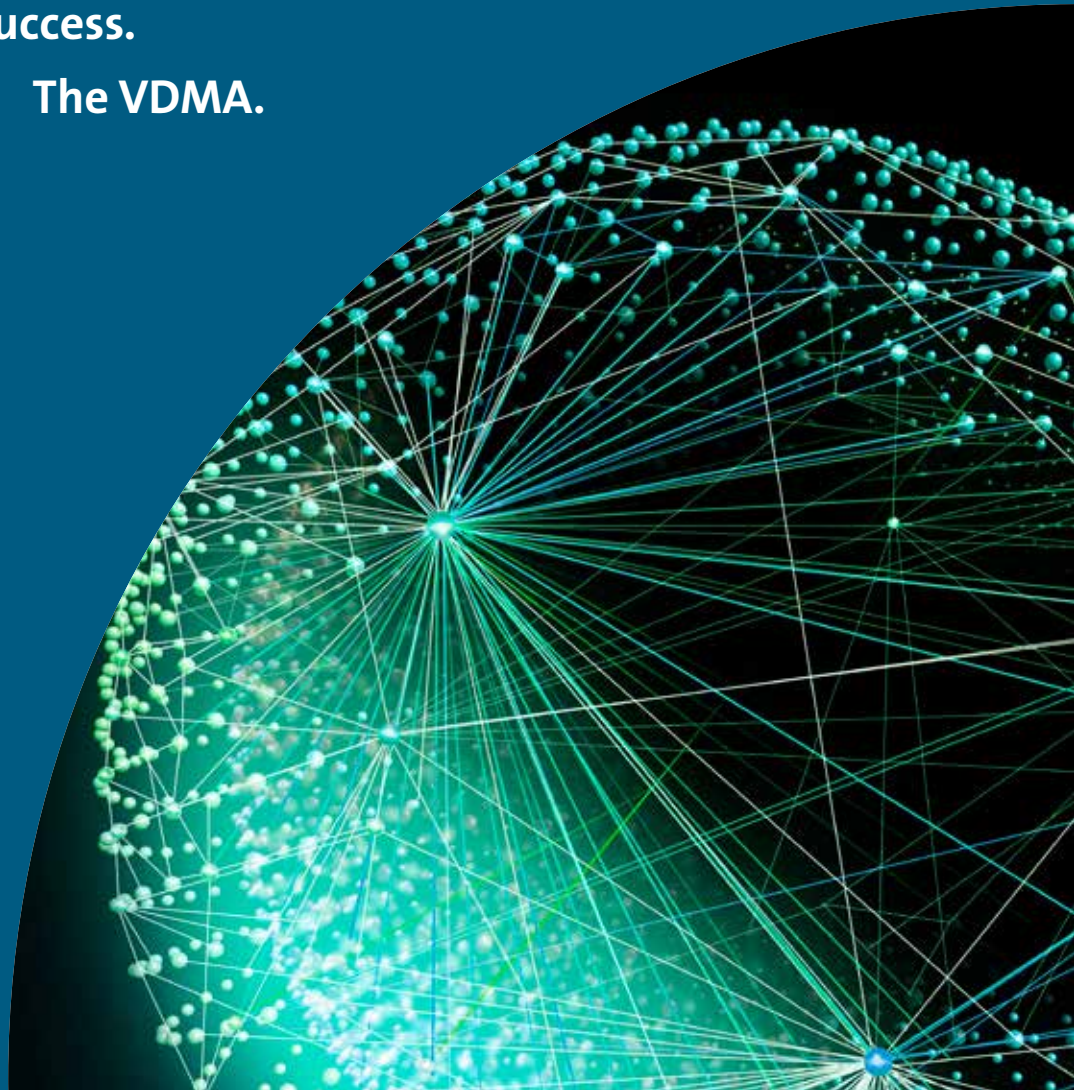




General Assembly 2016
Berlin | 10 – 11, November

Connect for success.
The VDMA.

mv.vdma.org





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Connect for success.

