

# IPEEC 2025

International Production Environmental Community

Shaping the Future: AI-Driven Innovations for Sustainable Industry in Europe



International Conference

„Shaping the Future:  
AI | Innovation | Sustainable | Industry“

March 18, 2025 | Online

For the 10th time, we are hosting an international conference on AI-Driven Innovations for Sustainable Industry with a focus on advancing the UN Sustainable Development Goals (SDGs), such as industry, innovation & infrastructure, responsible consumption & production and climate action.

With reference to the UN Sustainable Development Goals (e.g. 9, 12, 13), we will intensify the European dialogue with partner countries such as, Estonia, the Netherlands, Austria, Denmark in order to contribute to a more competitive and sustainable industry through digitalized solutions.

## Agenda

09:30 Opening of the conference

09:35 Introduction and welcome  
Dr. Ronald Künneth, Nuernberg Chamber of Commerce and Industry, Automation Valley Nordbayern

## Unlocking AI's Potential for Sustainable Industry

09:40 AI for resource efficiency and enabling circular business models – showcasing industrial projects  
Tjerja Geerts, Holland Innovative, The Netherlands

10:00 Embracing AI and the Industrial Metaverse: A new era for Sustainable Industry  
Arberie Hakaj, Co-Founder Siemens Industrial AI Lab Princeton | Advisor, Management Office Siemens  
Board Member CPSO, Germany  
Patrick Hepp, Head of Horizontal Sustainability – Siemens Digital Industries Germany, Germany

10:20 Overall Sustainable Equipment Effectiveness (OSEE): How AI can enhance informed decision-making for Positive Impact Production?  
Univ.-Prof. Dr.-Ing. habil Fazel Ansari, Chair of Production and Maintenance Management TU Wien / Head of Strategic Projects Fraunhofer Austria, Austria

## AI for Sustainable Transformation and Business Growth

**10:40**      **AI-Driven Sustainability: The BiCoNet Dutch-German Initiative for Sustainable and Smart Manufacturing**  
Prof. Dr. Diederich Bakker, Professor International Business , Head of Internationalization, International Business School, Hanze University of Applied Sciences, The Netherlands

**11:00**      **Gen AI solutions for the sustainable transformation of industries**  
Matthias Barbian, Manager Digital Transformation for Industries, Accenture Denmark, Denmark

**11:30 till 12:30 Break time**

## AI Innovations for Manufacturing and Resource Efficiency

**12:30**      **Saving resources in machining processes by means of embedded AI**  
Alexander Stanitzki, Head of Business Unit Industry, Fraunhofer IMS, Germany

**12:50**      **AI is a key enabler for creating Circular Business**  
Christian Kraajenhagen, Managing Partner, Innoboost, The Netherlands

**13:10**      **AI for Sustainable Industry Transformation**  
Marek Helm, CEO, GScan (award winning Muon Tomography startup), Estonia

**13:30**      **Closing of the conference & Introduction to Pitch Sessions**

## Virtual Partnering Pitches

**13:40**      **Virtual Partnering Pitches**

To foster the dialogue between the participants we plan 8-10 partnering pitches (each 5 minutes) from participants looking for project partners.

## Virtual Matchmaking Days (March 19 -28, 2025)

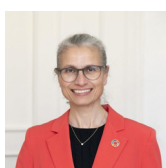
### Virtual Matchmaking Sessions

**10:00**      **Talk & Match:** Your time to schedule online meetings with other participants.

**18:00**      All participants can create a competence profile during the registration process on the B2Match platform as guidance to arrange individual bilateral meetings (20 minutes).



Wir stehen Unternehmen zur Seite



**Moderation by Dr. Dina Barbian,**

CEO, eco2050 Institut für Nachhaltigkeit - Institute for Sustainability GmbH, Nuremberg; Spokeswoman Network Digitalization & Sustainability, VDE Association for Electrical, Electronic & Information Technologies Bavaria

## Organizer



Nuernberg Chamber of Commerce and Industry, presented by President Dr. Armin Zitzmann and CEO Markus Löttsch (Hauptmarkt 25/27, 90403 Nürnberg).

## Contact details Organizer

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## Supported by | Member of the Program Committee.

**VDE BAYERN**

### Dr. Dina Barbian

Spokeswoman Network Digitalization & Sustainability, VDE Association for Electrical, Electronic & Information Technologies Bavaria  
Director, eco2050 Institute for Sustainability GmbH, Germany

## For questions concerning the International bilateral Meetings please contact:



## Participation

The conference is free of charge. The language is English.

### Bianca Trummer

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## Supported by Partner Organizations:



## Registration for the Conference:



Please register here:

🔗 <https://ipecc-2025.b2match.io/>



Industrie- und Handelskammer  
Nürnberg für Mittelfranken