

15 July 2020, Hannover Exhibition Center

14th German-Japanese Economic Forum

Industry 4.0/AI – the Challenge for SMEs

Program draft / last update: 10 March 2020

**HANNOVER
MESSE**
postponed to
13 -17 July



Deutsche Messe

Jointly organized by:



AHK Deutsche Industrie- und
Handelskammer in Japan
在日ドイツ商工会議所

HOME OF INDUSTRIAL PIONEERS



14th German-Japanese Economic Forum

Industry 4.0 / AI – The Challenge for SMEs

General information

What is Artificial Intelligence and how can I use it sensibly in my company? What added value does it contribute to my operations? These questions are a major preoccupation for Japanese and German small and medium-sized enterprises (SMEs). The potential increase in efficiency and the potential cost savings due to automation and process digitization must be contrasted with the initially high investment costs. Data security issues are also a factor.

At the 14th German-Japanese Business Forum, Japanese and German experts will show how SMEs can take advantage of AI-based solutions profitably, for example in logistics, quality testing, production, customer service and product innovation.

To kick off the event, Deutsche Messe is offering interested attendees a guided tour on the topic of “Digitization of SMEs”, bringing them to the stands of selected exhibitors.

The forum is organized by Deutsche Messe in cooperation with ECOS Consult and the German Chamber of Industry and Commerce in Japan.



14th German-Japanese Economic Forum

Key data

Date	Wednesday, 15 July 2020
10:30 – 13:00	Guided tours (10:30 a.m.-12:30p.m. / 11:00a.m.-1:00 p.m.)
13:15 – 14:00	Registration & networking snack time
14:00 – 18:00	14th German-Japanese Economic Forum
Venue	Hall 21 (Business Forum 1) Global Business & Markets
Language	German-Japanese (simultaneous translation)
Target groups	Small and medium-sized enterprises from manufacturing and process industries, logistics, CEOs, business development, production managers, developers and designers, media
Patronage in	 Federal Ministry for Economic Affairs and Energy

Organizers	 Deutsche Messe  ECOS  AHK Deutsche Industrie- und Handelskammer in Japan 在日ドイツ商工会議所
Cooperation partners in	 PLATTFORM INDUSTRIE 4.0  SME SUPPORT JAPAN  rri ロボット革命イニシアティブ協議会 Robot Revolution & Industrial IoT Initiative
Supporters	 DJW 日独産業協会 Deutsch-Japanischer Wirtschaftskreis  JETRO  BDI  Niedersachsen

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Industry 4.0/AI – The Challenge for SMEs

Guided tour		Draft program: last update 10 March 2020
10:30	Guided tour: “Digitization and automation solutions for SMEs” (Group 1: English) – approx. 2 hours	
11:00	Guided tour: “Digitization and automation solutions for SMEs” (Group 2: German) – approx. 2 hours	
13:15	Registration	
Opening & keynotes		
14:00	Opening & moderation Marcus Schuermann , Delegate of German Industry and Commerce in Japan, German Chamber of Commerce and Industry in Japan	
14:05	Words of welcome H.E. Takeshi Yagi , Ambassador of Japan in Germany	
14:10	Keynote Elisabeth Winkelmeier-Becker , Parliamentary State Secretary, Federal Ministry of Economic Affairs and Energy	
14:25	Keynote Yoji Ueda , Deputy Director-General, Manufacturing Industries Bureau, , Ministry of Economy, Trade and Industry (METI) t.b.c.)	

Session I

Draft program: last update 10 March 2020

Moderation: **Marcus Schuermann**, Delegate of German Industry and Commerce in Japan, German Chamber of Commerce and Industry in Japan

14:40 **Presentation 1 (title t.b.a.)**
▪ **Dr. Satoshi Morinaga**, Research Fellow Data Science Laboratories, NEC Corporation

14:55 **Presentation 2 (title t.b.a.)**
▪ **Benjamin Nixdorf**, Managing Director, Zuken Europe

15:10 **Presentation 3 (title t.b.a.)**

15:25 **Talk: Industry 4.0 – Challenges for SME in Germany and Japan**

- **Prof. Berend Denkena**, Institute of Production Engineering and Machine Tools, Hannover University / SME 4.0 Competence Center Hannover
- **Dr.-Ing. Axel Schmidt**, Director SC Engineering, Sennheiser electronic GmbH
- **Shinichi Murai**, Executive Vice President, Organization for Small & Medium Enterprises and Regional Innovation, JAPAN(SMRJ)
- **N.N.** (SME, Japan)

15:55 **“Meet the Speakers” session 1 + coffee break, hosted by.....**

Session II		Draft program: last update 10 March 2020
16:15	Starting Industrial IoT - Mistakes made, lessons learned. Sustainable IoT and Kaizen Activities (Smart Manufacturing Kaizen Level) Hajime Sugiyama , IIoT Evangelist, Mitsubishi Electric	
16:30	Presentation 5 (title t.b.a.) Toshimitsu Kawano , Managing Director, Beckhoff Automation K.K	
16:45	Presentation 6 (title t.b.a.)	
17:00	Statement: <ul style="list-style-type: none">▪ Dr. Hideaki Omiya, Chairperson, Robot Revolution Initiative (RRI) and Japan Machinery Federation Talk: Challenges for SMEs - What can policy do to support SMEs? What can Germany and Japan learn from each other? <ul style="list-style-type: none">▪ Dr. Hideaki Omiya, Chairperson, Robot Revolution Initiative (RRI) and Japan Machinery Federation▪ Dr. Hidehiko Nonaka, Director, National Institute of Advanced Industrial Science and Technology (AIST)▪ Prof. Dr.-Ing. Reiner Anderl, Head of the Department of Data Processing in Design (DiK), Technical University Darmstadt (t.b.c.)	
17:40	“Meet the Speakers” session 2 + networking drink	

HANNOVER MESSE (13-17 July 2020)

World's leading trade fair for industrial technology and International economic policy platform No.1 for the industrial sector



HANNOVER MESSE (13-17 July 2020)

The new structure of HANNOVER MESSE

In the future, HANNOVER MESSE will feature six display sectors reflecting the core segments of industry and the digital transformation of industry.

