

**CDO  
Aachen  
2024**

Convention on  
Digital  
Opportunities  
November 20, 2024

Building the AI-driven Enterprise

Digital.

Free of Charge.

# INFORMATION ON PARTICIPATION

**fir** at  
RWTH Aachen  
University



INDUSTRIE 4.0  
MATURITY CENTER



# Building the AI-driven Enterprise

Implementation in the overview and supervision of the speakers was exemplary.

*Mr. Mütze, Coordinator of Prof. Nyhuis*

The CDO Aachen 2024 – Convention on Digital Opportunities – is a specialist conference and conveys valuable ideas, experiences and solutions relating to digital technologies and potentials in a balanced mixture of top-class lectures from practice and science.

It sees itself as an impulse generator for building up important capabilities in the company through modern information management and creating optimal conditions for above-average results in the long term.

Data and its use are increasingly becoming the focus of manufacturing companies, but dealing with it profitably poses many challenges. At CDO Aachen 2024, you will learn how data can shape and control the direction of companies and their business models.

**Digital.**

**Free of Charge.**

CDO Aachen 2024 will take place in a purely digital format, is free of charge for participants and will be in English.



**CDO  
Aachen  
2024**



# The Event at a Glance

## The Symposium

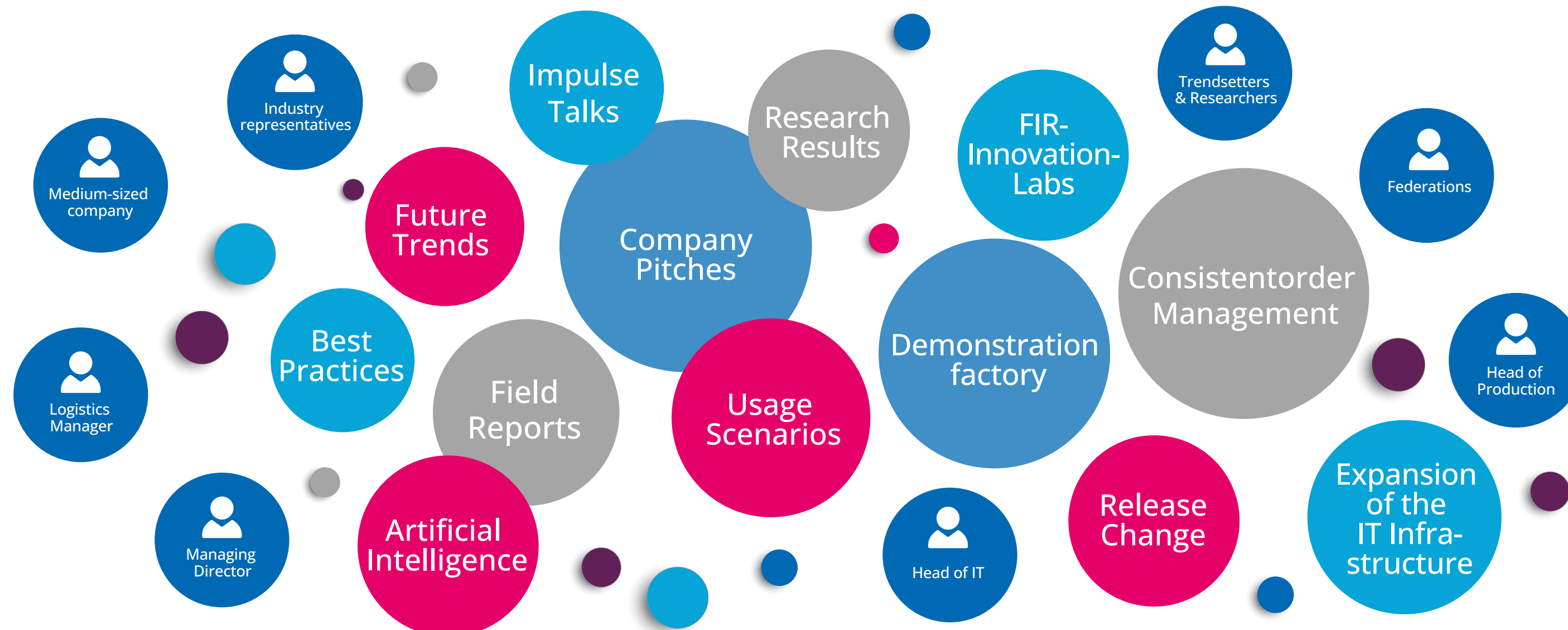
CDO Aachen 2024 is aimed at the Chief Digital Officer, the Chief Information Officer as well as innovation-driving project managers and impulse-giving executives with a pronounced enthusiasm for technology and all interested related professions. You can expect top-class speakers from research and industry at our symposium.

