



**INC
INVENTION
CENTER**



14th Aachen Technology and
Innovation Management Conference

Innovation 2030: Managing the Technological Transformation

October 1-2, 2020

Greeting



The INC Invention Center is located on the RWTH Aachen Campus – the ecosystem around the WZL of the RWTH Aachen and the Fraunhofer IPT.



Univ. Prof. Dr.-Ing. Günther Schuh



Univ. Prof. Dr. rer. pol. Frank T. Piller

The technological transformation is the central challenge for Technology and Innovation Management (TIM) in the upcoming decade. Traditional business models will be optimized or even replaced – established companies will have to change their strategy in order to remain competitive. Digitalization, resource efficiency, sustainability and social responsibility are becoming strategically important for companies and are expected and valued by customers as well as partners.

In order to secure long-term success and generate new corporate values, companies take advantage of the opportunities created by new technologies and use them actively. The core task of Technology and Innovation Management is to evaluate the multitude of technological possibilities in a company-specific manner and to translate them efficiently into new products, processes and business models. It is precisely this task that is associated with ever-increasing uncertainties. Hereby, future-oriented structures and partnerships enable innovations that can meet the demands of the markets to a particular degree. In addition to the traditional focus on new technologies, companies will also have to pay close attention to social and economic responsibility in the coming years.

Particularly, business areas such as Product Development or Production will be confronted with fundamental changes.

In order to meet these new challenges of the coming decade, the theme of the 14th Aachen Technology and Innovation Management Conference is: "Innovation 2030: Managing the Technological Transformation."

Based on selected insights into the processes, structures, methods and best practices as well as the opportunity to exchange experiences in the network, we would like to support you in successfully managing the challenges of technological change.

This year, our special focus is on compact and practice-oriented technical presentations that offer you concrete recommendations for your everyday work as well as interactive discussion formats that provide you with valuable impulses. We cordially invite you to meet and exchange ideas with our speakers and participants.

We are confident to personally welcome you in October and are looking forward to meeting you! If due to Covid-19 an event with physical presence is not possible in the usual form, we are digitally prepared. For more information, see page 11.

We look forward to seeing you at the 14th Aachen Technology and Innovation Management Conference.


Univ. Prof. Dr.-Ing. Günther Schuh
Professor and Managing Director,
Fraunhofer IPT and WZL of the
RWTH Aachen University


Univ. Prof. Dr. rer. pol. Frank T. Piller
Professor and Head of Group Technology
and Innovation Management,
TIME Research Area, RWTH Aachen University

The Hosts



INC Invention Center

The INC Invention Center located on the RWTH Aachen Campus is the place where visionaries and planners redefine your company. Whether agile hardware development, stress testing or start-up screening, we prepare your company for the future. With specific training offers, your employees will become Chief Technology Managers and obtain the necessary equipment to achieve the optimum solutions for the challenges they may face. Check your "Innovation Readiness Level" and configure your own program which will give your company the innovation spirit that it needs. As an INC partner, you can have an impact on the major topics regarding the focus of our activities in R&D and consortial projects.

www.invention-center.de



Fraunhofer Institute for Production Technology IPT

The Fraunhofer Institute for Production Technology IPT develops system solutions for the interconnected adaptive production. Its clients come from all across the manufacturing industry – ranging from the automotive industry and its suppliers to aerospace and precision engineering and from the optical industry to life sciences and medical technology.

www.ipt.fraunhofer.de



Laboratory for Machine Tools and Production Engineering WZL

The Laboratory for Machine Tools and Production Engineering WZL of the RWTH Aachen realizes research and consultancy projects. With the aim of dealing with production-related issues across the whole production Engineering spectrum, a comprehensive field of activity has developed, ranging from strategic innovation to production and quality management to control, machine, manufacturing and measurement technology.

www.wzl.rwth-aachen.de



TIME Research Area

TIME stands for Technology, Innovation, Marketing und Entrepreneurship. The common goal is to impart a valuable, evidence-based knowledge of questions relating to the conception, development, design, commercialization and continuous improvement of new products, services and business models within established and new companies to scientists, practitioners and students. Through the concentration of expertise and experience in the TIME Research Area, it offers a unique mix of knowledge, global networking as well as practical application and transfer experience.

