13th German-Japanese Economic Forum • Wednesday, 3 April 2019 • Hannover, Germany

AI in industrial production – the self-learning factory of the future

Participation options & draft program
Last update: 17 September 2018

<table>
<thead>
<tr>
<th>Participation Options</th>
<th>by 30 Nov. 2018</th>
<th>after 30 Nov. 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic package (5 available)</td>
<td>€ 1,805</td>
<td>€ 1,900</td>
</tr>
<tr>
<td>Premium package (5 available)</td>
<td>€ 4,275</td>
<td>€ 4,500</td>
</tr>
<tr>
<td>Gold package (1 available)</td>
<td>€ 5,605</td>
<td>€ 5,900</td>
</tr>
</tbody>
</table>

On request:

| Platinum package* (1 available) | € 8,075 | € 8,500 |

* Includes active involvement in the content for Session no. 2 – startups.

- Package reservation possible up till 8 February 2019
- 5% discount if booked by 30 November 2018
- Prices subject to VAT

Jointly organized by:

Deutsche Messe

Get new technology first
13th German-Japanese Economic Forum
AI in industrial production – the self-learning factory of the future

General information

In the future, artificial intelligence is going to have a decisive impact on numerous areas of society and the economy. Self-learning and intelligent systems will be increasingly employed in production processes. Machines will autonomously report incorrect settings, while production units will recognize data stream structures, learn from them and independently reprogram themselves. The factories of the future will be able to adapt to changing requirements on their own.

At the 13th German-Japanese Business Forum, experts from industry, science and government will discuss potential AI applications for industrial processes. For the first time, the forum will also feature a startup event, at which German and Japanese startups will present their innovations in short pitches. To kick things off, Deutsche Messe will offer interested participants a tour of interesting innovations in connection with the “AI in production” focus.

The traditional get-together will take place at the end of the forum. The forum is organized by Deutsche Messe in cooperation with ECOS Consult and the German Chamber of Industry and Commerce in Japan.
### 13th German-Japanese Economic Forum

#### Key data

<table>
<thead>
<tr>
<th>Date</th>
<th>Wednesday, 3rd April 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:30 – 12:30</td>
<td>Guided Tours</td>
</tr>
<tr>
<td></td>
<td>(10:30 a.m.-12 noon / 11:00 a.m.-12:30 p.m.)</td>
</tr>
<tr>
<td>13:00 – 18:00</td>
<td>13th German-Japanese Economic Forum</td>
</tr>
<tr>
<td>18:00 – 19:00</td>
<td>Networking reception</td>
</tr>
</tbody>
</table>

**Venue**
- Hall 27 (Business Forum 1)
- Global Business & Markets

**Language**
- German-Japanese (simultaneous translation)

**Attendees**
- Approx. 250 participants from Germany and Japan from manufacturing industry, R&D, industry and trade associations, institutions, government, press

**Patronage in 2018**
- Federal Ministry for Economic Affairs and Energy

**Organizers**
- Deutsche Messe
- ECOS
- AHK
- BDI
- DJW
- JETRO
- Niedersachsen

**Cooperation partners in 2018**
- Deutsche Messe
- JETRO
- Niedersachsen
## Guided Tours & Side Event

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:30</td>
<td><strong>Special Guided Tour (i.e. AI / Robotics)</strong> (Group 1: German) – approx. 1.5 h</td>
</tr>
<tr>
<td>11:00</td>
<td><strong>Special Guided Tour (i.e. AI / Robotics)</strong> (Group 2: English) – approx. 1.5 h</td>
</tr>
<tr>
<td>11:00</td>
<td><strong>Asa no Kai (Business breakfast)</strong> organized by DJW Deutsch-Japanischer Wirtschaftskreis</td>
</tr>
</tbody>
</table>

