



European
Commission

#EUATHM24

PROGRAMME HANNOVER MESSE 2024

HALL 12 BOOTH D-05



MONDAY 22-04-2024

TOPIC OF THE DAY: **INVESTING IN EU INDUSTRY**

09:30 - 10:00

TALK: **OPENING OF THE EUROPEAN COMMISSION
HANNOVER MESSE EXHIBITION STAND**

Speaker Kerstin Jorna, Director-General, European Commission

10:15 - 11:00

PANEL: **AI AND INDUSTRIAL METAVERSE SOLUTIONS 'MADE IN THE EU'**

Moderator Mehdi Hocine, Head of Unit, European Commission
Panellists Emanuela Girardi, President of the European Partnership for AI, Data and Robotics
Thomas Hahn, Chief Expert Software, Siemens AG
Malte Lohan, Director General, Orgalim

11:15 - 12:00

PANEL: **AI, DATA, SUPERCOMPUTING...
HOW TO MOVE YOUR COMPANY TO THE NEXT LEVEL?**

Moderator Yves Paindaveine, Senior Expert, European Commission
Keynote Speech Malgorzata Nikowska, Head of Unit, European Commission
Panellists Michael Kaiser, CEO Smart Systems Hub & EDIH coordinator, EDIH Saxony (Germany)
Dipl.-Ing. Franz Sümeecz, EDIH coordinator, AISProduction (Austria)
Kirke Maar, EDIH coordinator, AI & Robotics Estonia European Digital Innovation Hub - AIRE (Estonia)
Lise-Ann Sheahan, Senior Programme Manager & EDIH coordinator, FactoryXChange EDIH - FxC (Ireland)
Daniel Kessler, EDIH coordinator, EDIH Krakowskiego Parku Technologicznego - hub4industry (Poland)

12:15 - 13:45

MATCHMAKING: **EU-NORWAY BUSINESS MATCHMAKING UNDER THE STRATEGIC
PARTNERSHIP ON RAW MATERIALS AND BATTERIES**

Moderator Ilka von Dalwigk, Policy Manager, EIT Innoenergy
Opening Kerstin Jorna, Director-General, European Commission
Cecilie Myrseth, Minister of Trade and Industry, Norway
Matthias Woitok, Head of Project Finance in North, Central, South-East Europe, European Investment Bank
Business pitches 10-12 EU & Norway stakeholders: Siemens, Vianode, Morrow, Bergen Carbon Solutions, Skaland Graphite + more TBC
Closing Frank Braathen, CEO of Digital Industries, Siemens Norway

14:00 - 16:30 HIGH-LEVEL CONFERENCE (STREAMING FROM THE CONFERENCE CENTRE):
INVESTING IN EU INDUSTRY

14:00 - 14:15 **KEYNOTE SPEECH # 1**
Kerstin Jorna, Director-General, European Commission

14:15 - 14:30 **KEYNOTE SPEECH # 2**
Nicola Beer, Vice President, European Investment Bank

14:30 - 15:30 **PANEL #1: A DEAL FOR EU INDUSTRY**

Moderator Mechthild Wörsdörfer, Deputy-Director-General, European Commission
Panellists Kerstin Jorna, Director-General, DG GROW, European Commission
Ignacy Niemczycki, Under Secretary Ministry of Economic Development and Technology, Poland
Otto Gernandt, CFO Finance & Accounting, H2 Green Steel
Dr. Frédéric Speidel, Head of Industrial and labour market policy, IG Metall Niedersachsen and Sachsen-Anhalt

15:30 - 16:30 **PANEL #2: HOW TO ENSURE CLEAN, SECURE AND AFFORDABLE ENERGY FOR INDUSTRY?**

Moderator Kerstin Jorna, Director-General, DG GROW, European Commission
Panellists Mechthild Wörsdörfer, Deputy-Director-General, European Commission
Nicola Beer, Vice-President, European Investment Bank
Cecilie Myrseth, Minister of Trade and Industry, Norway
Olga Malinkiewicz, Co-founder and Chief Technology Officer at Saule Technologies

