

**25th-27th October 2023**



# **4 Motors for Europe: Incoming-Mission to Baden-Württemberg**

**„Artificial intelligence in industrial application:  
Challenges, projects and research“**



**Baden-Württemberg**

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# Welcome to the Incoming-Mission!

## What is the Incoming-Mission?

- The goal of pursuing joint foreign trade was already laid down in the founding documents of the Four Motors for Europe. Since 2002, the core of each presidency has been the organisation of a joint business delegation trip. Until now, these have always led to regions and countries inside and outside Europe, with the aim of opening up new markets for the companies.
- Times have changed, however. Since the Corona pandemic and Russia's war against Ukraine, the diversification of supply chains is the order of the day and the importance of Europe as a location is increasing again within companies.
- As one of the oldest interregional networks, the Four Motors for Europe should also make its contribution to strengthening Europe. The incoming mission to Baden-Württemberg therefore offers the ideal opportunity to network with each other on a political and economic level and to get to know the strengths of our region on the ground.
- This can give rise to new ideas for cooperation, from which the network, but also Europe as a whole, will benefit.



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# Welcome to the Incoming-Mission!

## Why we focus on Artificial Intelligence?

- Artificial intelligence (AI) is considered a key technology of the future and promises enormous global growth and value creation potential. It is already becoming clear that AI will continue to strongly change our lives, work and economies in the future. This is also illustrated, for example, by the current discussion in politics and society about the AI chatbot "ChatGPT" from the US company Open AI.
- In the meantime, even the big tech companies are demanding that this new technology has to be regulated. The European Union has been working on AI legislation for some time, which is currently still being voted on. In the USA, too, there are initial considerations to introduce such regulation. It is therefore clear that AI legislation will set the course for the future economy, but also for the future prosperity of our regions.
- Europe must be careful that the new regulations do not lead to a widening of the already existing annual investment gap of 4 to 8 billion euros compared to China and North America, and that too strict regulations do not lead to an exodus of AI talents and leading companies from Europe. AI and the associated transformation in the economy pose major challenges for our regions. One of the strengths of the Four Motors for Europe network has always been that current challenges have been considered together.
- For this reason, we would like to discuss the framework conditions for AI with you as part of the incoming mission, but also show lighthouse projects on the application of AI in the economy in Baden-Württemberg. Of course, a look at current applied research should not be missing either.



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# Welcome to Baden-Württemberg!

## More about THE LÄND:

Inhabitants:	11,1 Mio.
Surface:	35.751 m <sup>2</sup>
Regional capital:	Stuttgart with 630.000 inhabitants
GDP:	536 Mrd. Euro (2021)
Value of exported goods	221,2 Mrd. Euro (2021)
Share of research and development expenditure in gross domestic product in percent:	5,79

- Baden-Württemberg is a strong business location and is the largest industrial location in Germany as well as one of the most important in Europe. The state has an excellent reputation worldwide as a high-tech, industrial and service location. As an industrial and exporting country, it has industrial giants of world renown on the one hand and strong medium-sized companies on the other.
- Baden-Württemberg is a leader in: Mechanical engineering, Automotive industry and sustainable mobility, Aerospace, Health economy and medical technology, life sciences, Information and Communication Technologies, Environmental Technology and Renewable Energies, Cultural and creative industries



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## How to get there?

Stuttgart is located in the center of Baden-Württemberg.

**Stuttgart has its own airport, which could be reached by flights from all capitals of the 4 Motors' regions.** The airport is connected by a 30min-trip with the city center of Stuttgart through regional trains.

Another possibility is to take a train to Stuttgart main station.



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# Hotel information

We have reserved rooms for you for two nights in the Motel One in Stuttgart. The hotel is located in the city center of Stuttgart, a 10min-walk from the main station.

