

# SMECluster Event 4: 16th Nov 2017

## Pragmatically Stepping into the Twinned Digital World of 4IR

New technologies emerge daily and the trick is to spot the trends that will be adopted by the markets. Industry 4.0 is now mainstream and although the technological hype is still evident, there are real developments that are making a big impact on the manufacturing domain. More attention is being paid to the arrival Industry 4.0 (or 4IR as it is referred to in UK) as companies become aware that the current revolution is here to stay. This event will showcase products and services designed to demonstrate the benefits of cutting edge concepts of Industry 4.0 such as “Digital Twinning”. These topics are discussed with practical demonstrations to highlight the real implications for businesses who want to adopt the new technology.

**Don't miss the opportunity to hear from the key players in the market and get the feedback from major organisations about their deployment strategies for Industry 4.0**

Join us at:

Waterton Technology Centre  
Bridgend, South Wales, UK  
CF31 3WT

On

Thursday 16th November 2017

to see Industry 4.0 in action

Time: 9.00 am - 4.30 pm

**FREE EVENT!**

**General Agenda—See [www.smecluster.com](http://www.smecluster.com) for full details**

09:00 – 09:15 Registration and Breakfast Rolls on Arrival (Serving from 8:30)

09:15 – 09:30 Opening session — Welcome

**Industrial Focus — 9:30 to 13:00 (followed by lunch)**

**Part 1 — Industrial Provider Perspective**

Siemens—Andy Hodgson – MindSphere Applications

Festo — Andy Parker Bates – Industry 4.0 Growth

Balluff — Russel Smith – Strategy for UK with 4IR

Wolfberry — Damon Rands – Enabling Secure Connectivity

**Part 2 — Industrial Consumer Perspective**

Airbus — Arnd Schirrmann – Supplier strategy 4.0

Ford Motor Company — Mark Thomas – Deployment challenges for OEMs

Fluidhouse — Roberto Camp – Evolution meets Revolution

Tenneco Belgium — Stefan Peerenbooms – Process Optimisation and Analytics

WAF — Tim Williams introduces the session

**Part 3 — Demonstrations**

Practical hands-on demonstrations showing applications of Industry 4.0 in action. Delegates visit each of the preselected areas to interact with the solution providers and get a clear understanding of the applied technology and can revisit the areas over lunch.

**Technical Focus — 14:00 to 16:30**

A more detailed look at the concepts and ideas coming from European projects taking a deeper look at the software and systems being developed

**Part 1 — Keynote: Roberto Camp – Fluidhouse Oy Finland**

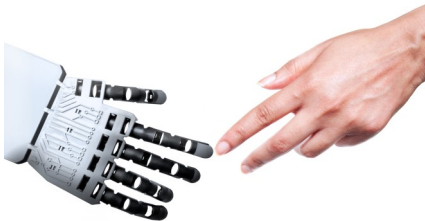
Incorporating EU project results into business

**Part 2 — CREMA Detailed Demonstrations**

Including case studies from Tenneco, Fagor and Goizper and future concepts for Industry 4 from vf-OS Project, C2NET and DIGICOR Projects

**Part 3 — Digital Manufacturing Innovation Hub for Wales**

The vision to develop the Waterton Centre into a key training resource for Industry 4.0 – Hefin Rowlands (USW / TANet)



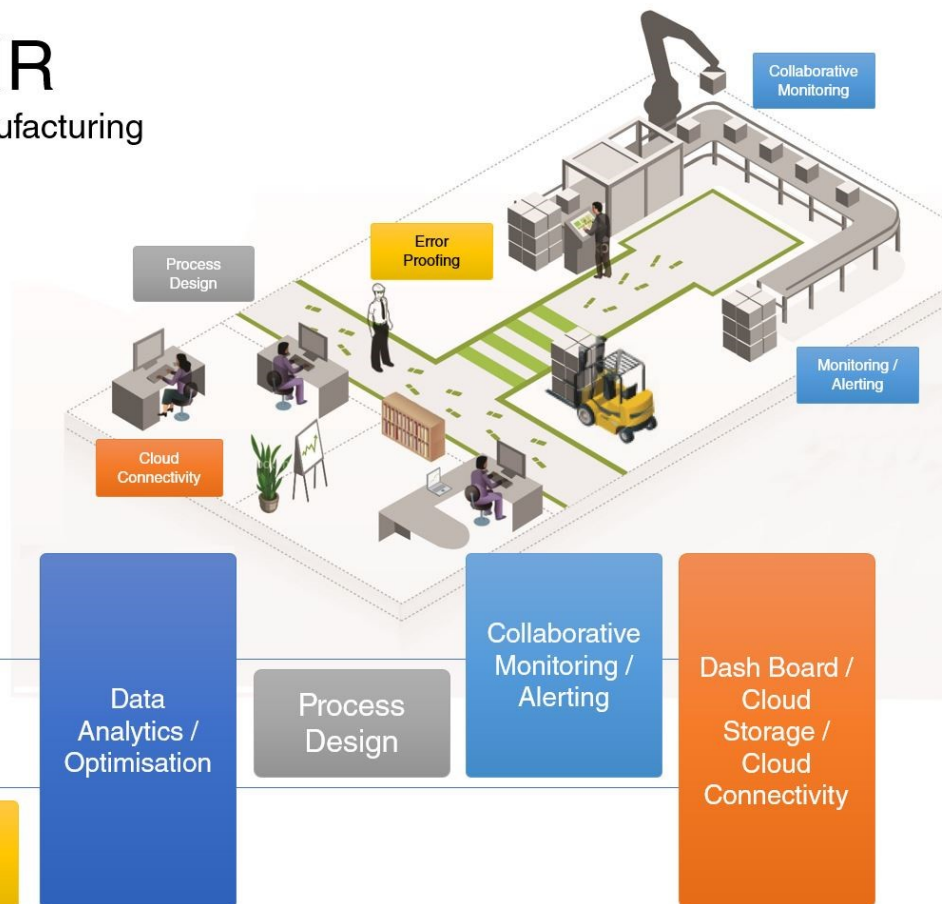
# What's on Offer?

Experts will present the latest thinking about deploying Industry 4.0 software toolsets to bring current manufacturing and retail practices inline with modern trends. Hands-on workshops for you to interact with the technology. Professionals on-hand to answer any of your questions, to demystify the technology involved.

## Industry 4.0 / 4IR

Transition from Traditional Manufacturing to Virtualising Assets including:

- Digital Twinning
- Person-Machine Interfacing
- Cyber-threats & security
- Practical data collection and analytics
- Software Toolsets



This is the fourth SMECluster Event and you can find details of previous events at <http://www.smecluster.com/resources>. You can download presentations and flyers from the previous events. The workshop is conducted informally to allow audience participation.

This event will also showcase the work coming out of a European project called “CREMA” go to [www.crema-project.eu](http://www.crema-project.eu) for more details.

**Time: 9.00 am - 4.30 pm**  
**Venue: Waterton Technology Centre,**  
Waterton Estate, Bridgend  
CF31 3WT. UK  
**To Register please visit:**  
[www.smecluster.com](http://www.smecluster.com)  
and click on Event link  
or Call +441656646404 for queries

