



# GLOBAL AUTOMATION INNOVATION SUMMIT

**Berlin, Germany  
13th - 14th November, 2017**

# GLOBAL AUTOMATION INNOVATION SUMMIT

BERLIN, GERMANY  
NOVEMBER 13TH – 14TH, 2017

## Key Practical Learning Points of The Summit:

- Insights on best-practices and latest innovative technologies on Industrial Automation
- A road map for the future of industrial automation
- Smart Manufacturing/Industry 4.0 and how to get prepared for it
- Smart manufacturing: combining data-driven and model-driven approaches
- Latest technologies and application of modern intelligent robots
- An overview of industry attitudes toward and adoption of IoT
- Use of automation a lot a data can be collected but how can it be turned into business value and drive new business models/ideas.

## Speakers:



**Robello Samuel**  
Chief Technical Advisor  
**Halliburton Technology**



**Philippe Geoffroy**  
Head of Industry 4.0 France  
**SAP**



**Ralph Grothmann**  
Principal Consultant  
**Siemens**



**Jens Hansen**  
Vice President EMEA  
Analytics Cloud  
**Salesforce**



**Igor Borodin**  
Director, Software Testing  
**EPAM**



**Mike James**  
Chair Board of Directors  
**ATS Global**



**Richard Denis**  
CEO  
**HD Technology**



**Ljiljana Stojanovic**  
Head of Group "Smart Factory"  
Fraunhofer IOSB, Germany



**Jesper Vedsø**  
Industrial Products leader  
Partner  
**PwCSystems**



**Ilan Cohen**  
V.P Global Sales  
**Elmo Motion Control**



**Hamza Boukabache**  
Project Leader  
**CERN - European Organisation  
for Nuclear Research**



**Babak Farrokhzad**  
Solution Expert in Predictive  
Analytics  
**Device Insight**



**Gaetano Ciaravella, PhD**  
Business Unit Mechatronic  
Drives and Solutions  
**Bonfiglioli**



**Jan Snoeij**  
President  
**Manufacturing Operations  
Management Institute**





Automation or automatic control, is the use of various control systems for operating equipment such as machinery, processes in factories, boilers and heat treating ovens, switching on telephone networks, steering and stabilization of ships, aircraft and other applications and vehicles with minimal or reduced human intervention. Some processes have been completely automated. Intelligent Automation provides dramatic improvements in accuracy, cycle time, and increased productivity in transaction processing, while it elevates the nature of work by removing people from repetitive tasks.

As a best practice, it is advisable to view Intelligent Automation as a method for performing almost any activity that can be performed by a human being, who performs a task by interacting with a variety of computer systems. The biggest benefit of automation is that it saves labor; however, it is also used to save energy and materials and to improve quality, accuracy and precision

This premier B2B event will bring together experts from all levels of the value chain to ensure maximum knowledge transfer and professional exchange, to elaborate on the best practices to discuss new technologies, automation, expansion of robotics and intelligence robotics.

#### **Who Should Attend:**

Directors, VPs, Managers...

Presidents & CEOs

Managing Directors

CTOs & COOs

R&D Directors

Researchers & Experts

Business developers/directors

Sustainability Engineers/Leaders

Consultants & Analysts

Technical Directors

and Heads of:

R&D

R&D Controlling

R&D Cooperation

R&D Technology Innovation

New Technology

Technical

Open Innovation

Research Centre

Manufacturing

Robotics

Artificial Intelligence

Predictive Analytics

Smart Manufacturing

Industry 4.0

#### **About Us:**

Halcyon Group offers business facilitation platforms for clients who want to develop in growth markets. We conduct exhaustive research, match buyers and sellers, then produce high profile events, all with a strategic focus on facilitating deals - all in the right place and at the right time.

We work in six key sectors, leveraging our expertise to create ideal flow, foster networking and train leaders. Our global team works to meet your needs, tailoring our diverse service base to keep you at the forefront of the latest market and industry trends.

We provide business opportunities to a target audience of executives, investors, leaders and thinkers who share our goal of making deals happen in the world's most liquid markets.

