

## Siemens concludes successful Digitalize 2017

- **Over 400 participants gather in unique, cross-platform industry event**
- **Full day conference with robust discussions on the real-world applications of digitalization in energy, infrastructure, industry and workforce**

Siemens concluded a successful Digitalize 2017 conference – a unique cross-platform event that brought together different industry sectors, and significant individuals including Hon Andrew Constance MP, NSW Minister for Transport and Infrastructure and Steve Vamos, former Chief Executive Officer of Microsoft Australia and Managing Director of Apple Computer Asia Pacific.

Held on 30<sup>th</sup> August 2017, the event was attended by over 400 participants who listened to global and local industry thought leaders, Australian companies and industry groups discussing how digitalization is impacting intelligent transport systems, as well as revolutionising the workforce, industry and the energy and infrastructure sectors. Across the day, participants had the opportunity to attend three plenary and 12 breakout sessions, featuring over 50 speakers.

The conference saw some of the most significant companies in Australia and worldwide such as GHD, Origin Energy, Asahi, IBM, KPMG, Deloitte, MailGuard and platinum sponsors Dell EMC share their expertise with attendees. Facilitated by one of Australia's most recognised TV personalities, Natarsha Belling from Channel 10, key universities including Swinburne University and Queensland University of Technology and industry organisations such as Advanced Manufacturing Growth Centre and CSIRO also shared their thoughts on digitalization with the audience.

Siemens Australia and New Zealand CEO Jeff Connolly's opening remarks to the packed hall reiterated the significance of Industry 4.0 to Australia stating, "The Industry 4.0 approach is not about technology. It is about the social readiness of transforming a German manufacturing capability into something that's going to be future-proofed with all the elements that have to be made ready over that journey.

With digitalization we finally get an opportunity as Australia, to put to bed that tyranny of distance, because with the digital world, of course we can be connected to anywhere on the planet."

Minister Constance spoke about how transport is essentially a technology business and highlighted the rapid change in the industry noting, "What excites me the most is the way in which technology can not only transform our existing infrastructure to be more productive, but, of course, also the investments we're making in terms of new infrastructure and how technology certainly can set this city up, set this state up for centuries to come.

We're all seeing the uptake in technology, in an incredible way. And ultimately, as people are looking for more personalised, flexible services when it comes to transport – it's not too dissimilar across a raft of services across our community – we are going to increasingly see our transport network change and adapt very quickly."

Discussing the shift in mindset that is required in Australia, Jens Goennemann, the Managing Director of the Advanced Manufacturing Growth Centre noted that Australia needs to broaden the definition of manufacturing beyond production and assembly. He told audiences that, "Manufacturing starts with R&D and design and continues through to production, logistics, sales and after-sales services. We see and support and foster the change to go away from a production- limited mindset where we compete on cost and going up and down the value chain and compete more there."

Speaking on one of Australia's hottest topics – energy, US-based Stefan Bungart, the head of digitalization at Siemens Power Generation Services discussed the role of Artificial Intelligence (AI) in power, noting, "We're using machine learning and distributed analytics to actually understand these grids better and then build the AI into the grid management systems. They then become autonomous and self-

managing. The resilience and stability of the network can be ensured much better using these kind of technologies.”

<https://www.siemensdigitalize2017.com/>

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