Join us and find out more about the latest developments and strategies in the field of artificial intelligence. Learn how companies can achieve long-term success through targeted AI strategies and which technologies are already creating significant added value today. You will also gain insights into how structures and processes can be adapted to accelerate and improve the integration of AI in your company.

## The Partner Pitches

Companies present technical solutions that support you in the implementation of your digitization strategy. We offer partners a prestigious platform to present their company, their service portfolio or the results of their research project to an interested audience. Open-minded forum participants are thus given the opportunity to find out about the latest state of the art and to receive individual advice.

## Topics and Stakeholders





# Moderators



Christian Hocken  
Managing Partner,  
Industrie 4.0  
Maturity Center



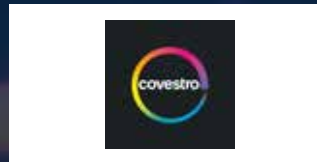
Max-Ferdinand Stroh  
Head of Department  
Information Management,  
FIR e. V. at RWTH Aachen University



# Speakers



Dr. Roscoe Araujo  
HR Senior Project Manager  
for Transformation  
Covestro AG



Benno Blumoser  
Head of AI Lab  
Siemens AG



Roland Cernat  
GenAI & Digital  
Business Expert  
Miba AG



Dubravko Dolic  
Global Team Lead  
Applied Analytics & AI  
Continental Reifen GmbH



Dr. Bernd Heinrichs  
Chief Growth Officer  
Neura Robotics



Dr. Alexander Lemken  
Director of AI and  
Applied Analytics  
PTC Inc



Deniz Saner  
ENLYZE GmbH



Dr.-Ing.  
Tobias Schlagenhauf  
Project Lead: Federated  
Learning for Production  
Bosch & Integraite



Felix Schlenther  
Founder & CEO  
AI FIRST



Patrick Stasch  
Global Head of Tax  
& Customs  
Viega GmbH & Co. KG



Derrick Wan  
Senior Manager Strategy,  
M&A and AI  
Elmos Semiconductor SE





# Program

## 10:00 Welcome & Moderation of the Day

Christian Hocken, Industrie 4.0 Maturity Center  
Max-Ferdinand Stroh, FIR e. V. an der RWTH Aachen

## 10:15 Keynote Speech 'Building the AI-driven Enterprise'

Christian Hocken, Industrie 4.0 Maturity Center  
Max-Ferdinand Stroh, FIR e. V. an der RWTH Aachen

