

Siemens Attracts International and Australian Experts to Digitalize 2017

- Local and global thought leaders and industry experts to join the discussion at Digitalize 2017
- Full day conference to showcase the real-world applications of digitalization in energy, infrastructure, industry and the workforce
- Digitalization seen as key to success in ‘future-proofing’ Australia’s investments in critical infrastructure

Siemens has confirmed a strong roster of thought leaders and industry experts as speakers at its annual digitalization conference, Digitalize 2017, which will be held in Sydney on Wednesday, 30 August 2017 and be sponsored by Dell EMC.

As a member of the Dell Technologies unique family of businesses, Dell EMC serves a key role in providing the essential infrastructure for organizations to build their digital future, transform IT and protect their most important asset, information.

The conference will focus on the ways that digitalization is revolutionising the workforce, industry and the energy and infrastructure sectors.

The latest speakers to be confirmed include international and local Siemens executives as well as leaders from a number of Australian companies and industry groups.

They include:

[Jens Goennemann, Managing Director Advanced Manufacturing Growth Centre - Advanced Manufacturing Growth Centre](#)

- Nicole Cook, Managing Director, People Scout

- Piers Hogarth-Scott, National Practice Leader – Internet of Things, KPMG
- Bill Rue, Chief Technology Officer, Mailguard
- Prof. Aleksander Subic, Deputy Vice-Chancellor (Research and Development), Swinburne University of Technology
- Danny Emmarji, Director Systems Engineering Dell EMC
- Dr Marek Kowalkiewicz, Professor and PwC Chair in Digital Economy, Queensland University of Technology
- ~~Michael Rosemann, Executive Director – Corporate Engagement, Queensland University of Technology~~
- ~~Jens Goennemann, Managing Director Advanced Manufacturing Growth Centre – Advanced Manufacturing Growth Centre~~
- Wolfgang Hass, Senior Program Manager of Building Information Modelling (BIM) from Siemens in Switzerland

They will join renowned technology thought-leader Steve Vamos, former Chief Executive Officer of Microsoft Australia and Managing Director of Apple Computer Asia Pacific, who will deliver the keynote address at this year's forum. Mr Vamos will explore the behaviours that contribute to a high performing board in an era of constant change.

Other high-profile speakers presenting to Digitalize 2017 include:

- Kumar Parakala, Global Digital Leader, GHD
- Stefan Bungart, Head of Digitalization, Siemens Power Generation Services, and
- Jeff Connolly, Chief Executive Officer, Siemens Australia and New Zealand.

The conference will feature discussions across four key themes:

Workforce

- Attracting talent in the digital age
- The workforce of the future
- Disruption of education, and implications for the workforce

Infrastructure

- Smart resilient cities
- Planning and financing for infrastructure investments

- Intelligent transport systems

Energy

- Australia's energy transformation
- Digital services
- Distributed energy systems

Industry

- The Digital Enterprise
- Jumping the innovation "Valley of Death"
- Driving innovation in Food & Beverage

For registration and more details see <https://www.siemensdigitalize2017.com/>

Event details:

Date: Wednesday 30 August 2017

Time: 8:30am – 5:00pm, followed by networking drinks

Location: Sheraton on the Park, Sydney

Registration fees: \$250.00

You can also join the discussion on Twitter using #digitalize2017.

* Further sessions will be confirmed later.

Media contact for journalists

Ms. Krupa Uthappa

p: +61 3 9721 7681

krupa.uthappa@siemens.com

Siemens AG (Berlin and Munich) is a global technology powerhouse that has stood for engineering excellence, innovation, quality, reliability and internationality for more than 165 years. The company is active in more than 200 countries, focusing on the areas of electrification, automation and digitalization. One of the world's largest producers of energy-efficient, resource-saving technologies, Siemens is a leading supplier of efficient power generation and power transmission solutions and a pioneer in infrastructure solutions as well as automation, drive and software solutions for industry. The company is also a leading provider of medical imaging equipment – such as computed tomography and magnetic resonance imaging systems – and a leader in laboratory diagnostics as well as clinical IT. In fiscal 2016, which ended on September 30, 2016, Siemens generated revenue of €79.6 billion and net income of €5.6 billion. At the end of September 2016, the company had around 351,000 employees worldwide. Further information is available on the Internet at www.siemens.com.