

What are the perspectives & lessons learned  
from trendsetters & early movers and niche players?

What are the different views from the chemical  
industry?

## Industry 4.0 – Role of the Chemical Industry

### Potential Paradigm Shifts in Value Creation-Business Modell

#### AGENDA

09:30	Introduction	Prof. Dr. Klaus Griesar/ Dr. Hervé Baratte		
09:45	Key Note	Oliver Edinger	Industrie 4.0 and the Internet of Things – Big Deal or Big Hoax for the Chemical Industry?	SAP
10:25	Case Study	Miguel Angel Fernandez	Is the Chemical Industry ready for Digitalization?	Siemens
10:55	COFFEE BREAK			
11:25	Case Study	Dr. Matthias Manger/ Patrick Strauss	Bringing IoT to Effective Pilot Operation	IBM
11:55	LUNCH BREAK			
13:25	Case Study	James Kugler	Pragmatically Radical Digitalization	Merck
14:05	Selected Topic	Tobias A. Thiele	Next Generation Laboratories – How Industry 4.0 will Change the Lab Industry in the Near Future	Köttermann Systemlabor
14:35	Case Study	Dr. Frithjof Netzer	BASF 4.0 - Driving Digital Transformation in the Chemical Industry	BASF
15:15	COFFEE BREAK			
15:45	Case Study	Dr. Wilhelm Otten	Industry 4.0 in Process Industry – An Opportunity to foster Productivity and Flexibility	Evonik Industries
		Henrik Hahn	Industry 4.0 – just a technology fad or driver for growth	
16:25–16:40	Closing Remarks	Prof. Dr. Klaus Griesar/ Dr. Hervé Baratte		

IoT is much more than IT technology.

Industry 4.0 is much more than manufacturing process optimization.

#### Organization Committee

Dr. Hervé Baratte | Prof. Dr. Klaus Griesar | Manuela Wallesch