovations for your future 'Predictive Maintenance' solution.

Seth DeLand (The MathWorks)



**Seth DeLand**  
Product Manager for Data Analytics  
The MathWorks

## 12.00 Joint Lunch

### 13.00 Latest Facts: Are We Ready for the Digital Transformation?

Rainer Glatz (VDMA) will provide the lead-over from 'Data' to the 'People Factor' by introducing us to a recent German study. What we will see here is the general picture that we need to be very careful when it comes to the Digital Transformation. Without a deep focus on our human resources, we are in danger of running into a dead-end-road – within individual companies but also on social and political level. We simply need to make sure that human beings are put into the center of the upcoming changes.

Rainer Glatz (VDMA)



**Rainer Glatz**  
Geschäftsführer  
VDMA

### 13.30 Digital Transformation and 'The People Factor' How to Future-Prove our People and our Organizations

Companies today are facing tremendous disruptive pressure. This pressure requires massive change. Successful digital transformation is about culture, mindset and empowering people. Based on this, organizations are able to embrace outside challenges as an opportunity for growth and innovation. The presentation will outline how companies can approach digital transformation and innovation from a people and process perspective. This can be done by aligning organizational structures, adopting new mindsets and by implementing new ways of thinking and working.

Grimur Fjeldsted (Transform XO)



**Grimur Fjeldsted**  
Chief Digital Officer  
TRANSFORM XO

14.00

## The Power of Cooperation

### How Complexity Forces us to Rethink Industrial Paradigms

Smart Industry or Industry 4.0 stands for the convergence of formerly separated disciplines. This requires tearing down old 'information silos' and bridging of historic chasms. All this will happen on globalizing markets and highly volatile business environments. In order to handle the resulting complexity in a profitable way, we will be forced to find new ways of cooperation within and beyond company-boarders. What was yesterday's supplier will be tomorrow's 'Key-Technology Partner'. What was yesterday's product-portfolio might become tomorrow's open platform ecosystem.

Federico Fioretto (Innovation and Change Management Consultant)



**Federico Fioretto**  
Leadership, Strategic Sustainability  
& Conflict Transformation Trainer &  
Consultant  
Federico Fioretto

14.30

## Closing Speech & Next Steps

### From Digital Maturity Assessment to Your Digitalization Masterplan

Most companies are recognizing that they need to do something about 'The Digital Transformation', but leadership and decision makers typically do not have a clear enough overview for triggering structured actions. As a result we see a lot of consultants arriving on the scene. Technology- or tool investments are made without alignment to changing business processes and to mindset and skills of the involved people. This is bound to fail. Scott Klososky will introduce us to a systematic 'Digital Maturity Assessment'. This assessment delivers the required inputs for establishing a holistic, leadership-driven migration masterplan.

Scott Klososky (Future Point of View)



**Scott Klososky**  
Partner  
Future Point of View

15.00

## End of Summit