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Four light blue curved lines, resembling stylized waves or a fan, originate from the left side of the page and curve towards the right. They are positioned behind the text, with the top line passing behind the word 'success.' and the bottom line passing behind the word 'VDMA.'

**Connect
for success.**

Invitation

VDMA's Board of Chairmen and Executive Directorate kindly invite you
and your company to attend the General Assembly in Berlin
on November 10 and 11, 2016.



Dr. Reinhold Festge
President



Thilo Brodtmann
Executive Director



Connect for success.

Being connected will be decisive for the future success of our industry. The increasing digitization of mechanical engineering, manufacturing and products provides new opportunities. Digital networks are the drivers of innovation that bring forward new solutions and new business models.

But everyday networks are at play in our association too, as VDMA provides the perfect platform for our members to connect. We bring people and ideas together, creating the largest network of our industry.

That is why we chose this motto and mission for our General Assembly 2016:

Connect for success.

Your VDMA.

The program at a glance

Thursday, November 10, 2016

Starting at 6:30 p.m. **Together in Berlin**
Tempodrom, Berlin
Welcoming speech by Michael Müller, **the Governing Mayor of Berlin** (invited)

Friday, November 11, 2016

9:00 a.m. – 12:30 p.m. **ESTREL Hotel, Berlin**
Three working groups:

- Securing Free Trade – What are the Options for Policy Makers and Mechanical Engineers?
- Exporting the Energy Transition
- Industrie 4.0 – New Business Models: Mission Possible!

10:30 – 10:45 a.m. Coffee break

12:30 – 2.00 p.m. **Joint lunchtime snack**
For attendees of the official event and participants of accompanying programs.

14:00 – 4:00 p.m. **General Assembly** (for members only)
Keynote address by Chancellor **Dr. Angela Merkel** (invited)

4:00 p.m. **Meeting of the Main Board**
(for Board members only)

19.00 **Night of Mechanical Engineering**
Velodrom, Berlin

Friday, November 11, 2016 / Alternative program for accompanying guests

Accompanying guests can choose to join one of the following sightseeing programs (in the morning and/or in the afternoon):

- 9:00 a.m. – 12:30 p.m.** Tour of Museum Island
City tour of the asisi-panorama “The Wall” and the Berlin Fernsehturm (television tower)
City tour Dalí – Art exhibition and Panorama Punkt
Berlin underground
Art from Africa
City walk from the Brandenburg Gate to Potsdamer Platz
- 2:00 – 4:00 p.m.** Planetarium at Insulaner
Boat tour of the Berlin city center

Working Group I

Friday, November 11, 2016 – ESTREL Hotel

Securing Free Trade – What are the Options for Policy Makers and Mechanical Engineers?

09:00 a.m. –
12:30 p.m.

Foreign trade is essential in order to maintain wealth levels in Germany and Europe. This is particularly the case for the mechanical and plant engineering sector, whose export industry means that it relies on open markets. Both policy makers and companies need to work to ensure that free trade is possible worldwide.

It is the responsibility of policy makers to create the right framework for a free exchange of goods. That is why Germany – a particularly large exporter – needs to champion the most extensive liberalization possible, both bilaterally and multilaterally.

The negotiations for the Trans-Atlantic Trade and Investment Partnership (TTIP) have given rise to a debate on the advantages and disadvantages of free trade. People in some parts of Europe, especially Germany, are concerned about the planned agreement with the USA. It will fall to both domestic and European policy makers to demonstrate the effects of free trade in detail and to communicate them in open dialog – and companies need to develop strategies to adapt to the constantly-changing market environment.

So what can policy makers and the mechanical engineering sector do if the free exchange of goods is made more difficult or entire markets break away? What room do they have to maneuver? What specific measures do companies expect policy makers to take?

Furthermore, the **Working Group I “Securing Free Trade – What are the Options for Policy Makers and Mechanical Engineers?”** critically addresses the question of whether the traditional trade goods is still appropriate or if it has already become obsolete. What will trade look like in the future? What effect do digital processes have on streams of commerce?

