

Global Executive Industry Talks (GETIT) at Hannover Messe 2025

The Global Executive Industry Talks (GETIT) is an exclusive, high-level forum created specifically for C-suite executives to explore and discuss the most critical trends, challenges, and opportunities shaping the future of industry. This event serves as a unique platform for knowledge sharing, strategic networking, and collaboration, tackling the most pressing themes facing the manufacturing and technology sectors, including **digital transformation, sustainability, innovation,** and the **global economic outlook.**

Taking place during **Hannover Messe** at the **Smart Factory Academy in Pavilion 36**, GETIT will dedicate each day to a specific manufacturing theme, offering in-depth insights from leading industry experts. This format ensures that each session is targeted, engaging, and impactful for all participants.

In addition to the core sessions, **GETIT – Espresso Networking** will provide a dedicated space for fostering meaningful connections and exchanging insights.

Attendees will have the opportunity to engage in daily networking sessions, with each day's discussions focused on a different critical topic:

- **31 March 2025, Monday** – Education Technology (EdTech)
- **1 April 2025, Tuesday** – Sustainability and Green Technology
- **2 April 2025, Wednesday** – Industrial Artificial Intelligence
- **3 April 2025, Thursday** – Advanced Manufacturing
- **4 April 2025, Friday** – Supply Chain Optimisation

GETIT is your opportunity to connect with peers, gain actionable insights, and be part of transformative discussions that are driving the future of manufacturing. **Don't miss out on this must-attend event**—join us at **Hannover Messe**, Pavilion 36, for a day of inspiration, collaboration, and strategic planning that will shape the industries of tomorrow.

Global Executive Industry Talks (GETIT) Brief Event Agenda

31 March 2025, Monday – Education Technology (EdTech)	
10:00 – 15:00	GETIT Espresso Networking
15:00 – 15:10	Expert Presentation – Charting the Course: Academic Introduction & Strategic Goals
15:10 – 15:40	Expert Presentation – Measuring Industrial Education's Readiness for the Future
15:40 – 16:10	Expert Presentation – Unlocking the Power of Industry 4.0 Through Virtual Learning and Remote Equipment Access
16:10 – 16:30	Panel discussion – Forging the Future: The Educatalyst Alliance and Strategic Cooperation
16:30 – 17:30	Networking Discussions

1 April 2025, Tuesday – Sustainability and Green Technology	
10:00 – 15:00	GETIT Espresso Networking

2 April 2025, Wednesday – Industrial Artificial Intelligence	
10:00 – 15:00	GETIT Espresso Networking
15:00 – 15:30	Expert Presentation – UNIDO AI solutions for Industry
15:30 – 16:00	Expert Presentation – Complexity to Clarity – How can manufacturers reap the benefits of AI even in challenging times?
16:00 – 16:30	Expert Presentation – Are You Ready to Win in the GenAI Arms Race?
16:30 – 17:30	Networking Discussions

3 April 2025, Thursday – Advanced Manufacturing	
10:00 – 15:00	GETIT Espresso Networking
15:00 – 15:30	Expert Presentation – How to Thrive in the Era of Industry 4.0
15:30 – 16:00	Expert Presentation – Industry 4.0: Beyond the Buzz
16:00 – 16:30	Expert Presentation – Disrupting the Status Quo in Global Industry
16:30 – 17:30	Networking Discussions

4 April 2025, Friday – Supply Chain Optimisation	
10:00 – 12:00	GETIT Espresso Networking

Global Executive Industry Talks 2025

Hosted by UNIDO, INCIT, Deutsche Messe Technology Academy, and Hannover Messe

Last updated: 5th March 2025

Global Executive Industry Talks (GETIT)

Full Event Agenda & Speakers Introduction

31 March 2025, Monday

| 10:00 – 15:00 |

Education Technology (EdTech) – GETIT Espresso Networking

Networking Focus: Startups and companies driving innovation in education through technology-driven solutions, including online learning platforms, personalised learning tools, and virtual reality education.

| 15:00 – 15:10 |

Deutsche Messe Technology Academy (DMTA) - Charting the Course: Academic Introduction & Strategic Goals

🗣️ **Thomas Rilke** – CEO, Deutsche Messe Technology Academy

| 15:10 – 15:40 |

Measuring Industrial Education's Readiness for the Future

An in-depth discussion on assessing the preparedness of industrial education for future challenges and opportunities.