AUTOMATION, MOTION & DRIVES

Factory, process and energy automation | Control and regulating technology | Measuring and testing technology | Electric drive technology | Motion control | Fluid technology | Electric automation technologies | Robotics | Linear technology | Assembly and handling technology | Sensors and industrial image processing | Cable technology | Power transmission technology | Transformers | Logistics automation and integrators | Autonomous logistics | Warehousing technology, pick & pack, shipping logistics

DIGITAL ECOSYSTEMS

MES | ERP | Logistics IT | CRM | VR/AR | Cax/PLM | Predictive Maintenance | ICT | Digital platforms | Consulting, Industrial Security

ENERGY SOLUTIONS

Energy and building automation | Energy (data) management | Connecting technology | Measuring and testing equipment | Power-to-X | Integrated energy systems, (Industrial) micro grids and off-grid solutions | Energy and mobility solutions for industrial plant, commercial zones and large infrastructures | Electrical mobility and charging infrastructure | Energy automation | Grid digitization

ENGINEERED PARTS & SOLUTIONS

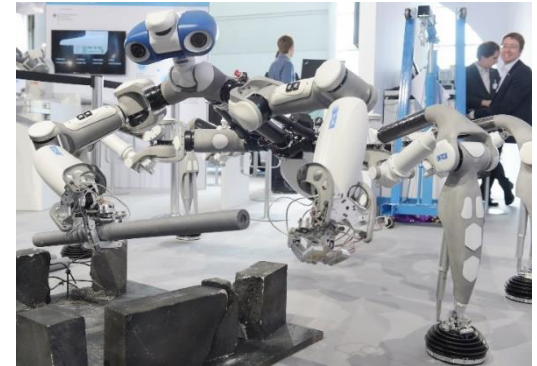
Engineering services | Metal working/processing (castings, forgings, machined parts, sheet metal forming) | Parts and components made of plastic, rubber and composite materials | Engineering ceramics | Contract manufacturing | Additive manufacturing | Lightweight design

FUTURE HUB

Research and development for industry | Start-ups | Innovation culture | Future of work

LOGISTICS

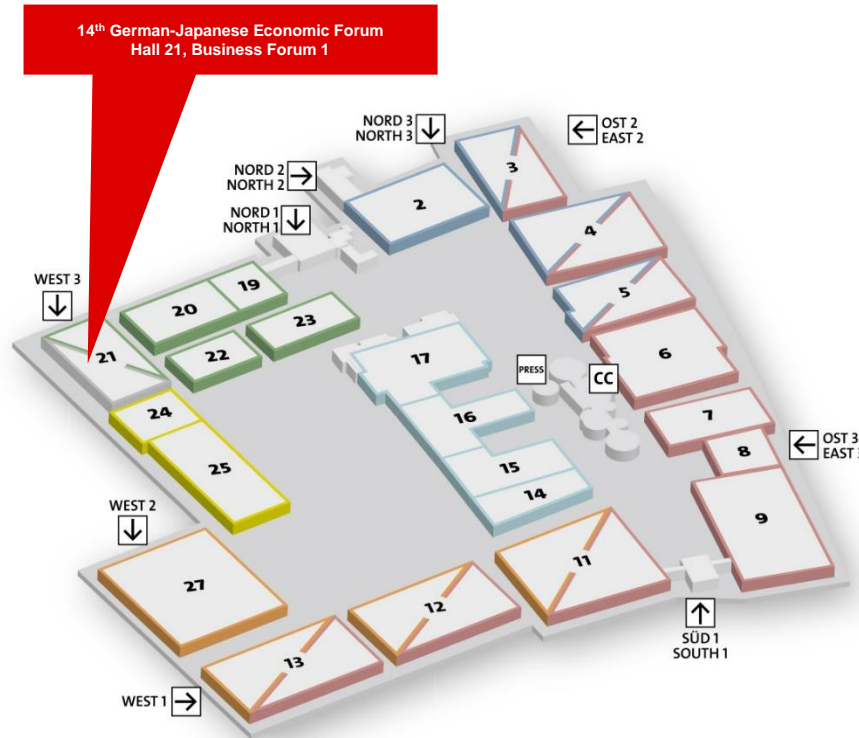
Materials handling technology | Complete systems | Driverless transport systems | Robot technology in logistics | Conveying and warehouse technology | Handling technology | WMS (Warehouse Management Systems) | TMS (Transport Management Systems) | ERP software | Identification technology | Order picking systems | Hardware | Loading equipment | Packaging technology | Cranes, lifting systems | Equipment | Logistics services



HANNOVER MESSE 2020

Exhibition map

- Future Hub**
(Halls 24, 25)
- Engineered Parts & Solutions**
(Halls 19 – 23)
- Logistics**
(Halls 2–5)
- Automation, Motion & Drives**
(Halls 3–9, 11–13)
- Energy Solutions**
(Halls 11–13, 27)
- Digital Ecosystems**
(Halls 14–17)
- Global Business & Markets**
(Hall 21)



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Entrance
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