

ENGINEERING 2036

Engineering 2036 is a Conference of the Konradin Media Group in collaboration with Fraunhofer IPA and is a Flagship Event within the World of Development and Production of new, successful Products.



How Design and Production unite to master the future

Ideas for future-oriented and sustainable Products



Issues of **Sustainable Product Development** require company-wide collaboration, from Design to Production to Procurement. Teamwork is particularly in demand across the boundaries of Design and Production – last, but certainly not least, **Digitalisation** also offers a wide range of opportunities (for example, the Digital Twin).

The **Engineering 2036** Conference will address these specific challenges and present **Methodological Approaches** alongside viable and proven **System Solutions and Components**.

In terms of Methodology, **Systems Engineering** can play a vital role, as it provides Methods and Tools to get to grips with the increasingly high complexity surrounding Sustainability. Because there is so much more behind this term than simply the CO₂-footprint. Even the choice of technology implemented will determine the required Materials, their Extraction and Production, all of which must be taken into full account. There remains great potential for increased sustainability within Production and Assembly. To draw the balance sheet boundaries correctly in each case drives up the overall complexity. Mastering this is the ultimate goal of many Engineers.

The **Engineering 2036** Conference Event provides practical know-how and the unique opportunity to exchange ideas with like-minded people. Networking across a larger group of Participants from different Industries is a major plus of Engineering 2036!

Keyfacts

Conference programme with high-quality presentations from industry and science

Date:

27th November 2024, 13:00-22:30

28th November 2024, 9:30-16:30

Location:

Arena2036, Stuttgart

Expected number of participants:

150-200 people

One-day ticket: 495,- Euro plus VAT.

Two-day ticket: 649,- Euro plus VAT.

What can you expect?

The Concept

“Design meets Production – Conference for increased Sustainability within Product and Production Development through co-operation across Departmental Boundaries.”

The two-day Event with an Evening Function will present top-class Lectures from Industry and Science, Lab Tours, Pitches and an Exhibition with key Representatives from Industry. Of course, there will also be ample time provided for Networking. The free exchange of ideas between Exhibitors, Speakers and Participants alike.

The Speakers are **high-ranking Experts** from Science, Research and Industry, who will shed light upon the opportunities for more sustainable Product and Production Development in an application-oriented manner and thus show practical ways to achieve greater resource efficiency.

The **Lecture Topics** will range from Interdisciplinary Co-operation at the beginning of Product Development to Energy-efficient Production.

Fraunhofer IPA and the **Konradin Media Group** will be responsible for the Conference Programming.

Partners from Industry are cordially invited to participate in this Event as **Exhibition Partners** and thus present their know-how and unique insight. The number of available places is limited.

Visitor Target Group

Responsible individuals within:

- Engineering,
- Construction,
- Research & Development,
- Work preparation and
- Manufacturing/Production

– with a focus on Management Tasks – individuals dealing with future-oriented Product and Production Development seeking new inspiration and solutions.

These sectors are primarily addressed:

- Mechanical and Plant Engineering,
- Electrical Industry,
- Vehicle Construction and Ancillary Industry,
- Medical Technology

What can you expect from Engineering 2036?

Programme for 27th November 2024



Wednesday, 27th November 2024

13:00	Welcome and Viewpoint Achieving Sustainability – more than a Buzzword?	
13:15	Keynote: The Levers for more Sustainable Product Design and Use: Opportunity and Potential for more Sustainability within Engineering and Manufacturing (N.N., Fraunhofer IPA)	
13:45	Keynote Lecture Collaboration between Design and Production: Out of the Silos – only early Teamwork will help us move forward Dr.-Ing. Walter Koch, Chairman of the Society for Systems Engineering e.v.	
14:15	Break	
14:45	Thematic Block 1: Circular Economy Lecture Topic 1.1	Thematic Block 2: Responding to Customer Requests Lecture Topic 2.1
15:15	Lecture Topic 1.2	Lecture Topic 2.2
15:45	Lecture Topic 1.3	Lecture Topic 2.3

16:15	Break
16:45	Pitches on 10 Product and Solution approaches for more Sustainable and Efficient Product Development and Manufacturing Short Introduction followed by the opportunity for individual Exchange
17:30	Individual discussions with the participating Companies and visit to the Trade Exhibition
18:00	Guided tour of the ARENA2036 (by appointment)
19:00	Commencement of the Evening Function with Dinner in the ARENA2036
20:00-21:00	Keynote Lecture Life in Space – Drivers of Innovative Circular Economy Extreme Challenges drive disruptive Innovations <i>Univ.-Prof. Ulrich Walter, Physicist and Science Astronaut</i>
22:30	Conclusion of the Evening Event

What can you expect from Engineering 2036?

Programme for 28th November 2024



Wednesday, 28th November 2024

9:30	Welcome and Viewpoint Tips for Realising increased Sustainability and new Tools in Practice	
9:45	<i>Keynote Lecture</i> Managing Complexity: Advanced Systems Engineering and Artificial Intelligence (AI) <i>Prof. Dr.-Ing. Roman Dumitrescu, Director at Fraunhofer IEM und Managing Director it's OWL</i>	
10:15	<i>Keynote Lecture</i> Product Development in Mechanical and Plant Engineering Specifications vs. Scrum – Goal-oriented, Agile Development, but how? Dr.-Ing. Hans Egermeier,	
10:45	Break	
11:15	Thematic Block 3. Sustainability in Practice Lecture Topic 3.1	Thematic Block 4: Energy under Control Lecture Topic 4.1
11:45	Lecture Topic 3.2	Lecture Topic 4.2
12:15	Lecture Topic 3.3	Lecture Topic 4.3

Wednesday, 28th November 2024

12:45	Lunch Break
14:00	<i>Keynote Lecture</i> Software as a Key Discipline: Everything at a Glance and Under Control with the Composable Enterprise <i>Prof. Dr. August-Wilhelm Scheer, Scheer PAS</i>
14:30	<i>Final Lecture</i> It's all a Question of Energy Energy is more than just Electricity – but only Renewable Sources can help us move Forward <i>((N.N., Fraunhofer IPA))</i>
15:00	Break
15:30	Opportunity to participate in Guided Tours of Fraunhofer IPA (by Appointment)

What is offered in addition to the Lecture Programme?