🗣️ **Dr. Dominic Gorecky** – Head of Swiss Smart Factory (SIPBB)



Dr. Dominic Gorecky is a **Partner and Executive Board Member at Switzerland Innovation Park Biel/Bienne AG**. He co-founded and leads the **Swiss Smart Factory**, Switzerland's first Industry 4.0 test and demonstration platform, and serves as **President of the Swiss Robotics Competence Center**. Previously, he led research at the **German Research Center for Artificial Intelligence (DFKI)**. A recognised **Digital Shaper**, he contributes to the World Economic Forum agenda and advises Industry 4.0 start-ups. He also chairs the **International Smart Factory Summit**. Holding a **PhD in digital factories**, Dominic is committed to responsible digital transformation for a sustainable future.

| 15:40 – 16:10 |

Unlocking the Power of Industry 4.0 Through Virtual Learning and Remote Equipment Access

🗣️ **Thomas Zürcher** – MyLiveZone, CEO



Thomas Zürcher is the **CEO of MyLiveZone**, a **digital learning platform** integrating **XR, IoT, and AI-driven training** for industry. With a background in **electrical engineering** and a **MAS in Educational Design**, he blends **technical expertise with pedagogical insights** to drive **workforce development**. His work focuses on **hands-on training** and **digital ecosystems** that connect industry and education. A **longstanding advocate for digital transformation**, he develops **innovative upskilling solutions for Industry 4.0**. Thomas **frequently speaks at conferences**, sharing insights on the challenges and opportunities of digital learning in industrial education.

| 16:10 – 16:30 |

Panel discussion – Forging the Future: The Educatalyst Alliance and Strategic Cooperation

🗣️ **Moderator: Hans Gaeng** – Deutsche Messe Technology Academy Press

| 16:30 – 17:30 |

Networking Discussions with Beer & Pretzels

Unwind and connect. Join us for casual networking discussions over **beer and pretzels**—an opportunity to exchange ideas, build relationships, and explore collaborations in a relaxed setting.

1 April 2025, Tuesday

| 10:00 – 15:00 |

Sustainability and Green Technology – GETIT Espresso Networking

Networking Focus: Startups and companies tackling **environmental challenges** and promoting **sustainable practices**.

Key areas include:

- **Renewable energy** solutions
- **Waste management** innovations
- **Clean transportation** technologies
- **Net Zero tech & carbon credits** initiatives

Global Executive Industry Talks 2025

Hosted by UNIDO, INCIT, Deutsche Messe Technology Academy, and Hannover Messe

Last updated: 5th March 2025

2 April 2025, Wednesday

| 10:00 – 15:00 |

Industrial Artificial Intelligence – GETIT Espresso Networking

Networking Focus: Startups and companies developing **AI-powered solutions** across industries such as healthcare, finance, retail, and manufacturing.

Key areas include:

- **Natural Language Processing (NLP)**
- **Computer Vision**
- **Predictive Analytics**
- **Autonomous Systems**
- **AI-Data Ready Software Technologies**

| 15:00 – 15:30 |

UNIDO AI solutions for Industry

The UNIDO Solutions Platform is a strategic initiative designed to accelerate sustainable industrialisation by fostering impactful partnerships and scalable solutions. It translates UNIDO's mission to address global challenges like ending hunger, promoting clean energy, advancing climate action, and building sustainable supply chains into concrete solutions. It provides a unified framework for identifying and showcasing pioneering solutions, that accelerates sustainable industrialisation and innovation globally through implementation of high-impact solutions.

 **Jason Slater** – Chief Digital and Innovation Officer, UNIDO



As the **Chief Digitalisation and Innovation Officer** at **UNIDO**, Jason Slater has led the organisation's digital transformation initiatives, driving innovation and solutions. His leadership focuses on optimising service delivery through digital solutions in close collaboration with stakeholders. With extensive leadership experience at UNIDO, he has served as **Head of IT, Strategic Financial Management, Business Transformation, and Communications**. Prior to UNIDO, Jason led **finance management consulting** in the UK public sector and served as **Head of Finance** in a large multinational organisation. He is a **chartered management accountant** and holds an **MBA**.

| 15:30 – 16:00 |

Complexity to Clarity – How can manufacturers reap the benefits of AI even in challenging times?

Breaking down the challenges of implementing AI in industrial settings and unlocking real-world value.

🗣️ Christian Maasem – Principal Expert & Head of Hyperconnectivity, Detecon



Christian Maasem is **Principal Expert & Head of Hyperconnectivity** at **Detecon**, leading digitalisation initiatives across **Industry 4.0, Industrial IoT, automotive, smart cities**, and beyond. He focuses on building **cross-industry ecosystems** that integrate **ICT solutions** and **data-driven innovations**. Previously, he led **IT management and innovation labs** at **FIR at RWTH Aachen University**, later founding the **Center Connected Industry**. At **Detecon**, he leads a team specialising in **IoT, AI, 5G, Edge Cloud, and automation**. With a background in **physics and economics**, Christian is dedicated to advancing digital transformation through **technology integration and ecosystem collaboration**.

| 16:00 – 16:30 |

Are You Ready to Win in the GenAI Arms Race?

Winning in the GenAI era requires more than AI adoption—it demands a radical rethinking of enterprise data architecture. The true differentiator between industry leaders and laggards will be access to high-quality, contextualised, and interoperable data. This is the foundation for achieving Enterprise General Intelligence (EGI)—an intelligent, autonomous enterprise where decision-makers, from the boardroom to the factory floor, can leverage AI-driven insights in real-time.

