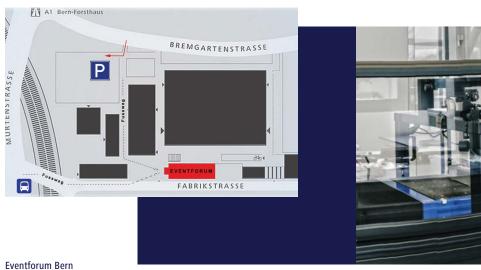




There is only very limited parking available at the Eventforum Bern.

Please use public transportation. From Bern main station, take the Postauto bus #101 direction "Kappelenring/Schlossmatt" and get off at "Güterbahnhof". From there it is a two minute walk to the Eventforum.



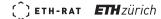
Fabrikstrasse 12 3012 Bern www.eventforumbern.ch LAUNCH EVENT OF THE STRATEGIC FOCUS AREA "ADVANCED MANUFACTURING"

Industry – the Basis for Prosperity

What can politics, science and industry do to avoid a de-industrialization in Switzerland and in Europe?



Eventforum Bern Monday, 13 November 2017













TOPIC

Industry is an important factor for the prosperity in Europe and beyond, which creates an enormous value, about 28% of the Swiss GDP. However, the number of employees working in industry in Europe has dropped by 16% since 2000.

In addition, manufacturing is currently undergoing a revolution, which in a few words can be summarized as a new level of linkage between computers, data, and things, which, in turn, is driving radical innovations in how things are made. These developments are critical to Swiss industry.

The Strategic Focus Area "Advanced Manufacturing" of the ETH Domain aims at enabling Switzerland's scientific and technical community to contribute at the most advanced level to these developments. However, the topic of this event goes far beyond this research program. We will discuss what politics, science and industry can do to avoid a de-industrialization in Switzerland and in Europe.

TARGET AUDIENCE

The event addresses executives from politics, science and industry. The conference language will be English.

REGISTRATION

The event is upon invitation only. Please register to attend the event on the webpage of the SFA Advanced Manufacturing: www.sfa-am.ch/launch-event-registration/

Alternatively, you can contact the SFA-AM Program Manager:

Dr. Lars Sommerhäuser Tel. +41 58 765 47 87 lars.sommerhaeuser@empa.ch

There is only a limited number of seats available. We will confirm your registration based a first come, first serve basis. The deadline to register for the event is Friday, 3 November 2017.

SPEAKERS

Johann Schneider-Ammann

Federal Councilor

Dr. Fritz Schiesser

President, ETH Board

Dr. Lars Sommerhäuser

Program Manager, SFA-AM

Prof. Dr. Gerd Folkers

President, SSIC

Jean-Pascal Bobst

CEO. Bobst

Peter Pirklbauer

Innovation Manager, Airbus

PANFLISTS

Jean-Pascal Bobst

CEO. Bobst

Prof. Dr. Gian-Luca Bona

CEO, Empa

Prof. Dr. Lino Guzzella

President, ETH Zürich

Hans Hess

President, SWISSMEM

Peter Pirklbauer

Innovation Manager, Airbus

Prof. Dr. Martin Vetterli

President, EPFL

MODERATION

Gill Parker

Former Editor and Producer at BBC. ABC News and CNBC

PROGRAM

13:00 Registration and Coffee

14:00 Welcome and Introduction

Welcoming Address

BR Johann Schneider-Ammann

Strategic Focus Areas of the ETH Domain

Dr. Fritz Schiesser, ETH Board

SFA Advanced Manufacturing

Dr. Lars Sommerhäuser, Empa

14:30 Talks and Presentations

Politics and science perspective

Prof. Dr. Gerd Folkers, SSIC

Swiss industry perspective

Jean-Pascal Bobst, Bobst

International perspective

Peter Pirklbauer, Airbus

15:30 Coffee Break

15:45 Panel Discussion

Jean-Pascal Bobst, Bobst

Prof. Dr. Gian-Luca Bona, Empa

Prof. Dr. Lino Guzzella, ETH Zürich

Hans Hess, Swissmem

Peter Pirklbauer, Airbus

Prof. Dr. Martin Vetterli, EPFL

16:30 Apéro and Networking

17:30 End of event