



## Transformation of the manufacturing industry: The path towards Artificial Intelligence and Hydrogen

09-10 April 2025 in Heilbronn, Germany

### AGENDA

Venue: Chamber of Crafts (Handwerkskammer) Heilbronn

#### Day 1 – Wednesday, 9 April 2025 (CET)

09:00 – 9:30	<b>Registration of participants and welcome coffee</b>
9:30 - 10:10	<b>Welcoming Remarks</b> <b>Master of Ceremony: Teodora Jilkova</b> , VERITAS Cluster, ECCP team member <ul style="list-style-type: none"> <li>• <b>Welcome to Heilbronn, Dr. Patrick Dufour</b>, Managing Director of Regional development agency Heilbronn</li> <li>• Welcome to Chamber of Crafts Heilbronn-Franconia, <b>Ralf Schnörr</b>, Managing Director of Chamber of Crafts Heilbronn-Franconia</li> <li>• Welcome statement from <b>Carolina Pedrosa Ferreira</b>, Policy Officer, DG Grow, European Commission</li> <li>• Welcome and Strategic keynote statement from the Federal State of Baden-Württemberg, <b>Dr. Patrick Rapp</b>, State Secretary at the Ministry of Economic Affairs, Labour and Tourism of the State of Baden-Württemberg</li> </ul>
10:10 – 10:20	<ul style="list-style-type: none"> <li>• "Heilbronn-Franconia: An Innovation Hotspot in the Heart of Baden-Württemberg", <b>Bernhard Feßler</b>, Managing Director of Wirtschaftsregion Heilbronn-Franken GmbH</li> </ul>
10:20 – 10:40	<b>Setting the scene</b> <b>Introduction to the regional cluster ecosystem of Heilbronn –</b> <b>Presentation of the ECCP input paper on Heilbronn</b> <ul style="list-style-type: none"> <li>• <b>Jan-Philipp Kramer</b>, Head of EU Services, Prognos, ECCP Team Member</li> </ul>

10:40 – 11:00	<b>Tränsformation is our DNA - Leading the Chänce</b> <ul style="list-style-type: none"> <li>• <b>Patrick Dufour</b>, Managing Director of Regional development agency Heilbronn</li> </ul>
11:00 – 11:30	<b>Coffee Break</b>
11:30 – 11:45	<b>Challenges of the manufacturing industry: an entrepreneur's perspective</b> <ul style="list-style-type: none"> <li>• <b>Dr. Hans Halmosi</b>, Managing Director of Halmosi GmbH</li> </ul>
11:45 – 12:30	<b>Panel Discussion - Overcoming challenges of industrial transformation through international co-operation</b> <i>Moderator: Dr. Gerd Meier zu Köcker, Managing Director of RegioClusterAgency BW</i> <ul style="list-style-type: none"> <li>• <b>Mateja Dermastia</b>, CEO, Anteja ECG</li> <li>• <b>Michela Pivetta</b>, EU Project Manager, COMET</li> <li>• <b>Alexandra Wolf</b>, WFG – Senior EU Project Manager &amp; EACN Executive Board Member</li> <li>• <b>David Kames</b>, Innovation Lead – Sustainability, EIT Manufacturing</li> <li>• <b>Enric Pedrós</b>, Cluster Manager, FEMAC</li> </ul>
12:30 – 13:30	<b>Lunch break</b>
13:30 – 14:45	<b>Workshops on Hydrogen Energy Transition: From Strategy to Implementation</b>  <b>Group 1: The strategic path to a Hydrogen Region</b> <i>Lead by: Iris Ley &amp; Laura Walter</i> , Senior Project Managers, Wirtschaftsförderung Raum Heilbronn GmbH <b>Group 2: How to implement the fuel switch to hydrogen</b> <i>Lead by: Dr. Daniela Lindner &amp; Fabian Jörg</i> , CEOs, H2Know GmbH & Co.KG <b>Group 3: Pitfalls of concrete use cases</b> <i>Lead by: Erik Bannwarth</i> , Project Manager, Regionalverband Heilbronn and <b>Franken &amp; Felix Sossalla</b> , Project Manager, Wirtschaftsförderung Raum Heilbronn GmbH
14:45 – 16:25	<b>Matchmaking</b>
16:25 – 16:40	<b>Future opportunities for SMEs: The Role of Innovation Ecosystems in Germany</b> <ul style="list-style-type: none"> <li>• <b>Dr. Benjamin Schiller</b>, CFO, Innovation Park Artificial Intelligence (IPAI) Heilbronn</li> </ul>
16:40 – 17:40	<b>AI with Impact: From Use Cases to AI Readiness-Framework – Proven Paths to Successful AI Integration in SMEs</b> <ul style="list-style-type: none"> <li>• <b>Uwe Kreyenborg</b>, Program Owner AI in medium-sized companies, Vollmer &amp; Scheffczyk GmbH</li> </ul>
17:40 – 18:00	<b>Wrap up</b> <ul style="list-style-type: none"> <li>• <b>Dr. Patrick Dufour</b>, Managing Director of Regional development agency Heilbronn</li> <li>• <b>Teodora Jilkova</b>, VERITAS Cluster, ECCP team member</li> </ul>

19:00 – 23:00	<b>Wine and Dine</b>
---------------	----------------------

## Day 2 – Thursday, 10 April 2025 (CET)

09.00 – 13:00	<b>Site Visits</b> <ul style="list-style-type: none"> <li>● <b>IPAI Heilbronn</b> (Innovation Park Artificial Intelligence), capacity for 25 persons: <a href="#">IPAI</a></li> <li>● <b>DLR in Lampoldshausen</b> (German Aerospace Center), capacity for 25 persons: <a href="#">Lampoldshausen</a></li> </ul>
---------------	--