

## 14<sup>th</sup> German-Japanese Economic Forum at Hannover Messe 2021

- Topic:** Industry 4.0 and AI: Challenges for SME in Japan and Germany
- Date:** Thursday April 15<sup>th</sup>, 2021
- Time:** 11:00 – 12:00 CET / 18:00 – 19:00 JST
- Language:** English
- Format:** online panel within the Hannover Messe “Industrial Transformation Channel” provided by Deutsche Messe
- Organizer:** Deutsche Messe AG, AHK Japan, ECOS

### Program:

Time CET (JST)	Program
11:00 (18:00)	Opening: <i>Carmen Hentschel, Deutsche Messe AG</i>
11:05 (18:05)	Welcome by the moderator <i>J. Schilling, ECOS Consult GmbH</i>
11:10 (18:10)	<b>Keynote: “Digital Platforms in manufacturing - highlighting the impact of platform economy” (tbd)</b>  <i>Prof. Dr. Ulrich Loewen, Senior Principal Engineer, Siemens AG / Member of the Digital Business Model Working Group of Platform Industry 4.0</i>  <i>Naoaki Fujino, Leader of Intelligence Team, Robot Revolution &amp; Industrial IoT Initiative / Chief Researcher, Digital Industrial Business Planning Department, Nomura Research Institute, Ltd.</i>
11:20 (18:20)	<b>Panel Discussion: How can SME in Japan and Germany benefit from Industry 4.0 and AI and how can they master the Digital Transformation?</b>  <i>Moderator: M. Schuermann, AHK Japan</i>  <u>Panelists:</u>  <i>Dr.-Ing. Axel Schmidt, Director SC Engineering, Sennheiser Electronic GmbH</i>  <i>Bülent Tiz, European 4.0 Transformation Center GmbH (RWTH Aachen Campus)</i>  <i>Yosuke Nakatsukasa, Operating Officer, General Manager responsible for R&amp;D Management, R&amp;D Accounting, R&amp;D HR and Production HR, DMG MORI Co., Ltd.</i>  <i>Hiroshi Taniguchi, Deputy General Manager, President Office, Dhowa Technos, Japan</i>
11:55 (18:55)	Conclusion by the moderator
12:00 (19:00)	End