www.time.rwth-aachen.de



KEX Knowledge Exchange AG

The KEX Knowledge Exchange AG is a professional information provider for technology- and market related information. Smart knowledge management systems in conjunction with extensive links to exclusive information sources and a unique network of experts allow for a effective scanning, scouting and monitoring of technologies and markets. The company supports entrepreneurial decisions ranging from identifying competition-relevant technologies through observing markets, competitors and M&A candidates to identifying new business areas.

www.kex-ag.com



WZLforum of the RWTH Aachen

Located in Aachen's world-famous center for research in engineering sciences, the WZLforum brings together the latest developments of the Laboratory for Machine Tools and Production Engineering (WZL) and the Fraunhofer IPT. We help career starters with their entry into the profession and equip personnel from specialists to senior managers with the know-how to put these latest findings into practice.

www.WZLforum.de

Our Speakers



Christoph Burkhardt

Innovation Strategist & CEO, OneLife
Founder, Burkhardt Group LLC



Toni Drescher

CEO, KEX Knowledge Exchange AG
Head of Department Operative Technology Management, Fraunhofer IPT



Dr. Dorothea Ernst

Catalyst Sustainability,
INFORM GmbH



Prof. Dr. Tessa Flatten

Head of Chair for Technology & Management
TU Dortmund



Dr. Patrick Hacker

Head of Strategy
Global Manufacturing, Hilti AG



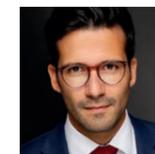
Dr. Walter Koch

Division Manager Advanced R&D
Engineering, Schaeffler Technologies



Dr. Herwig Kohla

Head of Group Capital Expenditures,
Mondi Group



Dr. Ramon Kreutzer

Head of Strategic Technology Management
Department, Fraunhofer IPT



Dr. Annette Leonhard-MacDonald

Director,
INC Invention Center Munich



Marius Mrosek

Director,
Maschinenraum GmbH



Prof. Dr. Frank Piller

Head of Chair Technology and Innovation
Management of RWTH Aachen University



Prof. Dr. Margot Ruschitzka

Professor for Engineering Mathematics and
Data Processing, TH Köln



Prof. Dr. Sven Schimpf

Managing Director, Fraunhofer Group for
Innovation Research
Director Institute for Human Engineering &
Empathic Design, Pforzheim University



Prof. Dr. Günther Schuh

Director, Fraunhofer IPT & WZL of RWTH
Aachen University



Michael von Stern

Founder,
itsoriginal LLC



Professor Dr. h.c. Dr. Wil van der Aalst

Head of Chair for Process and Data Science,
RWTH Aachen University



The Event



Conference Concept

The aim of the conference is to provide you with insights into current trends in Technology and Innovation Management. On the basis of compact and practice-oriented lectures by expert speakers, we will present successful approaches and concrete fields of action. This year, we will supplement the plenary lectures with a panel discussion and breakout sessions on specific topics. The professional impulses are complemented by an interactive presentation of the innovative ecosystem of the RWTH Aachen Campus. The intensive technical and interdisciplinary exchange of participants, experts and speakers is the main focus of the conference. In a pleasant atmosphere, we offer the opportunity to build and maintain your network and enable active dialogue between participants and speakers.

In case that the congress cannot be held on-site due to effects of the current situation, we are prepared to host the congress digitally.

Target Audience of the Conference

The conference addresses specialists and managers of technology-oriented companies, especially in the fields of Research & Development, Technology and Innovation Management, New Business Development & Strategy, Production as well as Technical Procurement and Management.

Conference Program

This year's Technology and Innovation Management Conference runs the motto "Innovation 2030: Managing the Technological Transformation" and offers a comprehensive representation and consolidation of successful approaches from industrial practice as well as science. The program ranges from presentations of best-practices to the design of suitable processes and methods for the development of sustainable ideas. In one and a half days you will learn how industry and science will support the central challenges of technological change in the upcoming decade.

Networking

The conference attaches great importance to networking by establishing networking breaks, discussion rounds and a joint evening event. Take the opportunity to get to know the speakers and other participants or the experts of the RWTH Aachen Campus.

Visit www.tm-tagung.de

Key Aspects

The core task of Technology and Innovation Management is to be able to classify the emerging challenges of technological change at an early stage while continuously improving the company's own product portfolio, implementing new business models and providing the technologies required for current and future products-, product, production and material technologies – at the right time and at reasonable costs.



Innovation for Future

"Innovations as an ecological, economic and sociological success factor"

The core task of Innovation Management is the successful market launch of products. Innovation Management today faces the situation of developing, producing and selling products and technologies in a sustainable and low-emission way.



Shaping Tomorrow's Society

"Seeing the transformation of all areas of individual life as an opportunity"

The change from shareholder to stakeholder value places entirely new demands on companies. In order to actively shape social change, Innovation Management must think and implement Product Development in an anthropocentric way.



Setting the Next Technological Frontier

"The correct interpretation of new technologies and systems"

Due to the advancing digitalization, digital technologies and systems are available to companies in ever shorter cycles. They often face the challenge of having to decide how the new technologies can be integrated into existing products and processes and how these cyber-physical systems can be used to increase efficiency.



Designing Management Processes and Compiling Tool Boxes

"Implement target-oriented processes and workflows to efficiently implement innovations"

The creation of target-oriented Technology Management and innovation processes enables an adequate interpretation of the technological transformation. The selection of appropriate methodological support protects companies in successfully orienting and setting goals in times of technological change.



Evolving Structure and Leveraging Ecosystems

"Accelerating innovation cycles by establishing a competence-oriented partner network"

Established organizational structures are often no longer able to meet the requirements of short-cycle innovations. This makes it all the more relevant for companies to integrate themselves into ecosystems in order to create incubators for innovation through faster access to required competencies. In order to increase the speed of innovation, these incubator must be enabled for interdisciplinary cooperation.



Pioneering Servant Leadership and Fostering Innovation Culture

"Empowering employees through the active life of the corporate culture"

The technological transformation requires managers to rethink the traditional understanding of leadership. The focus here is primarily on the successful management of the development potential of their own employees. Servant leadership in particular is therefore considered the key to promoting a culture of innovation.

The Agenda

Day 1 | Thursday, October 1st 2020

09.00 am Welcome and Get-Together

09.15 am Welcome Speech

Toni Drescher, KEX Knowledge Exchange AG | INC Invention Center

09.45 am Managing the Technological Transformation / Keynote

- Technology Management as a mediator between the physical product world and digital disruption
 - Why regulation is more than a constraint for Technology Management
- Prof. Dr. Günther Schuh, Fraunhofer IPT / WZL, RWTH Aachen University

10.45 am Coffee Break and Exhibition

11.00 am Frugal Innovation – A Recipe for Success of Innovations

- What characterizes frugal innovations and how do they support entrepreneurial inventiveness
- Prof. Dr. Tessa Flatten, TU Dortmund

11.45 am Understanding Change: Shaping the Future through Digitization and Collaboration

- The key factors for the development of innovation in practice and the future of Europe through Digitization
- Prof. Dr. Sven Schimpf, Fraunhofer Innovation

12.15 pm Lunch

12.45 pm Innovation Driver Europe – Roadmap for the Next Decade

- How Europe must position itself to become a driver of innovation and take advantage of the opportunities during the post-pandemic phase
- Christoph Burkhardt, CEO OneLife | Burkhardt Group

02.00 pm Expert Speech

Dr. Herwig Kohla, Head of Group Capital Expenditures, Mondi Group

02.30 pm Fit for Future, Fit for Innovation 2030 / Expert Speech

- Why innovation management more than ever needs a cross-domain understanding of how to deal with Human resources and why knowledge management & culture are on the training agenda
- Prof. Dr. Margot Ruschitzka, Faculty of Automotive Systems and Production, TH Köln

