

# Social Innovation Forum

15 October 2014 - Adlon Kempinski, Berlin

## AGENDA

- 08:00 Registration and Continental Breakfast
- 09:00 Welcome Speeches
- 09:20 New Mega Trends Inspiring the Next - Frost & Sullivan
- 10:00 Keynote: Industry 4.0
- 10:30 Coffee Break
- 10:50 Industry 4.0: IoT, Smart Manufacturing, Big Data & Connected Infrastructure
- 11:40 Future of Urban Mobility and New Mobility Business Models
- 12:30 Networking Luncheon
- 14:00 Cities 3.0: Energy Efficiency for a Smarter Age
- 15:00 Connected Health: The Future of Health, Wellness & Well Being
- 16:00 Keynote: Government Approach to Social Innovation
- 16:30 Closing

**A day of interactive debate in the city of Berlin where the concept of Industry 4.0 was born.**

Coinciding with the iconic 25th anniversary of the fall of the Berlin Wall, Frost & Sullivan and Hitachi Europe are partnering to bring together global and local companies, government leaders and authorities for a day of insight, thought leadership and technology trends specific to Germany.

Social Innovation is the answer to today's challenges across multiple industries, including Healthcare, Energy, Transportation and ICT.

Through live panel discussions, debates and keynote speeches the following Mega Trends and themes will be explored further:

- Social Innovation
- Industry 4.0, Internet of Things, Smart Manufacturing
- Smart Infrastructure, Big Data
- Connected Living & Smart Cities
- Urban Mobility
- Connected Health

***Be inspired in Berlin***

**Please RSVP to Mr. Koray Ozkal, at [koray.ozkal@frost.com](mailto:koray.ozkal@frost.com)**



Social Innovation microsite: [social-innovation.hitachi.com](http://social-innovation.hitachi.com)

Social Innovation Blog: [www.hitachi.eu/social\\_innovation](http://www.hitachi.eu/social_innovation)



Twitter: Global - @Hitachi\_SocInn Europe - @SocInnovBiz\_EU



Hitachi Brand Channel: [www.youtube.com/user/HitachiBrand-](http://www.youtube.com/user/HitachiBrand-)



# Social Innovation Forum

**Welcome Speech:**

**Hiroaki Nakanishi**, Representative Executive Officer, Chairman & CEO,  
Hitachi Ltd.

**Philipp Reuter**, Director South Europe and Turkey, Frost & Sullivan

**Keynote Speech:**

**Prof. Dr. Ing. Günther Schuh**, Chair of Production Engineering RWTH,  
Aachen University

**Industry 4.0: IoT, Smart Manufacturing, Big Data & Connected Infrastructure**

Moderator:

**John Raspin**, Partner, Energy & Environment Group, Frost & Sullivan

About the Panel:

We are at the brink of witnessing yet another major instalment of industrial revolution wherein there is a real time convergence of digital worlds with the industrial manufacturing segment and this is driven by innovation and information technology. The name of this revolution is Industry 4.0! The key facets of industry 4.0, internet of things, internet of services, big data and integrated industry, will leave a decisive impact across all sections of the manufacturing value chain. Understanding the idea of industry 4.0 and mapping its relevance across specific contexts related to Social Innovation, will be an inevitable necessity for companies in future. In this ongoing transformation, the cross-pollination of ideas, technologies and processes, between multiple industries will result in the emergence of a number of new markets with high potential.

Key Topics to be covered:

Smart Infrastructure, Intelligent Industrial Solutions, Integrated Industry, Internet of Things, Big Data, Smart Factories.

Speakers:

**Kevin Eggleston**, Senior Vice President, Social Innovation and Global Industries, Hitachi Data Systems

**Wolfgang Dorst**, Head of Department Industrie 4.0, BITKOM

**Dr. Raymond Schmolze**, Vice President, Research & Innovation,  
Deutsche Telekom Laboratories

**Future of Urban Mobility and New Mobility Business Models**

Moderator:

**Sarwant Singh**, Senior Partner, Head of Visionary Innovation Group,  
Frost & Sullivan

About the Panel:

The global surge in urbanization and the development of megacities continue to strain resources. Personal urban mobility is one of the major challenges which needs to be addressed by both the public and private sector because of its impact on the economy, environment and quality of life. For these reasons, the mobility sector is on the brink of a paradigm shift. Conventional thinking is increasingly losing its relevance within this rapidly changing context. In this panel we will discuss subjects such as mega trends impacting mobility, new business models from vehicle manufacturers, leasing & corporate mobility perspectives, public transport solutions, big data in the automotive industry, autonomous driving, and new eRetailing models and how urban landscapes must adapt to future transportation requirements.