Event Elements



Accompanying Exhibition

The interlinking of Research, Application and Industry is crucial to us. As a consequence, we are delighted to integrate qualified Partners from Industry within this Event.

The Exhibition offers you the opportunity to present your Solutions for successful Engineering. It takes place in close proximity to the Lectures and is directly integrated into the Research areas of the ARENA2036.

Pitches

A fixed item on the Agenda for the first day of the Event will be ten Company Pitches.

The Pitches enable content to be conveyed succinctly. Here, Industrial Partners can ably demonstrate their competence and thus initiate future contact.

Each Pitch will last a maximum of three minutes and is intended as an appetiser to encourage subsequent contact at your Exhibition Stand.

LabTours

A glimpse behind the scenes is offered via the themed Guided Tours through neighbouring Laboratories surrounding the Arena 2036.

The LabTours offer visitors the unique opportunity to gain diverse insights into the current state of Research and evolving Projects on a supporting Topic. The Lecture Topics are also reflected within the LabTours.

Evening Function

At the Evening Function on 27th November 2024, discussions can be deepened once again and (potential) business relationships can be expanded.

A Special Highlight of the Evening will be the Keynote Speech by Univ.-Prof. Ulrich Walter, Physicist and Member of the Shuttle Mission D-2 in 1993, who will talk about life in Space as a Driver of an innovative Circular Economy.

Why should you become a Partner?

Your Benefits

The **Konradin Media Group**, with their Media Brands **Industrieanzeiger** and **KEM Konstruktion|Automation**, and the **Fraunhofer IPA** have a long-standing Partnership. Thanks to the high level of expertise of Fraunhofer IPA and the Specialist Editors of the Konradin Media Group, we are strongly networked in the Market with unparalleled synergies.

You will benefit from over 200,000 Contact Opportunities.



Personal Contact

Present your Innovations in a personal exchange with potential new Customers in addition to existing Customers (Lead Generation).



Attractive Environment

Alongside top-class Lectures and an innovative Event Location, you can present yourself in the Exhibition within an attractive and professional environment.



Great Reach

Benefit from extensive and proven Communication Measures, with which you can reach the peerless Networks of Konradin Industrie and Fraunhofer IPA.



Positive Reputation

By participating in Engineering 2036, you position yourself as an Innovative and Sustainable Partner.

What is included in a Booking?

Services

Sold

Services	Standard	Premium	Platinum
Engineering Ideas for a Better World - Exhibition Space approx. 3m x 2m inc. standard Furniture			
Guest Ticket Allocation: 2-Day Tickets inc. Evening Function worth € 649/Ticket	2 ✓	5 ✓	10 ✓
Logo Placement within Invitation Advertising (Website, Newsletter, E-Mailing Campaigns, Print Ads, Flyers) and in the Break Slides within the Lecture Areas			
Online-Advertorial on kem.de (Highlights of Engineering) and industrieanzeiger.de	✓	✓	✓
Link to the Advertorial in the Invitation Mailings of KEM Konstruktion Automation and Industrieanzeiger			
Billboard on kem.de or industrieanzeiger.de (CW 39-42/2024)		✓	✓
Exclusive Standalone Newsletter to 40,000 Newsletter Recipients (Details, Example)		✓	✓
Company Pitch of max. 3 Minutes (Maximum 10 Pitches in total)	+ € 750	+ € 750	✓
Implementation of a Partner-Workshop for max. 12 people. Duration 40 minutes.	+ € 1,000	+ € 1,000	✓
VIP Sponsoring "Sponsored by" Partner, Sponsorship of the Keynote Lecture of the Evening Function, Catering Sponsoring, Roll-Ups (1-2) behind Registration; other Options by Arrangement			✓
Package Price (plus VAT)	€ 2,950	€ 6,500	€ 17,000
Optional: 1/1s. Advertorial in KEM Konstruktion Automation or Industrieanzeiger	+ € 1,750	+ € 1,750	+ € 1,750
Optional: Workshop-Slot 45min (limited availability*)	+ € 1,000	+ € 1,000	✓

The number of places is strictly limited!

Booking deadline 30th April 2024

ARENA2036 – a truly exceptional Venue

The Location



ARENA2036 is an acronym for "Active Research Environment for the Next generation of Automobiles" and is one of nine Research Campuses of the "Research Campus – Public-Private Partnership for Innovation" funding initiative in Germany. Here, Industrial Companies research, test and develop directly on-site.

The location within the Stuttgart Campus facilitates the integration of various Institutes and Laboratories, which clearly distinguishes the Engineering 2036 congress from any other Event.



Do you have any Questions?

Whether it's classic Print Media or comprehensive Online Marketing Solutions – together with you, we develop bespoke measures, adapted to your individual and specific Communication Goals.

We would also be delighted to advise you in a personal Conversation.

We look forward to hearing from you!



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