17:00 - 18:00 **PANEL / TALK: CURRENT AND UPCOMING OPPORTUNITIES FOR DEFENCE INNOVATORS, START-UPS, SMES AND INVESTORS (EUROPEAN DEFENCE FUND AND EU DEFENCE INNOVATION SCHEME)**

Speakers Dirk Peters, Policy Officer Defence, European Commission
Martin Heipertz, Partner, Paralos Partners
Stefan Heinsohn, CFO, QRelation
Jürgen Zinecker, CEO, AXSOL GmbH

**09:30 - 10:30****TALK AND PANEL: DRIVING THE EU ENERGY TRANSITION: INDUSTRIAL COMPETITIVENESS***Moderator
Panellists*

Cristiana Marchitelli, Policy Officer, European Commission
Mechthild Wörsdörfer, Deputy Director-General, European Commission
Jacek Truszczyński, Deputy Head of Unit, European Commission
Philipp Jäger, Policy Fellow, Jacques Delors Centre – Hertie School
Julia Metz, Programme Lead Climate and Industrial Policy, Agora Industry
Dr. Eva Riesenhuber, Global Head of Sustainability, Siemens

10:45 - 11:45**PANEL: TOWARDS A EUROPEAN COMPETITIVE WIND SECTOR POWERED BY GRIDS***Moderator
Panellists*

Ewelina Hartstein, acting Head of Unit, European Commission
Mechthild Wörsdörfer, Deputy Director-General, European Commission
Matthias Foehr, Vice President of Lead Engineering in Grid solution, Siemens Energy
Dr. Martin Knops, CTO, ZF Wind Power
Ulrik Stridbaek, Vice President, Ørsted
Vera Brenzel, Director Public Affairs & Communications, TenneT TSO GmbH

12:00 - 12:45**TALK: ENERGY SMART APPLIANCES – HARNESSING THE FLEXIBILITY OF INTEROPERABLE ENERGY SMART APPLIANCES***Speakers*

Mechthild Woersdoerfer, Deputy Director General, European Commission
High-level representatives of signatories of the new Code of Conduct

Technical Q&As:

Josef Baumeister, expert

13:00 - 13:15**TALK: ADVISORY ON DECARBONISATION PROJECTS***Speaker*

Gerd-Uwe Weller, Senior Officer, Advisory Services, European Investment Bank

13:30 - 14:15**PANEL: INDUSTRIAL OPPORTUNITIES IN DEVELOPING EU'S HYDROGEN INFRASTRUCTURE***Moderator
Panellists*

Ruud Kempener, Policy Officer, European Commission
TBC

14:30 - 15:00**TALK: BIOMETHANE IN THE EU – A RENEWABLE ENERGY AND FEEDSTOCK FIT FOR INDUSTRY?***Speaker*

Ruud Kempener, Policy Officer, European Commission

15:15 - 16:00**PANEL: RESHORING PV MANUFACTURING IN EUROPE: CHALLENGES AND OPPORTUNITIES FOR THE EUROPEAN SOLAR SECTOR***Moderator
Panellists*

Jennifer Karle, Policy Officer, European Commission
Dr. Frank Siebke, SVP Strategic Business Development, Nexwafe
Dr. Sebastian Nold, Head of Team Techno-economic and ecological analyses, Fraunhofer
Fridolin Franke, Managing Director, Business Development & Finance, Solar Materials
Dr. Armin Froitzheim, Chief Technology Officer, Solarwatt

16:15 - 17:15**PANEL: A SUSTAINABLE EUROPE POWERED BY SUSTAINABLE BATTERIES***Moderator
Panellists*

Mattia Pellegrini, Head of Unit, European Commission
Claude Chanson, General Manager, RECHARGE
Julia Altenhofer, Director EU Public Policy, Northvolt



WEDNESDAY 24-04-2024

TOPIC OF THE DAY: **DE-RISKING INVESTMENT AND FUNDING SOLUTIONS**

09:15 - 10:45

TALK AND PANEL: **ACCESS TO FINANCE FOR SMEs TRANSITION**

Moderator
Keynote speech
Panellists

Dr. Georg Raab, Project Manager, European Commission
Marcel Müller-Marbach, Senior Regional Representative Germany, European Investment Fund
Marc-Olivier Lücke, General Partner, Atlantic Labs
Anja Nagel, Policy Officer, European Commission
Steven Amenda (NBank), EEN Sustainability Advisor
Carlos Menezes, Board member of the European Federation of Accountants and Auditors
Matthieu Faustin, Operations & Finance, Tozero

