

EITEMS 2016

IEEE European Technology &
Engineering Management Summit



Engineering for Economy 4.0

3–4 November 2016

FRANKFURT/MAIN

Kap Europa Convention Center



www.e-tems.org

ETEMS 2016

Welcome Note



Engineering for Economy 4.0 – Managing Increasing Complexity and Speed

The IEEE European Technology & Engineering Management Summit will be held at 3–4 November 2016 at the Kap Europa Convention Center in Frankfurt/Main, Germany.

The digitization of everything will profoundly change all industries. The IoT and the Industrial Internet Initiative, also coined as 4th industrial revolution, will change the rules of the game for the whole Economy. On a broader scope this will lead to “Economy 4.0” by the transformative power of the accelerating developments in hard- and software technology, process innovations, artificial intelligence and machine learning.

Europe has an impressive number of global champions of all sizes built on engineering. The transformational capabilities of established leaders are challenged due to global competition and disruptive new entrants as time-to-market and overall product lifecycles are decreasing rapidly.

Engineering new products with deeply interconnected services requires managing an increasing complexity across globally distributed teams and even across the boundaries of individual firms and industry sectors. Economy 4.0 products and services demands high value products with connectivity and rapid evolution of individualized, customer-driven services beyond distinct layers of traditional hardware, software and communication.

The IEEE European Technology & Engineering Management Summit will bring together engineering and technology executives and managers, scientific innovators and high potential actors in technological and engineering management. At the scientific conference day on Thursday, 3rd November research concepts, approaches and principles of new product development and system engineering from prestigious European and US institutions will be presented.

The industrial leadership day on Friday 4th, November, features distinguished speakers including board members, managing directors, executive managers and experts from industry leaders like Bosch, Intel, Microsoft, and German Railways.

The distinguished speakers will present the challenges and opportunities their enterprises and industries are facing, and how they are approaching new ways to competitiveness and growth. Specific focus will be on the design, engineering, manufacturing and distribution of interconnected products and services in mobility, including automotive, railway and marine.

IEEE Technology Management Society provides its global expertise to foster the digital transition of companies of all sizes to enter new fields of business with highly accelerated demands on product and service complexity and speed of change. The event will be hosted and administered by the IEEE TEMS Society with the Germany chapter acting as the local organizing committee. Conference Language will be English. Scientific papers will be published in IEEEExplore.



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Preliminary Program

Thursday, 3 November 2016 • Scientific Conference Day

Keynote

Experiences based on an innovation ecosystem model in Atlanta
Steven E. Cross (Atlanta, GE/US)
Executive Vice President for Research at the Georgia Institute of Technology in Atlanta, Georgia

Paper Submissions

A Systems Engineering Approach to Systematic Innovation in an Industry-University Collaboration
Thomas Felis (Atlanta, GE/US)

Initial Thoughts on Measuring and Managing Difficulty
Dean Beale (Bristol/GB)

Performance Drivers in New Product Development:
Evidence from Expert Interviews
Benedict Pflaum (Karlsruhe/DE)

Friday, 4 November 2016 • Industrial Leadership Day

Keynotes

Engineering of Autonomous Driving in Distributed Teams
Hans-Peter Hübner (Abstatt/DE)
*Executive Vice President Chassis Systems Control
Robert Bosch GmbH*

Managing the Future of Germany's Rail Power Grid
Werner Raithmayr (Frankfurt a. M./DE)
Executive Director DB Energie GmbH

Automation for Autonomous Marine and Offshore Applications
Norman Südekum
*Head of Marine & Offshore in Market Management
WAGO Kontakttechnik GmbH & Co. KG*

Customer-led innovation efforts across cloud and enterprise platforms
Ulrich Homann (Düsseldorf/DE)
*Distinguished Architect
Microsoft®*

Identification of Approaches for Remanufacturing 4.0
Steffen Butzer (Bayreuth/DE)

Measuring the Technological Innovativeness of Petroleum Firms in an Emerging Economy like Nigeria
Gordon Bubou (Pretoria/ZA)

Technology and Service Complementarity in the Industry 4.0: Effects of 3D Printing on the Development of New Business Models
Jose Montes (Montreal/CA)

Mobile IoT and Services Strategy
Josef Hausner (Neubiberg/DE)
*Division Vice President R&D IP Strategy
Intel Deutschland GmbH*

RegTech (Regulation Technology) - Why Economy 4.0 cannot rely on existing technology and requires adapted methods to manage cyber security, risk management and compliance
Stefan Sulistyo (Munich/DE)
*Chief Customer Officer
Alyne GmbH*

Monique Morrow (Zurich/CH) – tbc –
*CTO Evangelist New Frontiers Development & Engineering
Cisco Systems, Inc.*

Opening Lecture

Michael W. Condry (DE)
CTO, Intel, Global Ecosystem Development (Retired)



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General Information

Venue

Kap Europa
Messe Frankfurt
Osloer Straße 5
60327 Frankfurt am Main (DE)

Hosting societies

IEEE – Advancing Technology for Humanity
www.ieee.org

Technology and Engineering Management Society (TEMS)
www.ieee-tems.org

IEEE Germany Section
www.ieee.de

Conference Chair

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Klaus-Dieter Heerklotz, Atos SE, Munich (DE)

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Toni Göller, MINcom, Rosenheim (DE)
Josef Hausner, Intel, Feldkirchen (DE)
Klaus-Dieter Heerklotz, ATOS SE, Munich (DE)

Financial Committee

Dilip Kotak, Co-Treasurer, Vancouver (CN)

Date

3–4 November 2016

Website

www.e-tems.org



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General Information

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Registration Fees

	Early Bird (until 30 September 2016)	Regular (from 1 October 2016)
Member IEEE	750 EUR	850 EUR
Non-Member	850 EUR	950 EUR
Student	500 EUR	550 EUR
Life Member	500 EUR	550 EUR
Get-Together (registration required)	for free	for free

Please register online
via www.e-tems.org