*Motel One Main Station, Kriegsbergstraße 32, 70174 Stuttgart*

**Information: The room contingent can already be called from the beginning of July up to and including September 13, 2023. You will get more information on the hotel booking after your registration for the Incoming-Mission on our website: <https://eveeno.com/4-motors>**



# Facts & Figures

- **Date:** 25<sup>th</sup> - 27<sup>th</sup> october 2023
- **Location:** Stuttgart and Heilbronn
- **Subject:** Artificial intelligence in industrial application – Challenges, projects and research
- **Target group of this event:** Politicians, companies, clusters, start-ups etc.
- **Added value:** Inform, Network, Discuss and Explore the AI ecosystem in Baden-Württemberg
- **Head of delegation:** State Secretary Dr. Patrick Rapp, Ministry of Economic Affairs, Labour and Tourism BW and State Secretary Florian Hassler, State Ministry



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# **Short overview about the programme**

## **Wednesday, 25th October 2023 – Focus POLITIC**

Arrival of the delegations, Political roundtable, Reception

## **Thursday, 26th October 2023 – FOCUS ECONOMY**

Visit of the Innovation Park Artificial Intelligence, Networking, Visit of the technology park of Festo

## **Friday, 27th October 2023 – FOCUS APPLIED RESEARCH**

Visit of the AI Innovation Center "Learning Systems and Cognitive Robotics"



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# Programme in detail

Wednesday, 25th October 2023

- **16:00**                      **Arrival of the delegations, welcome coffee**

*New Castle ("Neues Schloss"), Schlossplatz 4, 70173 Stuttgart*

- **17:00-19:00**                      **Political roundtable „AI Regulation: How can we remain competitive in Europe?“**

*State secretary for economic affairs, labour and tourism Dr Patrick Rapp MdL (Baden-Württemberg, confirmed)*

*State secretary for political coordination and European affairs Florian Hassler (Baden-Württemberg, confirmed)*

*Political representatives of Lombardy, Catalonia and Auvergne-Rhône-Alpes (tbc)*

*5 min walk to the restaurant*

- **19:30-21:30**                      **Dinner and Reception**

Restaurant „Plenum“, Konrad-Adenauer-Strasse 3, 70173 Stuttgart



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# Programme in detail

**Thursday, 26th October 2023**

- **8:30** *Meeting of the delegations,  
Departure with the bus to Heilbronn  
(travel time: 1 hour)*
- **10:00-12:00** **Visit and presentation of the  
Innovation Park Artificial Intelligence (Ipai)  
in Heilbronn**

## In detail:

- **10:00** **Arrival, Welcome Coffee and Snacks**
- **10:15-11:00** **Apout Ipai: Guided tour through the Ipai space and presentation of the AI Innovation-ecosystem Ipai**
- **11:00-11:30** **AI Insights: Impulse presentations of companies/institutions of the Ipai ecosystem to selected AI topics  
of different sectors**
- **11:30-12:00** **AI Start-up Pitches: Pitches of Start-ups of the Ipai Ecosystem**
- **12:30-14:00** **Delegation lunch with additional external guests of the AI ecosystem in Heilbronn**  
*Vinery "Weinvilla", Cäcilienstrasse 66, 74072 Heilbronn*

## More about Ipai:

Baden-Württemberg is setting out to play at the forefront of the world league of artificial intelligence (AI). With Ipai, the Innovation Park Artificial Intelligence in Heilbronn, a center for AI with an international format is being created with start-up funding from the state of Baden-Württemberg.

At Ipai the entire value chain will be mapped – from the qualification of specialists and research to the development, application and commercialization of ethically responsible AI. In the future, a wide variety of companies, start-ups, research and science as well as actors from the public sector will come together in an innovation-promoting ecosystem that is unique in Europe.

The main areas of activity unfold along the thematic clusters of production & logistics, trade & distribution, public services and services of general interest as well as life sciences. Since 2022, Ipai offers first spaces for AI teams and activities in the Zukunftspark Wohlgelegen, which will be extended by the first own building in 2024.

Meanwhile, Ipai is in the starting blocks to building an international campus for AI on an approx. 23 hectares area in the north of Heilbronn, which will become the future home of the innovation park.

