



Watify

Boosting technological
transformation in Europe

LAUNCH CONFERENCE

7 December 2016, 08:30 - 18:00
Hotel Bloom, BRUSSELS

PROGRAMME

Advanced technologies are driving economic and societal transformations all around the world and have the potential to reshape and change the game in all European industries. The future of European economic growth will largely depend on how well European businesses take up the challenge of technological transformation and innovative business models.

Businesses now have access to digital and key-enabling technologies (KETs) that were previously out of their reach, from cloud-based high-performance computing (HPC) and big data, to advanced materials

and nanotechnologies, industrial biotechnology, 3D printing and robotics. Yet, with the exponential pace of technological change, most business decision-makers, particularly SMEs and mid-caps, have difficulty in deciding when and how much to invest, in which technologies, and how to apply them.

This event will outline the opportunities and challenges related to advanced technologies for European businesses and regions. It will show how WATIFY will help businesses and regions to embrace the coming industrial revolution and

make their technological transformation successful.

Inspirational and forward-looking, the conference will start with keynotes from Lowri Evans, Director-General for Internal Market, Industry, Entrepreneurship and SMEs, Eva Kaili, Member of European Parliament (Member of the Committee on Industry, Research and Energy), and Mr Jo Caudron, strategic consultant and entrepreneur. It will also feature a Technological Compass session - a hands-on demonstration of innovative and ground-breaking solutions.

PROGRAMME

08:30-09:15 **Registration and welcome coffee**

09:15-10:00 **Opening & Introduction**

KEYNOTE SPEAKERS

Introduction to the WATIFY campaign and its place in the EU's wider agenda for industrial modernisation.

LOWRI EVANS, DIRECTOR-GENERAL FOR INTERNAL MARKET, INDUSTRY, ENTREPRENEURSHIP AND SMES

Perspectives from the European Parliament

EVA KAILI, MEMBER OF EUROPEAN PARLIAMENT (MEMBER OF THE COMMITTEE ON INDUSTRY, RESEARCH AND ENERGY)

How will digital/advanced technologies continue to transform the way we live and do business? Why is digital transformation and industrial modernisation important?

JO CAUDRON, FOUNDER, DEAR MEDIA

10:00 - 11:00 **PANEL ON THE ROLE OF NATIONAL AND REGIONAL POLICIES AND STRATEGIES**

What is the role of national policies and strategies?

How can national governments support the uptake of new technologies?

What is the role of regions and regional strategies, and what makes regional challenges unique?

What is the role of local and regional competence centres?

Key support actions and lessons learned.

STANISLAW DYRDA,

SENIOR ADVISOR FOR ICT / IT STRATEGIC PROJECT COORDINATOR,
NATIONAL CENTRE FOR RESEARCH & DEVELOPMENT,
POLAND

GAËLLE ROUSSEAU,

DIGITAL INNOVATION MANAGER,
MINISTRY OF ECONOMY, INDUSTRY AND DIGITAL,
FRANCE

JOSÉ MANUEL TORRALBA CASTELLÓ,

DIRECTOR GENERAL –
UNIVERSITIES AND RESEARCH, REGION OF MADRID,
SPAIN

Moderator: **JENNIFER BAKER**, EU POLICY JOURNALIST

11:00-11:30 **Coffee break**

11:30-12:30

**1st plenary session
WHAT IF I KNOW?**

Learn about the business opportunities, benefits and impacts of digital technologies and key-enabling technologies

How can companies benefit from HPC and unlock value from the big data they generate?

ANDRY RAZAFINJATOVO, R&D DEPARTMENT MANAGER, ATOS/BULL
A provider of Cloud-based HPC and Big Data solutions

What is the role of robotics and automation solutions in bringing back manufacturing to Europe? What are the challenges for SMEs?

JOHAN FRISK, CEO, OPIFLEX

A provider of mobile robot platforms

What are the industry applications, product innovation possibilities and value chain contributions of nanomaterials and nanotechnology overall?

PAOLO MATTEAZZI, PRESIDENT, MBN NANOMATERIALIA
Developer of nanomaterials for industrial applications

How is mechanical engineering being digitalised?

What are the opportunities/benefits for businesses?

TONI VENTURA, CEO, DATAPIXEL/INNOVALIA METROLOGY

Provider of advanced, high-precision 3D metrology solutions – data-processing software and optical scanning technology

What is the role of 3D printing in bringing back manufacturing to Europe? What are the benefits/opportunities for businesses?

JURGEN LAUDUS, DIRECTOR OF MANUFACTURING, MATERIALISE

Additive Manufacturing software and solutions

Moderator: **JENNIFER BAKER**, EU POLICY JOURNALIST

12:30-13:30

Technology compass

Get a better understanding of the applications and the economic and social potential of the latest technologies

Companies exhibit their disruptive technologies in an immersive and interactive demonstration

Materialise

ADDITIVE MANUFACTURING/3D PRINTING SOFTWARE AND SOLUTIONS

Opiflex

ROBOTICS

Drone TechniXX

DRONE TECHNOLOGY

GEM Vision

AUGMENTED REALITY GLASSES FOR FACTORY FLOORS

Arforia

INTERACTIVE, VIRTUAL SALES AND MARKETING TOOLS

13:30-14:30

Lunch

14:30-14:45

Watify actions & EC support tools for technological transformation of industry and businesses

Presentation of the various actions that will be undertaken and how to get involved

KIRSI EKROTH-MANSSILA, HEAD OF UNIT, KETS, DIGITAL MANUFACTURING AND INTEROPERABILITY, DIRECTORATE-GENERAL FOR INTERNAL MARKET, INDUSTRY, ENTREPRENEURSHIP AND SMES, EUROPEAN COMMISSION

14:45-15:45

2nd plenary session WHAT IF I GET INSPIRED?

Get inspired by success stories of SMEs that have successfully transformed their business or created new products and services using or applying advanced technologies

Dynamic presentation of the following success stories:

Hidroconta

DIGITAL TECH; AGRICULTURE: ALFONSO CORBALÁN

Pearly Grey

DIGITAL TECH/VIRTUAL REALITY; TOURISM: FRANCIS ORTIZ

A69

SIMULATION; ARCHITECTURE: TOMÁŠ KOŇAŘÍK

Moderator: JENNIFER BAKER, EU POLICY JOURNALIST

15:45-16:45

3rd plenary session WHAT IF I PREPARE

3 SMEs will present their current plans to modernise, transform or digitise their business, and get advice and feedback from the panel of experts and the audience; WATIFY will follow these SMEs during their transformation and communicate their progress throughout the campaign.

Hotel Tigaiga

TOURISM/HOSPITALITY: IRENE TALG

Marmoles Miñarro

MANUFACTURING: JOSÉ MARÍA MIÑARRO MOLINA

Centro Group

RETAIL/CONSUMER GOODS: TATJANA MAGDIN

PANEL OF EXPERTS:

JOHAN FRISK, CEO, OPIFLEX

ANDRY RAZAFINJATOVO, R&D DEPT. MANAGER, ATOS

JOSÉ MANUEL RUIZ LÓPEZ, TECHNICAL MANAGER - INDUSTRY 4.0, MURCIA REGIONAL DEVELOPMENT AGENCY

ANTONIO COLLADO, MANAGER, INNOVALIA

FERNANDO LLOBREGAT, VP GLOBAL DISTRIBUTORS, SIGFOX

Moderator: JENNIFER BAKER, EU POLICY JOURNALIST

16:45- 18:00

Closing remarks and networking cocktail

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