🗣️ Dr. Paul Turner – Managing Director, AI Insights



Dr. Paul Turner is a **leading expert in industrial AI and digital transformation**, with over **30 years of experience** bridging **AI research and real-world applications**. As **Managing Director of AI Insights Consulting**, he advises global executives on **AI-driven strategy**. Previously, he led **Raven.ai's rapid growth** as **President and COO** and drove AI adoption at **Stanley Black & Decker**. With senior roles at **EY, Wipro, and Aspen Technology**, he has shaped **AI adoption across Fortune 500 companies**. A published AI researcher, he holds a **PhD in AI in Manufacturing** and has been recognised for his contributions to **industrial technology**.

| 16:30 – 17:30 |

Networking Discussions with Beer & Pretzels

Unwind and connect. Join us for casual networking discussions over **beer and pretzels**—an opportunity to exchange ideas, build relationships, and explore collaborations in a relaxed setting.

3 April 2025, Thursday

| 10:00 – 15:00 |

Advanced Manufacturing – GETIT Espresso Networking

Networking Focus: Startups and companies developing cutting-edge technologies to improve **manufacturing processes**, focusing on innovations that drive productivity, quality, and efficiency.

| 15:00 – 15:30 |

How to Thrive in the Era of Industry 4.0

Transforming Manufacturing with Industry 4.0 Jeff Winter explores how manufacturers can thrive in the era of Industry 4.0 by capturing and harnessing the power of data to unlock innovation and deliver new revenue streams. Jeff explains how this can be done and highlights the companies that are doing it best.

 **Jeff Winter** – Vice President of Business Strategy for Critical Manufacturing



Jeff Winter is the **Vice President of Business Strategy** at **Critical Manufacturing**, where he leads strategic growth initiatives and positions the company as a global leader in **MES technology**. With **20 years of experience** across various industrial automation sectors, Jeff is skilled at translating complex concepts into clear, actionable insights for audiences at all levels, from **shop floor staff to executives**. He is deeply involved in the **Industry 4.0 community**, serving on the **Executive Board of the International Society of Automation (ISA)**, the **International Board of Directors for MESA**, and as a U.S. expert for **IEC TC 65**. He also serves as a **Smart Manufacturing Advisor to CESMII**.

Global Executive Industry Talks 2025

Hosted by UNIDO, INCIT, Deutsche Messe Technology Academy, and Hannover Messe

Last updated: 5th March 2025

| 15:30 – 16:00 |

Industry 4.0: Beyond the Buzz

For years, we've been told that Industry 4.0 is revolutionising manufacturing—but has it really? Despite all the talk of digital transformation, many businesses remain stuck in the past, struggling to move beyond legacy systems and outdated ways of working. At Hannover Messe 2025, we take a hard look at where we truly stand on this journey and what's holding us back. More importantly, we'll explore how to break through the stagnation and turn Industry 4.0 from theory into reality.

👤 **Nicholas Leeder** – Founder and Coach, Nick Leeder & Co



Nicholas Leeder is a globally recognised expert in **advanced manufacturing** and **digital transformation**, with over **25 years** of experience helping manufacturers drive measurable business outcomes. He specialises in **optimising operations**, boosting margins, and enabling revenue growth through **smart, connected technologies**. A **Certified Assessor for SIRI and CoSIRI**, Nick has been recognised by the **World Economic Forum** and earned **multiple industry awards**. He is a sought-after **speaker and thought leader**, advising industry bodies and presenting at major events like **Hannover Messe**. Nick is the **founder of Nick Leeder & Co** and serves on the **Advisory Board of Augury Inc.**

| 16:00 – 16:30 |

Disrupting the Status Quo in Global Industry

There is a systemic problem in global industry that is having a hugely negative effect on the business performance of both manufacturers and the supplier ecosystem. Most of these organisations are not aware of this systemic problem. A paradigm shift in industry is required to address both business performance and the global environmental challenges we face. This presentation will describe the systemic problem, propose a solution and present case studies together with a call to action.

👤 **John Robinson** – Founder and Creator of The Quorum Principle



John Robinson is a **globally respected Industry 4.0 thought leader**. His unique insights and **disruptive thinking** are the result of a **thirty-year career** that has included senior roles at **Kearney, SAP, EY, Atos, and Schneider Electric**, as well as over a decade in manufacturing. He has worked with many of the world's largest manufacturing brands across all industry sectors, with expertise spanning **strategy, IT, OT, Operational Excellence, and Industry 4.0**.

Global Executive Industry Talks 2025

Hosted by UNIDO, INCIT, Deutsche Messe Technology Academy, and Hannover Messe

Last updated: 5th March 2025

| 16:30 – 17:30 |

Networking Discussions with Beer & Pretzels

Unwind and connect. Join us for casual networking discussions over **beer and pretzels**—an opportunity to exchange ideas, build relationships, and explore collaborations in a relaxed setting.

4 April 2025, Friday

| 10:00 – 12:00 |

Supply Chain Optimisation– GETIT Espresso Networking

Networking Focus: Startups and companies improving the **efficiency** and **resilience** of **supply chains**, focusing on innovations in **logistics**, **inventory management**, **demand forecasting**, and **supply chain analytics**.