## » Long-term Success with an AI Strategy «

### Exploring AI Opportunities and Use-Cases in the Semiconductor Industry

Derrick Wan, Elmos Semiconductor SE

### How to Anchor AI in Your Organization

Felix Schlenther, AI FIRST

### AI & HR – How Artificial Intelligence and HR are Support Each Other

Dr. Roscoe Araujo, Covestro AG

### AI @ Tax Department

Patrick Stasch, Viega GmbH & Co. KG

### AI's Transformative Impact on the Industrial Enterprise:

From Product Lifecycle to Strategic Value

Dr. Alexander Lemken, PTC Inc

## 13:00 Lunch Break

## » AI Technologies for Value Creation «

### 13:30 Bringing ChatGPT to Your Workforce an Inside Perspective

Roland Cernat, Miba AG

### AI @ Shopfloor – Requirements, Challenges and Solutions

Dr.-Ing. Tobias Schlagenhaut, Bosch & Integrait

### From Bottom-up Exploration to Top-down Efficient Strategy

Use Cases in AI at Continental

Dubravko Dolic, Continental Reifen GmbH

## » Processes to Accelerate AI «

### Cognitive Robots in AI driven Enterprises

Dr. Bernd Heinrichs, Neura Robotics

### 'AI with Purpose' at Siemens – Rationale, Use Cases and Implications

Benno Blumoser, Siemens AG

### Wrap-up

Christian Hocken, Industrie 4.0 Maturity Center

Max-Ferdinand Stroh, FIR e. V. an der RWTH Aachen

## 15:45 End of Event

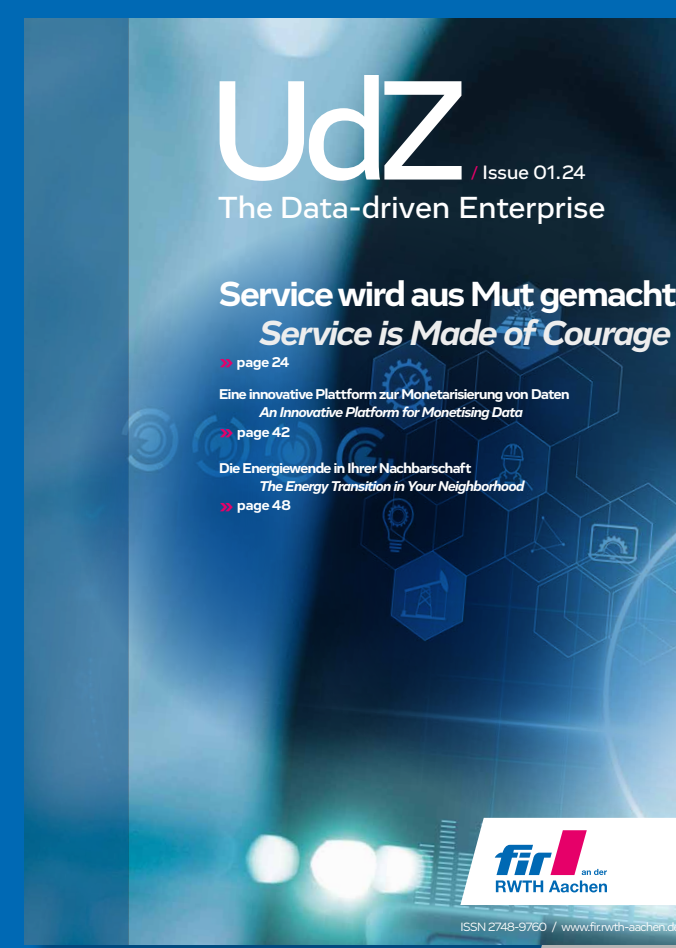
All presentations and discussions will be translated live.



Read Our Free Bilingual FIR Journal  
„UdZ – The Data-driven Enterprise“!

All Issues can be Found at:

[unternehmen-der-zukunft.de](https://unternehmen-der-zukunft.de)



**fir** at  
RWTH Aachen  
University

## Registration & Contact

### Contact

You have any questions? Please feel free to contact us personally or via the following email address:  
[cdo-aachen@fir.rwth-aachen.de](mailto:cdo-aachen@fir.rwth-aachen.de)



Fabian Seidel  
☎ +49 241 47705-505



Jonas Kaufmann  
☎ +49 241 412522-42

### Registration

Simply register free of charge online at:

» [registration.cdo-aachen.de](https://registration.cdo-aachen.de)

Current information can be found at: [cdo-aachen.de/en](https://cdo-aachen.de/en)



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#CDO2024

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**CDO**  
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2024



# CDO-Partners

Well-known key players of the industry present themselves as partners of the CDO Aachen and introduce their companies and service portfolios to you. Find out about products, software and solutions for the implementation of digital solutions in the company pitches and in the individual online rooms of our partners. Exchange ideas on your individual questions and get advice.

Would you like to present your range of services to a broad professional audience as a partner of CDO Aachen? In our partner brochure you will find all information about the possibilities of a partnership – from BASIC to PREMIUM to EXCLUSIVE. Choose the partnership package that suits you best and feel free to contact us.

[brochure-partners.cdo-aachen.de](http://brochure-partners.cdo-aachen.de)

## PREMIUM-Partner 2024

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## BASIC-Partner 2024

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## Become a partner of this FIR event!

Take your chance and present your range of services to a broad to a broad professional audience.

You will find all information on the CDO Aachen website:

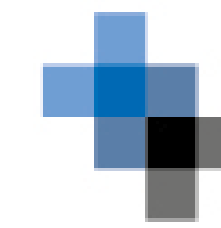
» [broschuere-partner.cdo-aachen.de](http://broschuere-partner.cdo-aachen.de)

Stand: 09.09.2024 | Subject to change.

# CDO-Partners 2023

## Event Partner

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at  
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**INDUSTRIE 4.0  
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## Media Partner

  
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**CDO  
Aachen  
2024**



# About FIR



The FIR is a non-profit, intersectoral research institute at the research institution at RWTH Aachen University in the field of business organization and corporate IT with the aim of creating the organisational foundations for the transformation of companies towards digitalisation and sustainability. With the research, development and transfer of innovative solutions, the FIR contributes to increasing the competitiveness of companies. This is done in the appropriate infrastructure of the Smart Logistics Cluster for experimental organizational research in a methodologically sound, scientifically rigorous manner and with the direct participation of experts from industry. Concrete industrial use cases are at the center of our consideration.

## FIR Knowledge-Base

The knowledge base at [fir.rwth-aachen.de](http://fir.rwth-aachen.de) (German) bundles all FIR information on current trend topics in digitization and networking.