#### **Media Partners:**

**ROBOTIC  
MAGAZINE**

**08:30 Registration and Welcome Coffee**

**09:00 Opening Address from the Chairman**

**09:10 Case Study  
Industrial Automation - Innovations in Software  
Test Automation**

- Benefits and trends of Test Automation innovations
- Agile Test Automation approach
- Intelligent Test Automation accelerators
- Test Automation through the Continuous Delivery process

**Igor Borodin**  
Director, Software Testing  
**EPAM**

**09:50 Speed Networking**

*Innovative approach to maximize networking capabilities through two minute periods, where delegates can meet their peers and exchange business cards before rotating to the next company representative.*

**10:30 Case Study  
Smart manufacturing: combining data-driven and  
model-driven approaches**

- Big-data architecture
- Edge computing
- Data analytics
- Semantic technologies

**Ljiljana Stojanovic**  
Head of Group "Smart Factory Systems"  
**Fraunhofer IOSB, Germany**

**11:10 Morning Coffee and Networking Break**

**10:30 Case Study  
Hearing Aid manufacturer in Asia  
(Industry 4.0 implementation)**

- The Good, Bad and Ugly of Industry 4.0
- Artificial Intelligence on the Shop Floor
- Bringing real-time production line performance data to the shop-floor for higher quality goods at reduced costs.

**Mike James**  
Chair Board of Directors  
**ATS Global**

**12:20 Case Study  
Smart Manufacturing/Industry 4.0 and how to get  
prepared for it**

**Jan Snoeij**  
President  
**Manufacturing Operations Management Institute**

**13:00 Business Lunch**

**14:30 Case Study  
Right use of big data analysis tools and  
intelligent software**

**Jens Hansen**  
Vice President EMEA - Analytics Cloud,  
**Salesforce**

**15:10 Case Study  
Internet Of Things And Industry 4.0 Facilitating  
The Future Of Manufacturing**

**Philippe Geoffroy**  
Head of Industry 4.0 France  
**SAP**

**15:50 Afternoon Tea and Networking Break**

**16:20 Panel discussion  
The Digital Manufacturing Revolution  
Moderated by the Chairman**

**17:00 Chairman's Closing Remarks and End of Day One**

**19:00 Cocktail Reception**



09:00 Welcome Coffee

09:00 Opening Address from the Chairman

*Robotic and predictive maintenance in the Automation Industry*

09:10 Case Study  
**Robots as Co-Workers and the Future of Manufacturing**

**Hamza Boukabache**  
Project Leader  
CERN - European Organisation for Nuclear Research

09:50 Case Study  
**Man-Machine Learning**

- combining expert driven
- rule-based predictive maintenance with cloud based machine learning in automation industry

**Babak Farrokhzad**  
Solution Expert in Predictive Analytics  
Device Insight

10:20 Morning Coffee and Networking Break

*Business Intelligence for Manufacturing*

10:50 Case Study  
**How can manufacturing support new business services**

- Data collection in production and how can it drive business Corporation between R&D and manufacturing drives business
- predictive maintenance can drive new business models but it starts at home
- use of automation a lot a data can be collected but how can it be turned into business value and drive New business models/ ideas

**Jesper Vedso**  
Partner  
Industrial Products leader  
PwC

11:30 Case Study  
**The Impact Of New Robotics On Efficiency, Cost And Profitability**

**Gaetano Ciaravella, PhD**  
Business Unit Mechatronic Drives and Solutions  
Bonfiglioli Vectron MDS GmbH

12:10 Business Lunch

*Cross-collaboration from other Industries*

13:10 Case Study  
**Smart Manufacturing automation industry**

- Realizing the Digital Factory Vision
- Cyber-Drilling System (CDS)
- Development of an automation infrastructure with AI platform as the key to underpinning in realizing such a system for the O&G industry
- Convergence of new technologies, emerging new directions and cross-collaboration from other industries.

**Robello Samuel**  
Chief Technical Advisor  
Halliburton Technology

13:50 Case Study  
**Augmenting Production Processes with Deep Neural Networks**

- Deep neural network demystified:  
Feedforward and recurrent neural networks
- Feature selection with deep neural networks: which factors have the highest impact on the product quality
- Forecast and simulation of product quality characteristics with deep neural network
- Modeling of quality gateways and scrap detection

**Ralph Grothmann**  
Principal Consultant  
Siemens

14:30 Afternoon Coffee and Networking Break

15:00 Case Study  
**Topic to be announced**

**Richard Denis**  
CEO  
HD Technology

15:40 Case Study  
**Topic to be announced**

**Ilan Cohen**  
V.P Global Sales  
Elmo Motion Control

16:20 Chairman's Closing Remarks and End of Summit



## SPEAKERS' BIO



**ROBELLO SAMUEL**  
Chief Technical Advisor  
Halliburton Technology

Dr. Robello Samuel is a Chief Technical Advisor and Technology Fellow, working with Halliburton since 1998, Director of Research at the Well Engineering Center for Intelligent Automation (WeRcia) and adjunct professor at University of Houston and at University of Southern California.

