

Annual Conference 2017

Digitalisation: Friend or foe? Impact of digitalisation on European Industry and its R&D



Conference Announcement

Conference venue: Dublin, 18&19 May 2017

2017 ANNUAL CONFERENCE OVERVIEW

The EIRMA Annual Conference (AC) provides an unparalleled opportunity for networking and cross-fertilising ideas and experiences between different industrial sectors, which is what makes EIRMA unique.

Digital technology has made extraordinary advances in recent years, revolutionising business models and transforming our economy. Indeed, it changes indeed the way an organisation can create value. As the Internet of Things becomes pervasive, digitalisation begins to affect all sectors, not just IT. The question is how digitalisation will inform, enable and/or disrupt industrial R&D in the near future? The R&D community needs to embrace the deployment of this technology and approach it with a strategic mindset, in order to tackle this significant cultural change. The EIRMA Annual Conference 2017 will be structured around three main issues:

- The impact on R&D management of incorporating digital into new products and services, (content of R&D)
- Integrating digital tools into your R&D management, (operation of R&D)
- The impact of digital business models and platforms on R&D strategy.

This AC will focus on what impact digitalisation has on the operations and content of R&D, learning from the experience of companies in dealing with the challenges and opportunities that digitalisation brings. We will discuss the lessons learned in how the digitalisation approaches should be implemented and what tools can assist. We want to go beyond the hype of technology providers to look at lessons from practical implementation. As part of this, we will look at examples from industry of the impact of digitalisation can have (e.g. Entertainment and Print Media) and think through the future scenarios with your peers.

Issues addressed

- < How is digitalisation disrupting traditional R&D?
- < How to maximise the benefits of digitalisation while avoiding the pitfalls?
- < How to frame and orchestrate this revolution?
- < How is digital reshaping the competitive industrial R&D landscape?
- < Understanding what is new and what previous concepts still apply
- < What R&D management needs to do to prepare for a digitalised future?
- < Managing the tension between the need for information security and the push for transparency/open-data
- < What are the first steps in digital for non IT companies?
- < Will digitalisation change your business model and impact all aspects of the innovation processes?
- < Can Europe learn something from digitalisation happening in the US and Asia?

This is what we invite our members to discuss during this special event. Bring your experience and your questioning to Dublin. Let's exchange between practionners and create the future together!

Target Audience

EIRMA Representatives, senior industrial leaders in Research & Innovation, people working at senior and middle levels of management, within **corporate and business functions** that are responsible for R&D and innovation, technology or product development.

*We also encourage **senior delegates** to come along **with high-potential R&D talents** and to **spread the word among non-member companies** that you would consider as potential candidates for EIRMA membership. This would enable them to experience the benefits and networking opportunities that they could gain by joining the Association.*

Chair

Carlos Härtel, EIRMA President, CTO & CIO, GE Europe

Conference Venue

The Gibson Hotel
At The Point Square,
Dublin 1, Ireland

8 Online registration **until 5 May 2017**

On EIRMA Website: <http://www.eirma.org>



Wednesday 17 May 2017

17:00 – 18:30

EIRMA Governing Board

Broadcaster meeting room (3rd floor) - For Board members only



19:15

Get together in the hotel lobby

19:30 – 22:00

Welcome Dinner at the hotel Restaurant Coda Eatary (3rd floor)





Thursday 18 May 2017

- 8:30 – 9:00 *Registration & Welcome Coffee (Concourse Bar / Alhambra meeting room – 3rd floor)*
- 9:00 - 9:15 **Conference Opening by EIRMA President**
 A couple of words from the EIRMA President to launch the event and to welcome the participants and speakers. Carlos will also talk about digitalisation at GE.
Carlos Härtel, EIRMA President, CTO & CIO, GE Europe
- 9:15 – 10:15 **Mats Lewan: The digital transformation will be huge—and it has barely started.**
 Digitalisation hit the music industry first but digitally-driven change will eventually transform all fields, including manufacturing, R&D, education and jobs. Threat or opportunity? In his talk, Mats addresses this question and offers the tools for understanding the mechanisms of digitalisation, how to respond and how to benefit from this fundamental change.
Mats Lewan, International Keynote Speaker, Futurist, Consultant, Author and Journalist, KTH Royal Institute of Technology
- 10:15 – 11:00 **DSM's Advanced Analytics drives performance across functions and businesses**
 DSM's Advanced Analytics program connects data from across different functions and businesses.
 Value is delivered via bottom line as well as top line, since this program not only supports our business growth, but also reduces our costs, our capital expenditure and our time to market.
 Over the last few years we have gained experience in various Implementations inside DSM, with some failures and some successes. Based on these cases, we will present and explain our considerations with respect to our approach, the maturity model as well as the Key Success Factors. We will show the EIRMA Annual Conference participants that Advanced Data Analytics has the potential to be a driving force, not only for RT&D but for the business as a whole.
Sietse van der Sluis, Vice President Technology Strategy, Royal DSM & Dorus van der Linden, Competence Manager Process Modeling, DSM

