



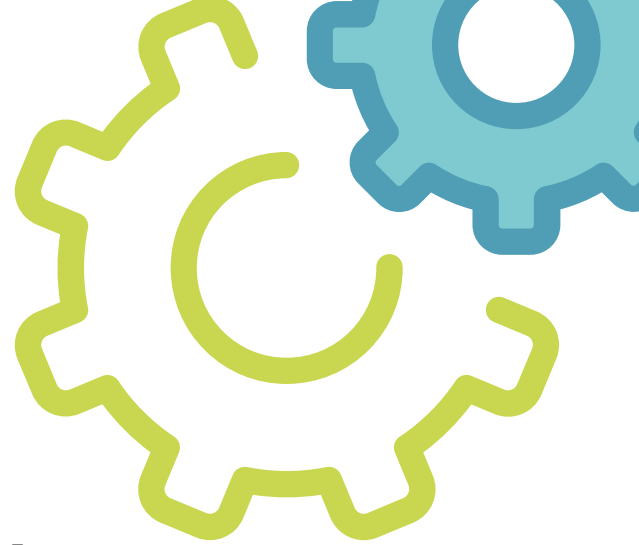
## INDUSTRIE 4.0 in RIGA and BEYOND CONFERENCE

„Getting Ready for INDUSTRIE 4.0: Transformations Needed”

1<sup>st</sup> December 2017

@ Trade fair Tech Industry 2017

Kipsala International Exhibition Centre BT 1, Hall 2, Conference hall 3



On the occasion of the trade fair **Tech Industry 2017**, the **German-Baltic Chamber of Commerce** and the **Association of Mechanical Engineering and Metalworking Industries of Latvia (MASOC)** in cooperation with the **Ministry of Economics of Latvia** and the **Riga City Council** will host the 1<sup>st</sup> Industrie 4.0 Conference under the motto “**Getting Ready for INDUSTRIE 4.0: Transformations Needed**” on 1<sup>st</sup> December 2017 in Riga.

German, Nordic and Baltic experts will report first-hand information about the newest developments and innovations as well as get in touch and network with other participants. The presentations will inform Latvian companies which are active in manufacturing, electronics, IT and mechanical engineering about the opportunities and requirements on digitalisation of production processes and ways of using it in order to enhance the competitiveness of the industry. Up to 150 participants are expected.

Participation at the conference is free of charge. All registered participants are provided with the free entrance ticket to the trade show. In connection with the upcoming trade fair “HANNOVER MESSE”, 2 tickets (including flights) will be raffled among the registered visitors.

**Conference language:** English and Latvian, simultaneous translation into Latvian, Russian and English provided.

**More information and registration:** [www.ahk-balt.org](http://www.ahk-balt.org)

**Contact person for registration and questions:** Zanda Kolesnikova, +371 6611 9817, [zanda.kolesnikova@ahk-balt.org](mailto:zanda.kolesnikova@ahk-balt.org)

### Organizers:



Ekonomikas ministrija



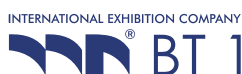
RIGAS DOME



Deutsch-Baltische Handelskammer  
in Estland, Lettland, Litauen  
German-Baltic Chamber of Commerce  
in Estonia, Latvia, Lithuania



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# Conference Program

## 12:40-13:00 Registration / Reception / Coffee

### 13:00-13:15 Welcoming addresses

- Raimonds Aleksejenko, Deputy State Secretary, Ministry of Economics of Latvia
- Armands Krūze, Acting Director of City Development Department, Riga City Council
- Florian Schröder, CEO, AHK Baltic States
- Toms Grīnfelds, Chairman of the Board, MASOC

### 13:15-14:00 Keynote speech: Industry 4.0 and German activities.

#### Connected manufacturing from the SAP perspective.

- Dr. Carsten Polenz, Representative of the German Platform Industrie 4.0., Vice President Product & Innovations, SAP, Germany

### 14:00-14:40 Keynote speech: Industry 4.0 in Practice: The potential, the challenges, and what it actually takes.

- Artūrs Seilis, Director of Operations Development, UPB Holding, Latvia

### 14:40-15:10 Coffee break

### 15:10-17:20 Practical session: Digital Value Chains

- 15:10-15:40 Navigating through digital business transformation  
Prof. Dr. Volker Wittpahl, Managing Director, Institute for Innovation and Technology (iit), Germany
- 15:40-16:10 How to win with IoT? – The IoT winning formula  
Gerard de Bourbon, Chief Evangelist, Tele 2 IoT, Sweden
- 16:10-16:30 Big data analytics in the context of industrial IoT  
Jürgen Walter, Managing Director, DATATRONiQ, Germany
- 16:30-16:50 Low labour costs and robotisation  
Artūrs Žipris, Mechanika Engineering SIA, representative of KUKA, Latvia
- 16:50-17:10 Industry 4.0 from concept to training  
Jānis Spoģis, FESTO SIA, Latvia
- 17:10-17:20 Short introduction to HANNOVER MESSE and its activities for Industrie 4.0  
Markus Schorak, Project Director Industrie 4.0, Deutsche Messe AG, Germany  
Raffle of 2 tickets (including flights) to HANNOVER MESSE

### 17:20-18:30 Networking buffet and Info market

Moderation by Oskars Priede