Dr. Robello is a thought leader, and innovator who is regarded as one of the world's most influential contributors to advancement of research and practice in drilling engineering. He has published more than 170 papers, 12 drilling books, holds 15 patents, and 75 patent pending applications.

Samuel holds BS and MS degrees in mechanical engineering, as well as MS and PhD degrees in petroleum engineering. His areas of interest are solving grand drilling challenges, modeling, optimization, data analytics and automation



**IGOR BORODIN**  
Director, Software Testing  
EPAM

Igor Borodin has more than 30 years experience in the software development industry, PhD in Computer Sciences, Associate Professor. He has involved into conducting and managing Quality Assurance, Software Testing and Test Automation for over the last 17 years.

Presently, he is a Director of Software Testing in EPAM Systems, American software development company. Igor is skilled in managing testing services, developing automation strategy, and building test framework architecture. He is a certified SCRUM Master. He is leveraging the best test automation practices across different clients from cutting-edge business areas: Life Sciences & Healthcare, Software & Hi-Tech, Media & Entertainment, Financial Services, and Travel & Consumer.



**BABAK FARROKHZAD**  
Solution Expert in Predictive Analytics  
Device Insight

Dr. Babak Farrokhzad is with Device Insight as a Senior Expert Predictive Analytics and defines analytics solutions with leading European automation companies.

He has spent more than 20 years in the electrical and machinery industry. He has working experience in predevelopment as well as sales, and with his teams has successfully defined and launched several intelligent drives in Europe, China and the US.

Babak holds a PhD from the Technical University of Dortmund in condition monitoring and reliability prediction for power electronic devices.



**LJILJANA STOJANOVIC**  
Head of Group "Smart Factory Systems"  
Fraunhofer IOSB

Dr. Ljiljana Stojanovic (female) is a head of "Smart factory systems" group at Fraunhofer IOSB and coordinates big data related activities. Her responsibilities include project coordination, management and acquisition, research in European and national projects, scientific mentoring of PhD candidates and supervision of Diploma, Master and Bachelor students. She holds a PhD in Computer Science from the University of Karlsruhe, Germany, and a Magister, a Master and a Diploma in Computer Science from the Faculty of Electronic Engineering, Department Computer Science, University of Nis, Serbia. She has held research and teaching positions at the Faculty of Electronic Engineering, Department Computer Science, University of Nis, Serbia and the AIFB Institute at the University of Karlsruhe. Her primary domain of research is at the intersection between event processing and knowledge technologies.

Currently, she is working on distributed and adaptive architectures for real-time big data processing that combine data-in-motion (data streams from sensors) and data-at-rest (historical data) to facilitate real-time situation awareness and decision making. She has had the opportunity to approach these topics in over ten European projects (2001- Present), serving mainly as a project or technical coordinator. She published around 50 scientific papers (in books, journals and conferences).



**RALPH GROTHMANN**  
Principal Consultant  
Siemens

Ralph Grothmann have a Diploma and PhD in Economics with a focus on quantitative finance, especially modeling with (recurrent) neural networks. Since 2003 with Siemens Corporate Technology in Munich. Principal Consultant for learning systems and predictive analytics.



**MIKE JAMES**  
Chair Board of Directors  
ATS Global

Mike is Chairman and CTO of ATS Global B.V. an independent solution provider of MOM/MES, automation, quality and IT solutions. Mike is also President of the Manufacturing Operations Management Institute. The Internet of Things, The Fourth Industrial Revolution and the creation of new manufacturing strategies is his current passion.

Mike completed his financial and business education at Southampton and Bournemouth Universities. His career in manufacturing started at Plessey Electronics followed by Poole Pottery, Allen-Bradley CNC in the UK and Allen-Bradley Europa B.V. in The Netherlands. At Indiviers N.V. Mike was responsible for the establishment of aerospace manufacturing units in The Netherlands and the expansion of semi-conductor manufacturing facilities. Mike is co-founder of ATS 1986 which is now a global company.

As Chairman of MESA's Global Education Program from 2009 to 2012 and Chairman of MESA EMEA from 2010-2013 Mike moved to become President of MOMI, the Manufacturing Operations Management Institute to continue developing MOM education with MESA for the benefit of the manufacturing industry.