



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

09-10 April 2025 in Heilbronn, Germany

AGENDA

Venue: Handwerkskammer Heilbronn-Franken, Allee 76, 74072 Heilbronn, Germany

Day 1 – Wednesday, 9 April 2025 (CET)

09:00 – 9:30	Registration of participants and welcome coffee
9:30 - 10:10	Welcoming Remarks Master of Ceremony: Teodora Jilkova , VERITAS Cluster, ECCP team member • Welcome to Heilbronn, Dr. Patrick Dufour, Managing Director of Regional development agency Heilbronn • Welcome to Chamber of Crafts Heilbronn-Franconia, Ralf Schnörr, Managing Director of Chamber of Crafts Heilbronn-Franconia • Welcome statement from Carolina Pedrosa Ferreira, Policy Officer, DG Grow, European Commission • Welcome and Strategic keynote statement from the Federal State of Baden-Württemberg, Dr. Patrick Rapp, State Secretary at the Ministry of Economic Affairs, Labour and Tourism of the State of Baden-Württemberg
10:10 – 10:20	• "Heilbronn-Franconia: An Innovation Hotspot in the Heart of Baden-Württemberg", Bernhard Feßler, Managing Director of Wirtschaftsregion Heilbronn-Franken GmbH
10:20 – 10:40	Setting the scene Introduction to the regional cluster ecosystem of Heilbronn – Presentation of the ECCP input paper on Heilbronn • Jan-Philipp Kramer, Head of EU Services, Prognos, ECCP Team Member

10:40 – 11:00	Tränsformation is our DNA - Leading the Chänce • Patrick Dufour, Managing Director of Regional development agency Heilbronn
11:00 – 11:30	Coffee Break
11:30 – 11:45	Challenges of the manufacturing industry: an entrepreneur's perspective • Dr. Hans Halmosi, Managing Director of Halmosi GmbH
11:45 – 12:30	Panel Discussion - Overcoming challenges of industrial transformation through international co-operation <i>Moderator: Dr. Gerd Meier zu Köcker, Managing Director of RegioClusterAgency BW</i> • Mateja Dermastia, CEO, Anteja ECG • Michela Pivetta, EU Project Manager, COMET • Alexandra Wolf, WFG – Senior EU Project Manager & EACN Executive Board Member • David Kames, Innovation Lead – Sustainability, EIT Manufacturing • Enric Pedrós, Cluster Manager, FEMAC
12:30 – 13:30	Lunch break
13:30 – 14:45	Workshops on Hydrogen Energy Transition: From Strategy to Implementation Group 1: The strategic path to a Hydrogen Region <i>Lead by: Iris Ley & Laura Walter</i> , Senior Project Managers, Wirtschaftsförderung Raum Heilbronn GmbH Group 2: How to implement the fuel switch to hydrogen <i>Lead by: Dr. Daniela Lindner & Fabian Jörg</i> , CEOs, H2Know GmbH & Co.KG Group 3: Pitfalls of concrete use cases <i>Lead by: Erik Bannwarth</i> , Project Manager, Regionalverband Heilbronn and Franken & Felix Sossalla , Project Manager, Wirtschaftsförderung Raum Heilbronn GmbH
14:45 – 16:25	Matchmaking
16:25 – 16:40	Future opportunities for SMEs: The Role of Innovation Ecosystems in Germany • Dr. Benjamin Schiller, CFO, Innovation Park Artificial Intelligence (IPAI) Heilbronn
16:40 – 17:40	AI with Impact: From Use Cases to AI Readiness-Framework – Proven Paths to Successful AI Integration in SMEs • Uwe Kreyenborg, Program Owner AI in medium-sized companies, Vollmer & Scheffczyk GmbH
17:40 – 18:00	Wrap up • Dr. Patrick Dufour, Managing Director of Regional development agency Heilbronn • Teodora Jilkova, VERITAS Cluster, ECCP team member

19:00 – 23:00	Wine and Dine
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Day 2 – Thursday, 10 April 2025 (CET)

09.00 – 13:00	Site Visits • IPAI Heilbronn (Innovation Park Artificial Intelligence), capacity for 25 persons: IPAI • DLR in Lampoldshausen (German Aerospace Center), capacity for 25 persons: Lampoldshausen • Bildungscampus Heilbronn, capacity for 25 persons: Bildungscampus Heilbronn: Bildungscampus
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