## Opening & Keynotes

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
</table>
| 13:00  | **Opening & Moderation**  
*Marcus Schürmann*, Delegate of German Industry and Commerce in Japan, German Chamber of Commerce and Industry in Japan |
| 13:05  | **Words of welcome**  
*H.E. Takeshi Yagi*, Ambassador of Japan in Germany (t.b.c.) |
| 13:10  | **Keynote** (title t.b.a.)  
*t.b.a.*, Federal Ministry of Economic Affairs and Energy |
| 13:30  | **Keynote** (title t.b.a.)  
*Yuko Kurihara*, Principal Deputy Director, Ministry of Economy, Trade and Industry (METI) (t.b.c.) |
### Session I: KI in industrial production – the self-learning factory of the future

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

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>13:50</td>
<td>Presentation 1</td>
</tr>
<tr>
<td></td>
<td>t.b.a.</td>
</tr>
<tr>
<td>14:05</td>
<td>Presentation 2</td>
</tr>
<tr>
<td></td>
<td>t.b.a.</td>
</tr>
<tr>
<td>14:20</td>
<td>Presentation 3</td>
</tr>
<tr>
<td></td>
<td>t.b.a.</td>
</tr>
<tr>
<td>14:35</td>
<td>Refreshment break sponsored by.....</td>
</tr>
<tr>
<td>14:50</td>
<td>Presentation 4</td>
</tr>
<tr>
<td></td>
<td>t.b.a.</td>
</tr>
<tr>
<td>15:05</td>
<td>Presentation 5</td>
</tr>
<tr>
<td></td>
<td>t.b.a.</td>
</tr>
<tr>
<td>15:20</td>
<td>Presentation 6 (t.b.c.)</td>
</tr>
<tr>
<td></td>
<td>t.b.a.</td>
</tr>
<tr>
<td>15:35</td>
<td>Talk (2017 MoU DFKI/AIST)</td>
</tr>
<tr>
<td></td>
<td>t.b.a., DFKI (German Center for Artificial Intelligence)</td>
</tr>
<tr>
<td></td>
<td>t.b.a., AIST (National Institute of Advanced Industrial Science &amp; Technology)</td>
</tr>
<tr>
<td>16:00</td>
<td>Coffee break sponsored by.....</td>
</tr>
</tbody>
</table>
# Session II: Startup Session

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

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>16:15</td>
<td>Opening of Startup Session</td>
</tr>
<tr>
<td>16:20</td>
<td>Talk session: Success Story</td>
</tr>
<tr>
<td></td>
<td>(Companies from industry / start-up from the area of AI)</td>
</tr>
<tr>
<td></td>
<td>t.b.a. (Industry)</td>
</tr>
<tr>
<td></td>
<td>t.b.a. (Start-up)</td>
</tr>
<tr>
<td>16:50</td>
<td>Startup pitches Germany</td>
</tr>
<tr>
<td></td>
<td>t.b.a.</td>
</tr>
<tr>
<td></td>
<td>t.b.a.</td>
</tr>
<tr>
<td></td>
<td>t.b.a.</td>
</tr>
<tr>
<td></td>
<td>t.b.a.</td>
</tr>
<tr>
<td>17:30</td>
<td>Presentation Startup or Startup Pitches (Japan)</td>
</tr>
<tr>
<td></td>
<td>N.N.</td>
</tr>
<tr>
<td>17:45</td>
<td>Closing remarks</td>
</tr>
<tr>
<td>18:00</td>
<td>Networking Reception sponsored by…..</td>
</tr>
<tr>
<td></td>
<td>Platform Young Tech Enterprises (special display startups – hall 13)</td>
</tr>
</tbody>
</table>
Your participation option for **Basic Package**

**Company presence**
- Inclusion of your stand in the Guided Tour (max. 6 exhibitors) **or**
- Information stand at the forum (size: 130 x 60 x 110 cm) and placement of your own display banner

**Your logo displayed…**
- on the on-stage Partners panel
- on the German-Japanese Economic Forum website, with a link to your homepage
- in the official Economic Forum program (print and online)
- in the HANNOVER MESSE event overview (4-5 editions Nov. 2018 - March 2019) with a link to your homepage
- in the daily program (online pdf) for HANNOVER MESSE for 3 April 2019