Key Topics to be covered:

Mega Trends impacting mobility, New Mobility Business Models, Future Public Transport Solutions, Big Data in Automotive and Transportation.

Speakers:

**Keith Jordan**, Managing Director, Hitachi Railway Europe

**Dr. Michael Niedenthal**, Head of Department Transport, VDA

**Dr. Ulf Schulte**, Head of Innovation, Mobility Vattenfall

About Moderator:

Since joining Frost & Sullivan in March 1999, Sarwant has managed over 200 strategic consulting projects in the Automotive and Transportation, and Defense sector. Most of the topics covered have been in new market and product assessments, business opportunity analysis, voice of customer studies and partnership/acquisition analysis. Sarwant has authored and co-authored over 100 consulting and research projects.

Sarwant specializes in facilitating Growth Strategy Workshops for Frost & Sullivan clients and has conducted workshops with senior executives of clients like Nissan, Corus/TATA Steel, WABCO, IFS Defense, United Nations, Continental, Chrysler and many other high prominent companies. Sarwant is also a Consultant with United Nations, and consults to governments on Automotive policies. Sarwant often works with CEO and Board level executives.

He is a regular speaker in conferences and has featured regularly on BBC TV, CNBC, Bloomberg and Financial Times. Sarwant holds an MBA (International Business) from Leeds University Business School and a qualification in Business Marketing Strategy from Kellogg Business Scholl.

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## Cities 3.0: Energy Efficiency for a Smarter Age

Moderator:

**John Raspin**, Partner, Energy & Environment Group, Frost & Sullivan

About the Panel:

With more than 60 percent of the world population expected to live in urban cities by 2025, cities will consume more goods, resources and energy, and create more waste and pollution. However, convergences among energy and cities will become reality as new information technologies emerge to enable a more efficient and sustainable delivery of services consumed in this urban setting. Cities 3.0 represents the next step in urbanization with efficient, intelligent power consumption and management driven by innovation and information technology.

This energy efficient and sustainable modern city is effectively what creates the concept of Social Innovation. In this panel session, we will discuss how social innovation is related to smarter energy and energy efficiency!

Key Topics to be covered:

Smart Cities, Mega Cities, Urbanization, Smart Grids, Energy Efficiency, M2M.

Speakers:

**Patrik Sjostedt EVP**, Global Management Consulting and Corporate Strategy Development at Hitachi Consulting  
Representative of RheinEnergie AG, (TBC)  
Representative of 8KU, (TBC)

**Geoffrey Baird**, President and General Manager Product and Technology Business Unit, AGT International (TBC)

## Connected Health : The Future of Health , Wellness & Well Being

Moderated by:

**Dorman Followwill**, Partner, Director Europe, Israel Africa, Frost & Sullivan

About the Panel:

One of the greatest challenges facing humanity is how to deliver quality healthcare to every patient globally in a sustainably affordable way. The world is aging rapidly and most countries are not prepared to support their growing numbers of elderly people. New thinking about innovation will be crucial to meeting this great challenge. Healthcare technology must conform to fast-paced market dynamics, driving the transition from traditional settings into adapted, cost-efficient and streamlined solutions. With smarter drugs, virtual hospitals, and cyber documents, the healthcare industry is poised for a radical change, with information technology (IT) taking the forefront in research and development (R&D), diagnostics, and monitoring. In this panel, we will discuss a new type of "social innovation" ideally suited to address these global challenges: Connected Health. We will look at key case studies and explore emerging business models based on social innovation as a new mean of translating the global healthcare innovation mandate into significant economic opportunity overtime.

Key Topics to be covered:

Connected Health, E-health, Future of Medical Devices and Imaging, Telehealth, Remote Care.

Speakers:

**Dr Mohsen Shafaei**, President and CEO of Hitachi Medical Europe (Europe, North Africa and Russia)

**Prof. Dr. Christoph Frank Dietrich**, Head of the 2nd Department of Medicine, Caritas-Krankenhaus

**Alberto Sanna**, Director e-Services for Life & Health Research, Scientific Institute San Raffaele

## Keynote Speech:

**Senator Cornelia Yzer**, Senator for Economics, Technology & Research, Berlin