



DELIVERABLE D.T1.2.1

Protocols of Action Planning Workshops held
in Partner Meetings and regional workshops
- South Bavaria (Germany)

Version 1
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Introduction

This deliverable aims to summarize the focus of regional action planning (RAP)/road-mapping discussion and the significant evidences emerged during workshops with local stakeholders in South Bavaria (Germany). These inputs were used to update the RAP. Documentation of the two regional workshops on RAP is provided below.

1. Regional workshop one

Type of activity	Discussion of Regional Action Planning	
Date of event	Workshop with local stakeholders (19.12.2019)	
Method of interaction	Telco	
Partners and stakeholders involved	PPs	Stakeholders
	FHG RMV (DE)	Patrick Zimmermann Etienne Axmann (VDMA) Dr. Hüseyin Erdogan (Continental)
Output of the activity	<p><u>Focus of the discussion</u></p> <p>Within a telco, a local stakeholder meeting was conducted together with a representative from the German Machine Building Association (VDMA) and the automotive supplier Continental with its Ingolstadt facility. Both are leading innovators in the field of Industry 4.0, with the VDMA having own departments such as the “Forum Industrie 4.0” and Continental in Ingolstadt being the lead facility for all Industry 4.0 activities worldwide.</p> <p>When we talked about our RAP, both mentioned the already established and very detailed Bavarian digitalization plan called “Bayern Digital II”. They both know this plan very well and are already involved in its realization. It was therefore very interesting to them with which additional ideas we came up, since “Bayern Digital” already has 10 big visions with 47 separate actions in total.</p> <p>They reported that the automotive as well as the machine building sector are currently struggling in Germany and Bavaria with its two key players BMW and Audi as well its many suppliers such as Continental are very affected by this. A key action should therefore be the investment in new technologies such as AI to strengthen local SMEs, which is already included our RAP. They also agreed that the topic of cybersecurity is getting more important and welcomed the inclusion in our RAP.</p> <p>A commentary was that our visions are very big and it might be difficult to realize them in the next years. Regarding Vision 1, it might be difficult for Bavaria to achieve being the worldwide leader for AVM-technologies, especially when looking at USA or China. On the other hand, they agreed, that Bavaria might already be leading in Germany and even Europe, so that would not be a vision anymore.</p>	



	<p>Vision 3 is also very important, since Bavaria is the leading region in industrial automation in many regards. This was also especially emphasized by the representative from Continental, since they are the lead factory for Industry 4.0 for the complete world and want to keep this position. Since Bavaria cannot compete in terms of production costs, it has to stay a technological market leader.</p> <p>The idea of a unicorn factory seems to be very interesting, but there are currently only a few initiatives to promote such activities such as the “UnternehmerTUM”, who push startups. There should be more initiatives this regards but they also mentioned the startup “Lilium Jet”, which already capitalized over a hundred million dollars and is currently looking at an investment for half a billion dollars worldwide. They could be the first true “Unicorn” and be the spark for more.</p> <p><u>Summary of the most significant issues emerged</u></p> <ul style="list-style-type: none"> • AI is important field which should be further improved as main technology to ensure Bavaria as technology leader • Worldwide leader vision is very big, but understandable since Bavaria already has a strong position in Europe • Promotion of “unicorn-factory” is a good idea, since there is no culture to promote such unicorns. “Lilium Jet” might be first Bavarian unicorn and could help to promote such activity
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2. Regional workshop two

Type of activity	Discussion of Regional Action Planning	
Date of event	Workshop with local stakeholders (19/09/2019)	
Method of interaction	Face-to-face meeting	
Partners and stakeholders involved	PPs	Stakeholders
	UniBwM (DE)	Anna-Lisa Schneider Andreas Jager Georg Rainer Melissa Wischner Benjamin Krack Stephan Kaiser Daniel Thiemann Bianca Littig Patrick Sailer Madlen Müller Jennifer Kaiser Ricarda Rauch Sandra Löber Federico Mentzel
Output of the activity	<p><u>Focus of the discussion</u></p> <p>At the joint research seminar of the Chair of Human Resource Management and Organization from the Bundeswehr University of Munich and the Chair of Organization and Leadership from the ESB Reutlingen the project InnoPeer AVM was presented. Afterwards, several experts from different fields (automotive, consulting, medical, politics, research) discussed the Regional Action Plan (RAP).</p> <p>All participants agreed that Bavaria has already established a very detailed digitalization plan called “Bayern Digital II”.</p> <p>We also agreed that it is important to secure the already strong position in artificial intelligence and cybersecurity and to strengthen Bavarian SMEs to remain competitive.</p> <p>Regarding the vision of Bavaria, the “unicorn-factory” as it was already stated in the RAP was also emphasized. “Unicorns” are start-ups with market capitalization > € 1bn. Our experts agreed that Bavaria needs more start-ups like “Celonis” with a market capitalization > € 1bn.</p>	



To reach this goal, Bavaria has to improve the start-up environment. However, during the discussion, it was mentioned, that the improvement of the start-up environment is already outlined in the “Bayern Digital II” digitalization plan. Further action proposed in the RAP is to strengthen the knowledge transfer from frontrunners, like Siemens, to laggards, like SMEs.

Summary of the most significant issues emerged

- More investments in artificial intelligence and cybersecurity needed
- Promotion of a Bavarian “unicorn-factory” made of start-ups with market capitalization > €1bn.
- Strengthening the knowledge transfer from leading companies to laggards.