

Seminar Program (Brasília Time Zone)

Chairperson Session 1: Prof. Dr.-Ing. Klaus Schützer

- 09:00 am Opening of the event
Prof. Dr.-Ing. Klaus Schützer
- 09:10 am **Innovation – The key challenge for universities, industries, and government**
Prof. Dr.-Ing. Johann-Dietrich Wörner
acatech, Germany
- 09:30 am **Smart Product-Service Systems Engineering**
Prof. Dr.-Ing. Reiner Anderl
DiK - TU Darmstadt, Germany
- 09:50 am **The new Engineering Intelligence**
Prof. Dr.-Ing. Rainer Stark
IIT - TU Berlin, Germany
- 10:10 am **Digital Engineering – towards a digital-first and data-driven paradigm in product development**
Prof. Dr.-Ing. Sandro Wartzack
ktMFK – FAU Erlangen-Nürnberg, Germany
- 10:30 am **Policies to support innovation and digital transformation**
Eng. Paulo César Rezende de Carvalho Alvim
MCTI, Brazil
- 10:50 am Roundtable - questions presented by participants
- 11:30 am Closing of Session 1

Chairperson Session 2: Prof. Dr.-Ing. Klaus Schützer

- 02:00 pm Opening of Session 2
Prof. Dr.-Ing. Klaus Schützer
- 02:05 pm **Machine elements with sensory effects – a game changer for digitalization?**
Prof. Dr.-Ing. Eckhard Kirchner
pmd - TU Darmstadt, Germany
- 02:25 pm **VConnect – Smart Solution for Industrial Brake Systems**
Eng. Josias Leal
Vulkan do Brasil, Brazil
- 02:45 pm **How SMART Sensors Favor Machine After-Sales Service**
Eng. Bruno Castellani
Balluff Brasil, Brazil



- 03:05 pm **Tupy Digital Transformation – A Case of the Value Journey with Data**
Eng. Cassio Luiz Francisco de Andrade
Tupy S.A., Brazil
- 03:25 pm **Strategic options for industrial digital transformation**
Dr.-Ing. Alain Pfouga
prostep ivip Association, Germany
- 03:45 pm Roundtable - questions presented by participants
- 04:15 pm **25 Years of the International Seminar on High Technology– Results and Perspectives**
Prof. Dr.-Ing. Klaus Schützer
SCPM, Brazil
- 04:30 pm Closing of the event