- 5G  
Further information: [5g.fir.de](http://5g.fir.de)  
Contact: [5g@fir.rwth-aachen.de](mailto:5g@fir.rwth-aachen.de)
- As-a-Service Business Models  
Further information: [knowledge-base.fir.de](http://knowledge-base.fir.de)  
Contact: [Regina.Schrank@fir.rwth-aachen.de](mailto:Regina.Schrank@fir.rwth-aachen.de)
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Contact: [Gerrit.Hoeborn@fir.rwth-aachen.de](mailto:Gerrit.Hoeborn@fir.rwth-aachen.de)
- Digital Architecture Management (ADAM®)  
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Contact: [kuenstliche-intelligenz@fir.rwth-aachen.de](mailto:kuenstliche-intelligenz@fir.rwth-aachen.de)
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Further information: [knowledge-base.fir.de](http://knowledge-base.fir.de)  
Contact: [Gerrit.Hoeborn@fir.rwth-aachen.de](mailto:Gerrit.Hoeborn@fir.rwth-aachen.de)
- Smart Work  
Further information: [aachener-smart-work.de](http://aachener-smart-work.de)  
Contact: [smart-work@fir.rwth-aachen.de](mailto:smart-work@fir.rwth-aachen.de)
- Process Mining  
Further information: [process-mining.fir.de](http://process-mining.fir.de)  
Contact: [process-mining@fir.rwth-aachen.de](mailto:process-mining@fir.rwth-aachen.de)
- Robotic Process Automation  
Further information: [knowledge-base.fir.de](http://knowledge-base.fir.de)  
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# About Industrie 4.0 Maturity Center



**INDUSTRIE 4.0  
MATURITY CENTER**

The i4.0MC has been accompanying the manufacturing industry on its way into the digital age since 2017. The center was established on RWTH Aachen Campus to make the potential of the fourth industrial revolution visible with the "Industrie 4.0 Maturity Index" published by acatech. In addition, the center offers a comprehensive range of training courses to enable manufacturing companies to qualify their employees for the tasks involved in the digital transformation. In the future, the i4.0MC will further expand practical research together with the FIR at RWTH Aachen University. Integration into the ecosystem of the FIR at RWTH Aachen University as the leading institute in the Smart Logistics cluster creates synergies between research and practice and is the basis for the development of visionary solutions to future issues in digitized industry.



More information:  
[i40mc.de](http://i40mc.de)

Read now

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„Industrie 4.0 Maturity Index“*

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*„Der Industrie 4.0 Maturity Index  
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# Smart Logistics Cluster on RWTH Aachen Campus

The RWTH Aachen Campus offers companies the opportunity – through enrollment and a possible settlement – to intensify cooperation with research and thus to develop synergy effects. The Managing Director of FIR, Professor Dr.-Ing. Wolfgang Boos, MBA, heads the Smart Logistics Cluster on RWTH Aachen Campus. The objective of the Smart Logistics cluster is to make complex interrelationships in logistics tangible and researchable. Focused on a completely new form of intensive on-site collaboration between research and industry, the Smart Logistics cluster examines complex value chains from a holistic perspective. To this end, the entirety of intra- and inter-company flows of goods and information as well as the exchange of services are considered.

## Forms of cooperation

Cooperation in the Smart Logistics cluster takes place through the provision of working space, cooperation-related research infrastructure, and by attracting partners from different stages of the logistics value chain to work together on projects, identify future challenges, and develop solutions. In order to improve the To enable collaboration between the cluster members, a building infrastructure is provided.

The research infrastructure consists of three innovation labs and a real production facility in the demonstration factory, where marketable products are manufactured in pre-production. In this unique demonstration environment, the logistical effects can thus be touched and experienced in realistic and integrated production and IT environments.



## You need more information? Contact us!

Conference centre in the Smart Logistics Cluster

Email: [konferenzcenter@campusforum.de](mailto:konferenzcenter@campusforum.de) | Phone: +49 241 47705-604





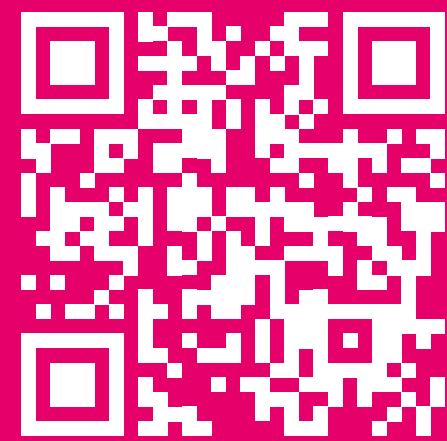
# DO YOU KNOW...

what's hot at FIR right now?



## FIR-Flash informs you:

- ▮ about activities from FIR and the centres on RWTH Aachen Campus
- ▮ about events and co-operations
- ▮ about projects and surveys
- ▮ on trend topics from the market, technology and applications
- ▮ 4 times a year, condensed, clear and up-to-date



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