11:00 - 11:30

TALK: **STRATEGIC TECHNOLOGY FOR EUROPE PLATFORM (STEP) – FIND THE BEST EU FUNDING OPPORTUNITY FOR YOUR BUSINESS!**

Speaker

Benoît Esmanne, Policy Officer, European Commission

11:45 - 12:15

TALK: **UNDERSTANDING STATE AID RULES: FUNDING AND PARTNERING OPPORTUNITIES**

Speaker

Nadine Muller, Deputy Head of Unit, European Commission

12:45 - 13:15

TALK: **BOOSTING BIOTECHNOLOGY AND BIOMANUFACTURING IN THE EU**

Speaker

Kristin Schreiber, Director, European Commission

13:30 - 14:15

PANEL: **GREEN INNOVATION: SUCCESSES AND CHALLENGES FOR EUROPEAN FIRMS**

Moderator
Panellists

Donata Riedel, HSenior Media Officer, European Investment Bank
Anja Nagel, Policy Officer Sustainable Finance, European Commission
Jochen Schanz, Senior Ecoomist, EIB
Thomas Fahrner, Executive Director, PureBattery
Marc Agrain, Investment officer, cleantech, EIB
Zoran Stanic, Head of Innovation Fund Unit, EIB

14:30 - 15:15

PANEL: **INVESTEU – HOW EU GUARANTEES ACCELERATE ROBOTICS**

Moderator
Panellists

Roland Kampe, Head of Commercial Banks Division, European Investment Fund
Guy Selbherr, member of the board, Bürgschaftsbank Baden-Württemberg
Andreas Wolf, Managing Director, Premium Robotics

15:30 - 16:15

PANEL: **SCALING UP INNOVATIVE ENERGY COMPANIES**

Moderator
Panellists

Francesco Matteucci, Programme Manager for advanced materials for energy & environmental sustainability, EIC
Philipp Engelkamp, CEO, INERATEC
Doris Hafenbradl, CTO and Managing Director, Electrochaea
Julia Singer, Lead Product Manager, Reverion

17:00 – 17:30

TALK: **INNOVATE TO TRANSFORM: ADVISORY SERVICES TO ENHANCE THE INNOVATION AND SUSTAINABILITY PRACTICES OF SMES**

Speakers

Aliona Lupu, Partner, Initiativa Cube
Pedro Rocha, Executive Director, PRODUTECH
Victoria Petrova, Head of Unit Industry, HaDEA- Health and Digital Executive Agency



THURSDAY 25-04-2024

TOPIC OF THE DAY: **TEAMING UP FOR INDUSTRY AND TRADE**

09:30 - 10:15

FLASH TALKS: **EU SUPPORT TOOLS FOR SMES – ENTERPRISE EUROPE NETWORK – ERASMUS FOR YOUNG ENTREPRENEURS – ACCESS TO MARKETS**

Speakers

Peter Berz, Head of Unit, European Commission
Marijana Juras, Policy Officer, European Commission
Jörg Büsel, Coordinator Enterprise Europe Network Lower Saxony, Investitions- und Förderbank Niedersachsen - NBank

10:30 - 12:00

PANEL: **ENERGY TRANSFORMATION: GREAT ACHIEVEMENTS AND ROLE OF CLUSTERS**

*Moderator
Panellists*

Marek Przeor, Team Leader Cluster Policy, European Commission
Dr Beate Weidenhammer - Federal Ministry for Economic Affairs and Climate Action, responsible for the "go-cluster" programme
Christoph Frenkel, Deputy Managing Director of the Thuringian Renewable Energies Network
Frederik Wewetzer, Project Manager at HZwo - the Saxon innovation cluster for fuel cell and hydrogen technology
Johan Wasberg, Development Director of Merinnova / EnergyVaasa Cluster
Sophie Schmitz or Thibaud Vanrooden – Pôle Mecatech (Belgium), cluster partner in DREAM Eurocluster