Inspirational presentations and discussions between representatives of European policy makers, business and science will examine the question of how free trade can be secured for the future. In addition, the audience will also be asked to share their opinions in order to obtain current feedback from the participants of the working group.

Friday, November 11, 2016 – ESTREL Hotel

Exporting the transition to alternative energies

09:00 a.m. –
12:30 p.m.

Innovative solutions in the mechanical and plant engineering sector provide the technological backbone for a successful energy transition. **Working Group II “Exporting Energy Transition”** will highlight the development of energy technologies in the target markets of Europe, China and Indonesia at this year’s general assembly. The objective is to point out export opportunities for the mechanical and plant engineering sector under various market conditions.

Experts show the way to a practical market entry. In working groups, each consisting of an initiator from mechanical engineering and an expert from an external organization, such as the Federal Ministry for Economic Affairs and Energy (BMWi), you will discuss issues related to each of the three target markets. They will introduce you to lighthouse projects for each market and provide practical tips on the appropriate aligning of the product strategy. By sharing perspectives with them and the other participants, you will assess the market entry opportunities for energy technologies in the selected target markets.

Sample markets cover typical cases. Europe stands for strongly regulated markets in which topics such as system integration and a comprehensive restructuring of the electricity, heating and traffic sector play a significant role. China is a typical example of an autocratically regulated market, which must first focus on advancing the current energy system to state-of-the-art standards. Indonesia is an excellent example of a market on the threshold of becoming a growth market. Being an island nation, its energy system benefits from decentralized solutions and efficiency measures.

The industry’s high export figures clearly show that the technologies are valued all around the world. Focusing on the development of energy technologies in the target markets of Europe, China and Indonesia, the speakers provide practical tips on export opportunities under various market conditions.

Working Group III

Friday, November 11, 2016 – ESTREL Hotel

Industrie 4.0: New Business Models – Mission Possible!

09:00 a.m. –
12:30 p.m.

In light of digitization, industrial production is facing substantial change – and the German mechanical and plant engineering sector plays a crucial role in this. Industrie 4.0 enables new digital business models, and their development has already started. Yet a large number of mainly small and medium-sized mechanical engineering companies are still finding it difficult to establish their own approach to these new opportunities.

The **Working Group III “Industrie 4.0: New Business Models – Mission Possible!”** is intended to provide an overview of the current progress of business model development and to inspire further discussions. In the first part, leading industry representatives of the Industrie 4.0 platform will share their view on the current progress of the joint initiative by the federal government, industry and associations.

What is the status in other sectors? Digital business models are already in place in the consumer industry. Using a specific example from fashion industry, the approach and implementation steps taken by Hugo Boss AG to ensure market success are presented.

In the second part of the event, three companies from different sectors of mechanical engineering will share their experiences in the implementation of new data-based business models.

Participants in the workshop are asked to contribute their assessment of the issue via two TED surveys and to shape the plenum discussion by asking specific questions.

Friday, November 11, 2016 – ESTREL Hotel

2:00 – 4:00 p.m. • **General Assembly** (for members only)

- Keynote address by Chancellor **Dr. Angela Merkel** (tbc)
- VDMA key topics – **Report by the President**
- Developments within VDMA – **Report by the Executive Director**
- **Discharge**
- Amendment of the **Articles of Association**
- **Elections** for the Main Board
- Future perspectives – **speech by the candidate** for Presidency

4:00 p.m. **Meeting of the Executive Board** (for Executive Board members only)

Election of the new President, Vice Presidents and Restricted Board

Election of the Board of Trustees of the IMPULS-foundation

The business report, final agenda, documents and the voting card will be sent to the member companies separately.

Evening activities

Thursday, November 10 – Tempodrom, Berlin

6:30 p.m. **Together in Berlin**

The evening before the General Assembly we kindly invite you to the Welcome reception „Together in Berlin“.

Shape with us in an informal atmosphere our Motto “Connect for success“.

Friday, November 11 – Velodrom, Berlin

7:00 p.m. **Night of Mechanical Engineering**

Following the General Assembly, we gladly invite to join our evening of mechanical engineering. You can look forward to enjoying a festive dinner accompanied by a truly special program.

