

AGENDA

16 April 2024

Hybrid Event - venue: ACE events, Av. d'Auderghem 22, 1040 Bruxelles, Belgium

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0900-0945 Registration and Welcome Coffee

0945-0955 Welcome

- **Hubert Gambs**, Deputy Director-General for Internal Market, Industry, Entrepreneurship and SMEs (GROW) at the *European Commission*

0955-1020 Opening keynotes

- **Pascal Arimont**, Member of the *European Parliament (ITRE)*
- **Mark Andries**, Administrator General at the Flanders Innovation & Entrepreneurship Agency

1020-1045 Assessing Europe's advanced manufacturing strengths and its global position

The conference will provide a comprehensive view of the current and emerging trends across industrial technologies for manufacturing, with a focus on Europe's role. It will begin with a global perspective, setting the stage for developments in a global manufacturing market. This will be followed by an overview of European strengths in advanced manufacturing, along with the systemic sectoral risks and weaknesses, and opportunities for European players to enlarge their footprint across global value chains.

Keynote speakers:

- **Bart Deckers**, Partner Strategy and Advanced Manufacturing at *EY*
- **Paolo Pasimeni** Deputy Head of Chief Economist unit at *DG GROW, European Commission*

1045-1145 Promoting the contribution of advanced manufacturing to a net-zero future

The Green Deal Industrial Plan supports Europe's net-zero industries, along with the Net-Zero Industry Act and the European Taxonomy on Sustainable Finance. To ensure the EU's industrial leadership, emphasis needs to be placed on the firms making the tools for the transition. This panel will uncover the value add of advanced manufacturing, and address industry opportunities for the EU advanced manufacturing sector to boost green digital business models within Europe. The panel will also examine how advanced manufacturing solutions, which enable sustainable manufacturing, can be supported and how the EU industry that creates components for net-zero technologies can be scaled up.

Panelists:

- **Andreas Brunsgaard**, Head of *Confederation of Danish Industry* Brussels Office and Orgalim representative of the *Platform on Sustainable Finance*
- **Matthieu Worm**, Senior Principal Key Expert (Industrial Metaverse) at *Siemens*
- **Anne Gaelle Collot**, Industrial Biotechnology Director at *EuropaBio*
- **Bart Van der Schueren**, CTO and EVP at *Materialise*
- **Antonello Locci**, Head of Division, Innovative Digital Technologies and Manufacturing Industry at *European Investment Bank*

1145-1245 Fostering data-driven advanced manufacturing

This session will focus on enhancing European industry through data-driven business models and a policy framework that promotes fair, open, and standard-based international trade of data. Key topics include leveraging data to develop new business strategies, increasing digitalisation across sectors, and improving data sharing. The panel will review EU legislative initiatives like the Data Act, Data Governance Act and the Free Flow of Data Regulation as well as European initiatives for data spaces. It will explore strategies to scale up data-driven models, particularly for SMEs and large corporations, to bolster EU and international trade, harnessing technologies such as the industrial metaverse and digital twins. The panel will discuss practical examples of data utilization, challenges in international data access and trade, and the need for further EU actions, especially regarding data localisation in external markets.

Panelists:

- **Johannes Fritz**, CEO at *St. Gallen Endowment for Prosperity Through Trade*
- **Bjoern Juretzki**, Head of Unit data policy and innovation at *DG CNECT, European Commission*
- **Hartmut Rau**, Deputy Executive at *VDMA (European data spaces)*
- **Francesca Tagliani**, Executive Board Member at *DIGITALEUROPE*, Director for Distribution at *Rockwell Automation*
- **Dejan Drajić**, Senior Researcher at *Dunavnet*

1245-1345 Networking Lunch

1345-1445 Embracing generative AI for advanced manufacturing of the future

The panel will discuss the transformative role of generative AI in cutting-edge robotics and in manufacturing in general, also taking stock of the work of the European Partnership for AI, Data and Robotics ("ADRA PPP"). It will explore the integration of these digital technologies within Europe's leading factories, emphasising the scaling of new tech solutions. The panel will address crucial strategies for European manufacturers to incorporate advanced technologies into their operations and maintain a competitive edge in the international arena, as well as securing European sovereignty over these technologies.

Panelists:

- **Emanuela Girardi**, President at *AI Data Robotics Association (ADRA)*
- **Balázs Barta**, Managing Director at *Pannon Business Network*
- **Cecile Huet**, Head of Unit of Robotics and Artificial Intelligence Innovation and Excellence at *DG CNECT, European Commission*
- **Julia Karpińska**, Data Operations Lead at *Nomagic*
- **Orestis Trasanidis**, Lead on AI at *European Institute of Innovation and Technology*

1445-1500 Forward together: policy conclusions and perspectives

The conference will end with keynote policy conclusions from the European Commission.

- **Amaryllis Verhoeven** acting Director at *DG GROW, European Commission*

1500-1630 Networking Coffee