12:15 - 12:45

TALK: **HOW TO PROTECT YOUR STARTUP'S UNIQUE IDEAS WITH EU FUNDING**

Speakers

Jonas Hein, Legal and Policy Officer, European Commission
Swetlana Braun, Key Account Management & Information Centre EUIPO

14:15 - 15:00

FLASH TALKS: **EU SUPPORT TOOLS FOR SMES – ENTERPRISE EUROPE NETWORK – ERASMUS FOR YOUNG ENTREPRENEURS – ACCESS TO MARKETS**

Speakers

Peter Berz, Head of Unit, European Commission
Marijana Juras, Policy Officer, European Commission
Tim Schüürmann, Coordinator EEN NRW, Zenit

15:15 - 16:15

PANEL: **THE FUTURE OF TEXTILE INDUSTRY: COMPETITIVE, SUSTAINABLE AND CIRCULAR**

*Moderator
Panellists*

William Neale, Advisor on circular Economy, European Commission
Valérie Boiten, Ellen MacArthur Foundation
Michael Laermann, Ecopreneur.eu - European Sustainable Business Federation
Dirk Vantghem, Director General, Euratex

16:30 - 17:15

PANEL: **BOOSTING EU-UKRAINE BUSINESS COOPERATION: OPPORTUNITIES AND INITIATIVES**

*Moderator
Panellists*

Marek Przeor, Team Leader Cluster Policy, European Commission
Olga Shapoval, Executive Director Kharkiv IT Cluster
Olga Millward, International Development Expert, Ukrainian Cluster Alliance
Orest Tokac, Policy Coordinator at Ukraine Service, European Commission
Nataliia Lopina, CEO and Founder, ClinCaseQuest

17:30 - 18:00

TALK: **UNREGULATED AND MISLEADING CONFORMITY ASSESSMENT CERTIFICATES**

Speaker

Dr. Frauke Hoss, Policy Officer, European Commission



FRIDAY 26-04-2024

TOPIC OF THE DAY: **PARTNERSHIPS FOR SKILLS**

09:30 - 10:00

TALK: **NET ZERO INDUSTRY SKILLS ACADEMIES – EUROPEAN LEARNING CONTENT FOR A EUROPEAN WORKFORCE**

Speaker Daniela Santopolo, Policy Officer, European Commission

10:15 - 10:45

PANEL: **THE EUROPEAN PACT FOR SKILLS – HOW IT CAN HELP YOU EQUIPPING YOUR WORKERS WITH THE RIGHT SET OF SKILLS**

Moderator Daniela Santopolo, Policy Officer, European Commission

Panellists Sergi Queralt, Senior Policy Advisor, Geopa

Vassiliki Chatzioetrou, Co-Founder & Director, ReadLab

Sabrina Ferraz-Guarino, Programme Assistant, European Commission

11:00 - 11:30

TALK: **ENHANCING SKILLS FOR A FAIR AND INCLUSIVE TRANSITION**

Speakers Victoria Petrova, Head of Unit Industry, HaDEA - Health and Digital Executive Agency

Steven Dhondt, TNO (Up-Skill project)

Karina Maldonado-Mariscal, TU Dortmund (BRIDGES 5.0 project)

12:00 - 12:45

TALK: **BRINGING THE SINGLE MARKET CLOSER TO CITIZENS AND BUSINESSES**

Speakers Charlotte Woolfson, Policy officer, European Commission

Thomas Fillis, Information systems support officer, European Commission

MONDAY - FRIDAY

Visit our Support Corner and benefit from tailored advice from Enterprise Europe Network (EEN), the world's largest support network for SMEs!

EEN can help you with:

- Access to finance including EU funding
- Finding business partners across the EU and beyond
- Practical aspects of expanding your business in the EU and beyond
- Becoming more innovative, sustainable and digital company

OTHER SERVICES:

Wednesday 24 and Thursday 25 April: How can you protect your innovations and intellectual property by EU Intellectual Property Office (EUIPO)

Friday 26 April: Practical questions about doing business in the EU or cross-border procedures? Ask our experts from "Your Europe"!

VISIT ALSO THE ENTERPRISE EUROPE NETWORK STAND AND MATCHMAKING EVENT "TECHNOLOGY & BUSINESS COOPERATION DAYS" IN HALL 2, STAND C-02