11:00 – 11:30 Coffee break



11:30 – 12:15

How digitalization helps reduce airplane development and manufacturing cost

Over the last 15 years, cost trends for developing new airplanes and derivatives have climbed to levels approaching unsustainability. At the same time, our customers face increased cost pressures and competition is fiercer than ever before. For Boeing to remain competitive over the long term, the company must design and build airplanes with ever-improving quality and productivity, with lower unit costs. Developing the next new Boeing airplane must be more affordable to give the company competitive flexibility in the market. This presentation reviews how Boeing employs digitalization to strive for first time quality in the airplane development process and to optimize and support the manufacturing processes in order to break the cost curve.

Pieter van Gils, Product Owner, Avionics & Flight Efficiency team, Boeing Research & Technology Europe

12:15 – 13:00

Leveraging digital capability to deliver world class power and propulsion system

Rolls-Royce is a pre-eminent engineering company focused on world-class power and propulsion systems. We use digital capabilities to track the health of thousands of engines operating worldwide. Proactive techniques predict when something might go wrong and recommend preventive maintenance actions to avoid reliability issues or schedule delays before they have the chance to develop into real problems. Rolls-Royce has been building our digital capabilities and digital ecosystem over two decades and provides leading solutions that deliver highest levels of availability and value. We see this as an integral part of how to win now and in future. Complete end-to-end view of our products through their lifecycle and in the context of their operation environment is the essence of IoT – and brings together, Data Analytics with Digital Design, Digital Manufacturing / Industry 4.0, and Digital Services to help our customers maximise the benefits of their assets and optimise their operations.

Nigel Hart, Programme Executive – Internet of Things, Rolls Royce

13:00 – 14:30 Lunch at Restaurant Coda Eatary (3rd floor)



14:30 – 15:00

European Union support to industrial technologies

Industry is undergoing rapid change which will have lasting impact on European citizens. Technology has changed the way we live and is rapidly changing the way we work.

Europe is a global leader in many sectors which supply high-value jobs. Rapid advances in technology and the need to foster a sustainable, circular and low-carbon economy provide challenges and opportunities.

EU policies address the key challenges faced by industry in the current transition, notably access to finance, to digitisation and to global value chains, resource efficiency and skills development. Against this background, what to expect from the Horizon 2020 Research and Innovation Programme? Where and when to engage?

***Peter Dröll**, Director, DG Research&Innovation, Industrial Technologies, European Commission*

15:00 - 15:15

Launch of the CTO of the Year award 2017

For the fourth year, EIRMA and Spinverse together launch the European CTO of the Year Award to highlight the role of the most prominent leaders of technology-based growth, promoting innovations to renew European industry and to upturn competitive advantage. The award is annually given to the most innovative European technology leaders bringing significant value to the company growth through technology. An inspiring team-builder and leader, the CTO of the Year communicates the benefits of technology to all stakeholders in an understandable way. The company represented by him or her has an innovative and competitive technology-enabled offering, already well known or rapidly gaining terrain in Europe and globally.

***Pekka Koponen**, Founder and CEO, Spinverse*

15:15 – 15:30

EIRMA TaskForce on Responsible Innovation work and progress

The TaskForce has been formed to think about emerging issues surrounding innovation, such as how and why we innovate, for whom, and to what end, in the light of increasing concern among the public and policy makers about its impact. It aims to provide practical advice and insights that reflect industry's concerns and can shape policy thinking.

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The team has developed a special chapter on Responsible Innovation in the Practitioner's Guide to industrial innovation and seeks practical examples of ethical innovation dilemmas from the membership, expressed as very short case studies.