Let us surprise you and enjoy this memorable evening!

Formal attire / Black Tie

Friday, November 11, 2016

From 9:00 a.m. As an alternative to the working groups and the annual General Assembly, we offer the following accompanying programs (meeting point, departure and arrival at the Estrel Hotel):

Program 1: Museum Island

Participants will visit the Neues Museum, the Altes Museum, the Pergamon Museum and the Alte Nationalgalerie, thus gaining a comprehensive impression of the World Heritage Site and Chipperfield's idea on modernizing the museum complex.

Program 2: City tour of the asisi-panorama "The Wall" and the Berlin Fernsehturm

The city tour will take you to the asisi-panorama at the Berlin Wall and up to the observation deck of the Berlin Fernsehturm.

Program 3: City tour with Dalí – Art exhibition and Panorama Punkt

The city tour features a visit to the Dalí – Art exhibition and a ride on Europe's fastest elevator to the Panorama Punkt at Potsdamer Platz (Kohlhoff Tower).

Program 4: Berlin underground

An exciting journey to another world and time. Guided tours of former bunkers and subway tunnels provide an impression of the situations, perspectives and planning during World War II and the Cold War.

Program 5: Ethnological Museum

Guided tour of the Africa exhibition at the Ethnological Museum in Dahlem. After the tour, participants are welcome to visit other collections on their own using an audio guide.

Program 6: Between Kiez and Ku'damm

In this guided city walk, you will experience the daily life in Berlin and learn more about the city's history. From the Brandenburg Gate to Potsdamer Platz.

12:30 p.m. Joint lunchtime snack

Accompanying Program

Friday, November 11, 2016

From 2:00 p.m. As an alternative to the annual general assembly, we offer the following accompanying programs (meeting point, departure and arrival at the Estrel Hotel):

Program 7: Planetarium am Insulaner

Billion suns – a journey through the galaxy. The distances in space were long time completely unknown. The stars have always been a companion of human. You can already find star constellations in cave drawings from the Stone Age. Egyptians and Babylonians calculated the first calendar. The Greek antiquity merged the myths of heaven with the world of stars and created the first great star maps.

The planetarium show tells the story of the search for the distance to the stars and comprehension of the universe.

Program 8: Boat trip through the heart of Berlin

Queen Elizabeth – who hasn't seen the images from her visit to Berlin. Experience the river's most exciting sections through the heart of Berlin. A vast number of attractions are lined up along the shore, creating a unique backdrop for an unforgettable experience.

General notes/Tagungsbüro (conference office)

E-Mail mv2016@vdma.org
Phone +49 69 6603-1133/-1144
Fax +49 69 6603-1155

Until November 4, 2016

VDMA
Lyoner Straße 18
60528 Frankfurt am Main

From November 7, 2016

VDMA Tagungsbüro
c/o ESTREL Hotel
Sonnenallee 225
12057 Berlin

Registration

You can register now at mv.vdma.org
Please register on our online platform by October 14, 2016 at the latest.
You can find the access code on your invitation letter.

Additional information on the invitations and the program can be requested from the Tagungsbüro. Registrations are considered in the order in which they are received. The attendance fee is EUR 100 incl. 19% VAT per person. After receipt of your registration, you will be invoiced by the Gesellschaft zur Förderung des Maschinenbaues mbH.

Hotel

We have booked room contingents at the ESTREL Hotel under the keyword “VDMA – Mitgliederversammlung”.
The room allocations are valid from **November 9 to 13, 2016**.

Standard single room at EUR 147 per night
Standard double room at EUR 166 per night
All prices include breakfast EUR 19 per person

Bookings can be made via our online portal at mv.vdma.org or
– using the keyword “VDMA – Mitgliederversammlung” – by

Fax +49 30 68 31 2345 or by
E-Mail reservierung@estrel.com

Bus transfer

We will arrange bus transfer from the hotel to the individual event venues.
Details will be included in the documents on the General Assembly.

Changes

We reserve the right to make any necessary changes to the program on short notice.