

Seminar Program (Brasília Time Zone)

08:30 am Start of Streaming: banner, vignette, music

08:50 am Streaming: include 10-minute countdown

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 / M.Sc. Serdar Bulut

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

01:30 pm Start of Streaming: banner, vignette, music

01:50 pm Streaming: include 10-minute countdown

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
- 04:25 pm **25 Years of the International Seminar on High Technology– Results and Perspectives**
Prof. Dr.-Ing. Klaus Schützer
SCPM, Brazil
- 04:40 pm Closing of the event
- 04:40 pm Streaming: closing of the 25th Seminar