Monica Schofield, *Director International Cooperation & EU Office, TuTech & Convenor of the EIRMA TaskForce*

15:30 – 15:40

Conclusion of the first day

Carlos Härtel, *EIRMA President, CTO & CIO, GE Europe*

15.40 – 16:00

Coffee break



16:00 – 17:30

EIRMA General Assembly

Open to all EIRMA members – Voting rights to Representatives or participants with proxy

17:30

First day closing

18:20

Get-together at the hotel lobby

18:30

Dedicated guided tour of Dublin.

20:00 – 22:00

Dinner at a local restaurant

22:00

Bus transfer to the hotel Gibson



Friday 19 May 2017

- 8:30 – 9:00 *Welcome Coffee*
- 9:00 - 9:15 **Second day Welcome Opening by EIRMA President**
Carlos Härtel, EIRMA President, CTO & CIO, GE Europe
- 9:15 – 10:00 **Using digital channels to gain customer insights and accelerate new product launches**
The agility and flexibility of Digital Marketing gives us a unique opportunity to
1. Profile each customer based on all available data
 2. Uncover unmet needs, contact by contact
 3. Orchestrate relevant & personalized Customer experiences across channels
- This presentation will review how to use Digital to gain Customer Insights and accelerate new product launches; we will also share some key benefits and challenges encountered during this multi-year Enterprise-wide Digital Transformation journey.
Gerard Peyronne, Global CRM & Marketing Automation Leader Corporate Digital Marketing, DuPont
- 10:00 – 10:45 **Open Innovation 2.0- The new paradigm for harnessing disruptive digital technologies**
Mastercard is at the heart of commerce, enabling global transactions and bringing insight into and beyond the payment process. As a critical link among financial institutions and millions of businesses, cardholders and merchants worldwide, MasterCard provides services in more than 210 countries and territories. MasterCard advances commerce worldwide by developing more secure, convenient and rewarding payment solutions, processing billions of payments seamlessly across the globe, and building economic connections that accelerate business.
We are at a unique point in the history of our planet where we are seeing multiple different digital disruptive technologies all showing up at the same time. Advances in Digital Technologies are coming at breath-taking speed but how can we optimally harness these developments for economic and societal growth? In addition, the unit of competition has shifted from the organization to the ecosystem and from the product to the platform, how should organizations compete in this new world? The answer may lie in a new Innovation paradigm, Open Innovation 2.0 (OI2) which is both enabled by and fuelled by advances in Digital technology. This keynote presentation will share the core patterns of OI2 and discuss how to compete in the new API

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economy. The presentation also will share diagnostics to look at both Digital and IT maturity to help prepare Digital roadmap and priorities.
Martin Curley, Senior Vice President, Digital Practice Lead, Advisors, MasterCard

10:45 – 11:15 Coffee break



11:15 – 12:00 **Group session: How to maximise the benefits of digitalisation while avoiding the pitfalls?**

Participants will split in several groups to discuss the challenges, and opportunities of Digitalisation for the R&D community in Europe. Group sessions are the opportunity to actively share your challenges and solutions to tackle the people changes coming. You are encouraged to bring your own experience to the group discussions.

12:00– 13:00 **“Open Exchange” – debrief of group session**

The floor is open to present each group’s results and exchange all together as well as to go further on the subject.

13:00 - 13:15 **Closing of the 2017 Annual Conference by EIRMA President**
Carlos Härtel, EIRMA President, CTO & CIO, GE Europe

13:15 – 15:00 Lunch at Restaurant Coda Eatary



PRACTICAL ARRANGEMENTS

Venue and Accommodation

The Gibson Hotel
The Point Square, Dublin 1, Ireland
Phone:+353 1 681 5052 - <http://www.thegibsonhotel.ie/>

A block booking with special rates have been secured for the **nights of 16, 17 and 18 May 2017**.

The rate for a single room is **195€**/night (210€/night double room)

If you need extra nights, please contact directly with the hotel (events1@thegibsonhotel.ie) with reference "EIRMA2017"

To book your room at the special rates please complete the attached room registration form and sent it EXCEPTIONALLY directly to Carine Ternest (cternest@eirma.org) by 17 April 2017

Dinners

Welcome dinner organized on 17 May 2017

Hotel Restaurant Coda Eatary (3rd floor)

Conference Dinner organized on 18 May 2017

Local restaurant

Transportation to the hotel:

By plane

From DUBLIN AIRPORT:

By taxi: approx. 25 minutes, about 35€ (depends on traffic)

By Public transport:

You can take the Airlink 747 or 748 services from outside the terminal at Dublin Airport to Busaras (bus station) in the north city centre. You then need to pick up the LUAS red line tram service from outside Busaras to the end of the line (the stop you need is called The Point) where the hotel is located.

