

IPPEC 2018

Integrated Plant Engineering Conference

Engineering and business in the cloud



March 14, 2018

IHK Akademie Walter-Braun-Straße 15

Nuremberg Germany / Nürnberg

No conference fee

Further information: matthias.barbian@siemens.com

Registration: <http://www.automation-valley.de/aktivitaeten/international/ippec-2018/>



08:00 Registration and Welcome Coffee

09:00 Digital competences in the Nuremberg region

Dr. Ronald Künneth, Industrie- und Handelskammer Nürnberg für Mittelfranken / Automation Valley Nordbayern
Matthias Barbian, VDI-Bezirksverein Bayern Nordost / VDE-Bezirksverein Nordbayern

09:10 Disruptive Practices from Silicon Valley

Nash Chakaborty, Head of Global Business Development, Siemens Cloud & Data Services, USA

Digital experiences of our international partners

09:40 Digital Production in Denmark

Ali Ahmad Malik, LINAK A/S, Denmark

10:05 Industry 4.0 - Digitalization and co-operation in process automation

Urmo Sisask, CEO, Hyrles Estonia

10:30 Coffee Break



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The way to disruptive Business Models

- 11:00** **Challenges of Digital Transformation: New Business Models and Corporate Culture**
Christian Gülpen, Head of Digitalization / Industrie 4.0, RWTH Aachen Invention Center – collaborative innovation
- 11:30** **Engineering meets Machine Learning**
Prof. Dr.-Ing. Wolfgang Maaß, Scientific director at DFKI German Research Center for Artificial Intelligence
- 12:00** **Discussion, Q&A session with the experts**

12:30 Lunch

Engineering, analytics, machine learning in the cloud

- 13:30** **Digital Twin, Digital Thread and Analytics for Optimized Asset Performance**
Armin Kratzer, Senior Account Executive, GE Digital
- 14:00** **Smart Data for SMEs**
Christoph Winterhalter, Chairman of the Executive Board of DIN (German Institute for Standardization)
- 14:30** **Advanced Analytics in the Cloud**
Nash Chakaborty, Head of Global Business Development, Siemens Cloud & Data Services, USA

15:00 Coffee Break

15:30 ENGINEERING 2050: Brain Machine Interface

Ronald Zehmeister, Future Scientist and one Initiator of ENGINEERING 2050

16:00 Networking with fingerfood

International Partnering

Organized by the EEN parallel to the conference. [Further information on the website.](#)

Pre-Event 'Meet & Greet' (March 13, 2018) for international conference participants and invited guests.
[Further information on the website.](#)

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Organizer:

Industrie- und Handelskammer Nürnberg für Mittelfranken,
presented by President Dirk von Vopelius and CEO Markus Löttsch. Ulmenstraße 52, 90443 Nürnberg



For organizational questions please contact.

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VDE NORDBAYERN

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Supported by:



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Exhibitors:

