

# **INDUSTRY 4.0:**

## **Towards the *Digital Enterprise***

**A talk with Prof. Dr. Dieter Wegener**  
**Siemens Corporate Technology**

**Friday 25 October 2019, 10.45 a.m.**

**Worklife Innovation Hub of EON Reality**  
**Via del Lavoro 47, Casalecchio di Reno, Bologna**

The pervasive adoption of digital technologies inside manufacturing is changing the way goods are designed, produced and distributed as well as company business models. Industry 4.0 and the model of Digital Enterprise have a raising impact on company organization, production, processes, communication, relationship between customers and suppliers alongside every value chain.

The meeting is thus an opportunity to exchange practices and experiences between the Italian and German industry systems as well as talking about how data and intellectual property rights could be protected under this new development framework.

Guest of honor, Prof. Dr. Dieter Wegener, Head of External Cooperation at Siemens Corporate Technology and Member of Siemens Board. Additionally, Prof. Dr. Wegener is speaker at the “*Circle of the Executives Industrie 4.0*” for the *Zentralverband Elektrotechnik - und Elektronikindustrie e.V.* (the German Association of the Electro and Electronic Industry) and at the “*Circle of the Consultants for technology*” for VDE/DKE (the German Centre for Electrotechnical Standardization).

The meeting will be held in the *Worklife Innovation Hub* of EON Reality, company leader in the world for augmented and virtual reality.

## PROGRAM

- 10.45 *Registration and welcome coffee*
- 11.00 **Opening remarks**  
*Riccardo Maiarelli, Coordinator of the Commission on Industrial Regional Policies, Research and Innovation, Loan and Credit of Confindustria Emilia-Romagna*
- 11.10 **The trade secrets after the D. Lgs. 63/2018: is a protection of the industrial know-how still existing?**  
*Mattia Dalla Costa, Lawyer and Rechtsanwalt at CBA Studio Legale and President of LES Italia*
- 11.20 **Artificial Intelligence and Digital Manufacturing @ Siemens**  
*Dieter Wegener, Head of External Cooperation at Siemens Corporate Technology*
- 11.50 **The Italian "Industry 4.0 National Plan", Bologna Technopole and BI-REX, the Competence Center assisting regional SME's in adopting Industry 4.0 enabling technologies**  
*Stefano Cattorini, General Director at BI-REX*
- 12.05 **EON Reality & AVR Platform in Industry 4.0**  
*Luigi Clivati, Business Development Manager and Francesco Salizzoni, Project Manager at EON Reality*
- 12.20 **Case study: the smart factory**  
*A regional company involved in Industry 4.0 business model*
- 12.30 **Questions and Answers**
- 12.45 **Closing remarks**

*Language of the meeting: English*

*After the meeting, participants can take part in a hands-on tour inside EON Reality immersive technologies AVR Showroom (20 - 30 minutes)*

*Please confirm your participation no later than 23 October*

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