By car: GPS coordinates 53.348543, -6.228719

The car parking spaces are available at The Point Village Car Park located at rear of the hotel. As this is a public car park there is an overnight charge for residents. There is a preferential rate of €14 agreed for the hotel residents, this is payable in the hotel reception on check out. The car park is accessed by the rear of the hotel. Entrance from Sheriff Street Upper, Dublin 1.

Registration

Please register on-line **as soon as possible** but before **5 May 2017 at the latest**.

Annual Conference **registration fee of 1450€** covers the cost of meeting facilities, refreshments, visit, lunches and dinners.

Early bird fee of 1225€ (15% discount) valid until 7 April 2017.

Special additional charge for **accompanying person** is **250€** This cost covers only the welcome dinner, the conference dinner and the visits, and not the meeting.

Cancellations

Please give as much notice as possible if you are obliged to cancel.

We will refund 100% of the registration fee for cancellations received **before 21 April 2017**. Between 22 April and 28 April 2017, 50% will be refunded. After 28 April 2017, due to engaged costs we can't refund.

Names may be substituted at any time without charge.



REGISTRATION FORM

Annual Conference –18&19 May 2017

The Gibson Hotel , Dublin - Ireland

8 Online registration available at <http://www.eirma.org>

PLEASE FILL IN CAPITAL LETTERS

Please register on-line or return to EIRMA **before 5 May 2017** by e-mail to cternest@eirma.org

Title: (Prof./ Dr./ Mr./ Mrs.):

First Name:

Last Name:

Position:

Company:

VAT number of paying entity (mandatory for EU members).....

If no VAT number, Official registration

Address:

ZipCode:City:Country:

Tel: Cell:

E-mail:

Assistant's e-mail:

- I will / will not attend the Day 1 EIRMA Annual Conference on 18 May 2017
- I will / will not attend the Day 2 EIRMA Annual Conference on 19 May 2017
- I will / will not attend the Welcome Dinner at Hotel Restaurant on 17 May 2017
- I will / will not attend the dedicated visit of Dublin on 18 May 2017
- I will / will not attend the Conference Dinner on 18 May 2017
- I will /will not be accompanied by my partner for the *dinners and the visit only*

Dietary requirements:.....

Event's fee: 1450 €(VAT excluded) for members excluded Belgium
1754,50 €(VAT included) for Belgian members
EARLY BIRD before 7 April 2017 (15% discount)
1225 €(VAT excluded) for members excluded Belgium
1482,25 €(VAT included) for Belgian members
Accompanying Partner: 250 €(VAT excluded) for members excluded Belgium
302,50 €(VAT included) for Belgian members

The meeting registration fee covers the cost of meeting facilities, refreshments, visits, dinners and lunches.

The accompanying partner fee covers the visit, the Welcome Dinner and the Conference Dinner, not the meeting.

Due to the amount of registration fee, the payment should be done by bank transfer.
Our invoices are to be paid within 30 days from date of invoices.

Mode of Payment
 Bank Transfer
Account N° 363-1073576-20
ING – Rond Point Robert Schuman 8 – 1040 Brussels - Belgium
IBAN: BE28 3631 0735 7620 - BIC: BBRUBEBB
EIRMA, as an international association of Belgian law, is subject to VAT (nr: BE 0847 677 159)

For any further information please contact Mrs. Carine Ternest, EIRMA Operations Team
Tel. + 32 (0)2 233 11 80 - Fax: + 32 (0)2 231 08 35 - e-mail: cternest@eirma.org

The Gibson Hotel
At The Point Square, Dublin 1, Ireland
Phone:+353 1 681 5052
reservations@thegibsonhotel.ie



Booking Code: EIRMA2017

From the 16th to the 18th May 2017

PLEASE RETURN BY 17 APRIL 2017 TO

Email: cternest@eirma.org

Guest details

First & Last Name:

Company:

Address:

Zip code: **City:** **Country:**

Telephone: **Email:**

Arrival date: **Departure date:** **Number of nights:**

Rooms: .. Single room at 195€
.. Double room at 210€

Guarantee

MasterCard / American Express / Visa

Card number: **Valid until:**/.....

Name on the card:
.....

Special Requirements:

Reservations can be made until 17 April 2017. After this date the hotel cannot guarantee a hotel room.

Signature:

Date:

TO BE SENT TO cternest@eirma.org

By 17 April 2017



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