For further information: [Ipai | The Global Home of Human AI](#)



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# Programme in detail

**Thursday, 26th October 2023**

- **14:00** *Departure to Stuttgart (travel time 1h)*
- **15:30 – 18:00** **Visit of the technology park of Festo**  
*Plieninger Strasse 50, 73760 Ostfildern*

## In detail:

- **Welcome and presentation of the company and technology plant**
- **Introduction about the use of AI and digitalisation in Festo's production**
- **Factory tour with different stations (e.g. AI-assisted energy efficiency or chances through AI)**
- **Exchange and discussion (incl. snacks)**

## More about the technology plant of Festo:

Festo is a global player and an independent family-owned company with headquarters in Esslingen am Neckar, Germany. The Scharnhausen Technology Plant is Festo's main plant for the production of valves, valve terminals and electronics, and at the same time acts as a reference factory for customers. It was opened 2015. The plant occupies a total area of 66,000 square metres and employs 1,200 people.

The factory, where the automation company manufactures valves, valve terminals and electronics, is characterised by lean and energy-efficient processes, top-quality products and a pronounced customer focus, as well as sustainable and green production.

In its role as an innovation leader, Festo aims to use digitalisation to consistently make production more efficient and safer, improve quality and minimise production downtime, waste and energy costs. At the same time, Festo's products used by customers are also to be made more efficient and resource-friendly through digitalisation and artificial intelligence. In 2020, Festo's subsidiary Resolto was awarded the AI-Champions Baden-Württemberg award for software with artificial intelligence in the sense of predictive maintenance of pneumatic clamping systems. An insight into modern, networked and fully automated production can be gained on site.

For further information:

<https://www.festo.com/de/en/>



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# Programme in detail

**Thursday, 26th October 2023**

- **18:00**                      *Transfer to the city center (45min)*
  
- **19:00**                      **Delegation dinner**  
*Restaurant "Lautenschlager", Lautenschlagerstrasse 24, 70173 Stuttgart*



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# Programme in detail

**Friday, 27th October 2023**

- **9:00**                      *Meeting and departure to Stuttgart-Vaihingen*
- **9:30-12:00**              **Visit of the AI Innovation Center**  
*Fraunhofer IPA / Fraunhofer IAO, Nobelstrasse 12, 70569 Stuttgart*
- **12:30**                      **Light Lunch**

## More about the AI Innovation Center:

The AI Innovation Center "Learning Systems and Cognitive Robotics" supports companies in exploiting the economic opportunities offered by AI and machine learning in particular.

In application-oriented research projects and in direct cooperation with industrial companies, the Stuttgart Fraunhofer Institutes for Manufacturing Engineering and Automation IPA and for Industrial Engineering IAO are working towards bringing technologies from cutting-edge AI research into broad application in the manufacturing and service industries. The Institute of Human Factors and Technology Management (IAT) at the University of Stuttgart gives them support in their work.

The AI Innovation Center builds bridges from cutting-edge AI research to small and medium-sized enterprises and makes AI technologies accessible to the economy in Baden-Württemberg and beyond. As a leading innovation partner for SMEs, the center works on topics that are of fundamental importance for the use of AI and robotics across industries, such as autonomy, efficiency and sustainability, human-machine interaction and trust.

The AI Innovation Center informs companies about technology trends and their application potential and supports them in a needs-based and low-threshold manner in the development and implementation of ambitious AI innovations. This enables them to make even better use of the economic opportunities offered by AI in the future.

For further information: <https://www.ki-fortschrittszentrum.de/en.html>



# Programme in detail

Friday, 27th October 2023

- 14:00 End of mission, departure to Stuttgart Airport





You are interested?

Then do not hesitate and come to Baden-Württemberg!

Please register online: <https://eveeno.com/4-motors>

For further information please contact us:

Ines Bisinger and Mats Goch

E-Mail: [4motors-bw2023@wm.bwl.de](mailto:4motors-bw2023@wm.bwl.de)



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