03.15 pm Coffee Break and Networking

03.45 pm Expert Panel Discussion: Out of the Crisis with Innovations

- How can Innovation Management not only improve competitiveness in the long-term, but also ensure the short-term power of action?
- Prof. Dr. Margot Ruschitzka, TH Köln; Christoph Burkhardt, OneLife; Marius Mrosek, Maschinenraum GmbH and Prof. Dr. Tessa Flatten, TU Dortmund

04.30 pm Breakout Sessions (Choose your Session on the following page)

05.30 pm Campus Tour in the Groups of the Breakout Sessions

07.00 pm Evening event at the INC Invention Center

Day 2 | Friday, October 2nd 2020

08.30 am Welcome Coffee

09.00 am Keynote: The Future of Innovation. An Outlook to 2030

- What the vision for the innovation process in 2030 might look like and what demands and needs will be placed on the innovation process in the coming decade
 - How AI and machine learning serve as the basis for the technological transformation of the innovation process
- Prof. Dr. Frank Piller, TIME-Research Area, RWTH Aachen University

10.00 am Fishbowl session: Data in Technology & Innovation Management

- How data and its correct interpretation can give companies a successful orientation in the Augmented Age
- Prof. Dr. Dr. Wil van der Aalst, PADS of RWTH Aachen University; Prof. Dr. Günther Schuh, Fraunhofer IPT, WZL of RWTH Aachen University and Prof. Dr. Frank Piller, TIME-Research Area of RWTH Aachen University

10.45 am Coffee Break and Exhibition

11.00 am The Product Development Process of Tomorrow

- Why the roadmap of advanced engineering defines the workplace of the future
 - How process thinking can be implemented across domains in several organizational units
- Dr. Walter Koch, Head of R&D processes, Schaeffler Technologies AG & Co. KG

11.45 am Organizing and Financing Future Innovations

- How companies recognize the appropriate organizational structures for their innovations
 - Which financing models and opportunities can be used to maximize the chances of innovation
- Michael von Stern, Itsoriginal LLC

12.15 pm Closing Speech: Technology and Innovation Management 2030

- Which performance mandate the Technology and Innovation Management has to fulfil in the next ten years
- Dr. Ramon Kreutzer, Fraunhofer IPT

01.00 pm Lunch & End of Event

02.30 pm Specialists Workshops – Additional Offering

Choose between the following:

Strategy work in Technologie Management for the coming decade

Fraunhofer IPT, Department of Strategic Technology Management

Sustainable Business Model Innovation

TIME Reseach Area, RWTH Aachen University,

Trends and Technologies for TIM 2030

KEX Knowledge Exchange AG

Your Breakout-Sessions on October 1st

Choose between the following and discuss with us:

Sustainable Innovation

Dr. Dorothea Ernst, INFORM GmbH, Christian Gülpen, TIME Research Area der RWTH Aachen University

Innovation for Future

Dr. Patrick Hacker, Hilti AG

Leveraging Ecosystems

Marius Mrosek, Maschinenraum GmbH

Setting the Next Technological Frontier

Dr. Annette Leonhard-MacDonald, INC Invention Center Munich

Joint Industrial Projects



Cross-industry Groups

In numerous cross-industry working groups we work on and deepen specific topics of Technology and Innovation Management with interested companies. The Cross-Industry Groups are an ideal platform for a trustful exchange of ideas. Benefit from the partners' experience and views on topics that are particularly relevant to your company, both from outside the company and from outside the industry.



Practical Seminars and Training

One-day courses and seminars are held regularly, focusing on selected issues from Technology and Innovation Management. Discover what methods and approaches will lead you to achieve your goals in application-oriented workshops and presentations. Visit www.wzlforum.rwth-aachen.de



Consortium Benchmarking

We regularly organize Consortium Benchmarkings on selected topics of Technology and Innovation Management. We identify success factors in Technology and Innovation Management in international, cross-sector studies, aligned with the interests of our consortium partners. As a consortium partner, you have the opportunity to visit the five best companies with us and gain deep insights into their processes and methods. As a participant in the study, you will have the opportunity to measure yourself against the best and to undergo a free Benchmark.