**VIP Special**
- 2 VIP passes for the Investment Lounge located within Global Business & Markets
- Free participation (2 persons) in the Special Guided Tour

**Marketing & Promotion**
- Image brochure distributed with the conference documents
- E-mail business newsletter (125,000 contacts worldwide, March 2019)

**Press & PR**
- Mention as sponsoring partner in a press release on the event
- Distribution of a company press folder
Your participation option for **Premium Package**  
incl. Basic Package and ……

**Company presence**
- Company presentation (15 min. timeslot) in the Economic Forum

**Your logo also displayed…**
- on the online participant registration page

**Marketing & Promotion**
- Your individual ad (1/3 page) in the daily program for HANNOVER MESSE on Wednesday, 3 April 2019

**VIP Special**
- Participation for two in the ‘Herrenhausen Gala Dinner Event’  
  (high-caliber VIP reception on the evening of Tue., 2 April 2019, starting at approx. 6 p.m.)
Your participation option for **Gold Package**

incl. Basic Package and ……

**Company presence**

- Company presentation (15 min. timeslot) in the Economic Forum
- Featuring of your speaker on the HANNOVER MESSE homepage on the day of the event

Your logo also displayed...

- on the online participant registration page
- on an individual display within the catering area (….hosted by…)

**Marketing & Promotion**

- Your individual ad (1/2 page) in the daily program for HANNOVER MESSE on Wednesday, 3 April 2019

**VIP Special**

- Participation for two in the ‘Herrenhausen Gala Dinner Event’
  (high-caliber VIP reception on the evening of Tue., 2 April 2019, starting at approx. 6:00 p.m.)

**Host of refreshment & coffee break**

- Presentation as host of the refreshment & coffee break (coffee, softdrinks, cookies) for approx. 200 guests
- Image trailer during the refreshment & coffee break
Add-on: Young Tech Enterprises (hall 13)
The central startup hub at HANNOVER MESSE

This is the hub for start-ups at HANNOVER MESSE, bringing together all activities focusing on new technology companies and industrial start-ups. It’s where young entrepreneurs with pioneering business ideas can network with established companies in the industry. Be part of it!

---

**Startups**

**Startup Counter**
All-inclusive package for founders – 2,000 €
Including stand construction, basic marketing services, participation in side events (Pitching/Matchmaking/etc.)

**Sponsors**
Logo Partner, Premium Partner, Investors Package, individual packages from 2,000 €

**Cluster Park**
All-Inclusive package for presentation up to 10 or up to 20 start-ups from 26,000 €

---

**Corporates & Investors**

---

**Contacts**

Senior Project Director
Bernhard Spitzenberg
Bernhard.Spitzenberg@messe.de
+49 511 89-31319

Julia Wackermann
Julia.Wackermann@messe.de
+49 511 89-31137
HANNOVER MESSE (1-5 April 2019)

Key data

Lead theme 2019: Integrated Industry – Industrial Intelligence

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

<table>
<thead>
<tr>
<th>Year</th>
<th>Exhibitors</th>
<th>Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>5,141 (from 75 countries)</td>
<td>210,138 (30% international, 2,030 from Japan)</td>
</tr>
<tr>
<td>2017</td>
<td>4,790 (from 65 countries)</td>
<td>225,000 (22% international, 1,920 from Japan)</td>
</tr>
<tr>
<td>2016</td>
<td>5,068 (from 74 countries)</td>
<td>190,000 (27% international, 980 from Japan)</td>
</tr>
</tbody>
</table>

HANNOVER MESSE Industry Trends 2019

- Cobots
- Digital Twin
- Industrie 4.0

- Integrated Energy
- Lightweight Construction
- Logistics 4.0

- Machine Learning
- Platform Economics
- Predictive Maintenance

Highlights

- Partner Country Sweden (central Swedish pavilion, Hall 27)
- Young Tech Enterprises - The central startup hub at HANNOVER MESSE (Hall 13)