Individual Management Consulting

Practical consulting and further education in Technology and Innovation Management

We advise our clients in all questions of Technology and Innovation Management – from the conception to the content of the strategies, processes and methods of a tailor-made technology and innovation management.

- Business Model Innovation
- Agile Innovation Units
- Technology Potential Analysis & Technical Due Diligence
- Early Technology Detection
- Technology Strategy
- Technology Assessment
- Technology Planning
- Technology Management Processes
- Technology Purchasing & Development

Your Contact

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Toni Drescher

INC Invention Center | KEX Knowledge Exchange AG
toni.drescher@kex-ag.com

Organization

Date

October 1-2, 2020

Venue

CT² – Center for Teaching and Training
Forckenbeckstraße 71
52074 Aachen

Conference Fee

1.200,-€ for Participation in Presence
1.050,-€ Special Offer for the second participant from the same company

Conference documents, refreshments during breaks, lunch and evening event are included, but not accommodation or travel expenses. Please do not pay the fee until you have received our invoice. In case of cancellation of your enrollment until one week prior to the event, 100,- € will be charged for administrative expenses. Otherwise the participation fee will be charged in full.

Enrollment

Register using the attached form or online by September 24, 2020. Preliminary reservations via phone are welcome. Should your written enrollment not have been received until September 24, 2020, we reserve the right to transfer your preliminary reservation to other interested parties. Enrollments will be processed in the order in which they are received.

Your Contact

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52074 Aachen, Germany
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Internet www.WZLforum.de

Accommodation

Rooms can be reserved by contacting:

aachen tourist service e.v.
Postfach 10 22 51
52022 Aachen, Germany
Phone +49 241 18029-50
Fax +49 241 18029-30
E-Mail booking@aachen-tourismus.de
Internet www.aachen-tourismus.de



Deutsche Bahn Special – Congress Ticket

In cooperation with Deutsche Bahn we offer the opportunity to travel to and from the event in comfort, at an affordable price and in an environmentally friendly train. Your long-distance journey to and from the conference will be powered entirely by green electricity. Further information is available on our website:
<http://www.wzlforum.de/en/trainticket.html>



Your health comes first...

Even in times like these, we offer you tailor-made further education from science and practice. It goes without saying that we react to the current situation and implement the necessary and prescribed protective measures with increased hygiene standards in our attendance events. Since your health is our priority, we are prepared with a digital offer, to provide you the booked content – just in case an event on site should not be feasible.

Further information about our events in these times and your current offers and bookings regarding Covid-19 can be found in the [COVID19-FAQ](#) on our website www.wzlforum.de

Sources

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Registration

14th Aachen Technology and Innovation Management Conference
Innovation 2030: Managing the Technological Transformation | October 1-2, 2020

I hereby confirm my participation at the 14th Aachen Technology and Innovation Management Conference "Innovation 2030: Managing the Technological Transformation" at the fee of 1.200,-€ for Participation in Presence (1.050,-€ Special Offer for the second participant from the same company)

Surname*	First Name*	Title
Company*	Department*	Position*
Street / P. O. Box*	Zip code / City*	Country
Phone*	Fax	E-Mail*

Please send the filled out form to WZLforum at the RWTH Aachen University, Steinbachstr. 25, 52074 Aachen or send it per fax to +49(0) 241 80 225-75. In case of several registrations please copy the reply card. In addition there is an option to register online at www.WZlforum.de. I hereby agree that my name and my business address will be registered. Exclusively for the purpose of the organization of the seminar, and that my name and address will be electronically processed and saved. Information on data privacy protection: your data will be used for postal submission of similar offers (see GTC).

We would be pleased to send you event information: per email only per email

We may use your data for purposes of advertising per post or per email unless you request not to.

Signature	Date
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*Input requested

Or use our
online registration:



WZLforum of the RWTH Aachen

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