

**BEYOND HORIZONS**

TECHNOLOGY AND THE BUSINESS WORLD IN THE 21ST CENTURY

13 November 2019



14:00 – 17:00

Pre-conference program – ŠKODA AUTO Museum and Production Plant Tour
(upon previous registration)

14 November 2019



8:30 – 9:00

Registration



9:00 – 9:10

Pavel Mertlík, Rector, ŠKODA AUTO University: *Welcome speech*



9:10 – 10:50

Morning session 1: Automotive 4.0

Bernhard Maier, CEO, ŠKODA AUTO: *The transformation process in the auto industry: Keep moving after the tipping point!*

Itzhak Swary, Champion Motors, Israel: *„Business valuation: Start-ups vs. traditional companies“*



10:50 – 11:15

Coffee Break



11:15 – 13:00

Morning session 2: Digitalization and Labor Markets

Corinne Hoisington, Central Virginia Community College in Lynchburg, Virginia: *Emerging career trends: The Fourth Industrial Revolution*

Zdeněk Čech, Senior Economist, Deputy Head of European Commission Representation in the Czech Republic: *Digitalization and labor markets*



13:00 – 14:15

Lunch



14:15 – 15:45

Afternoon session: Digital Approaches in the Industrial Environment

Erskin Blunck, University of Nürtingen-Geislingen, Germany: *Industry 4.0 for a circular economy: Opportunities and challenges*

Ingo Gestring, University of Applied Sciences, Dresden, Germany: *Major players in the digital world: Their strengths, weaknesses, risks and opportunities*

Franz Staberhofer, University of Applied Sciences Upper Austria, Steyr, Austria: *Physical internet: Rethinking logistics*



15:45 – 16:15

Coffee Break



16:15 – 17:30

Digital Approaches in the Industrial Environment: Panel Discussion with Erskin Blunck & Ingo Gestring & Franz Staberhofer

15 November 2019



9:00 – 10:15

Morning session 1: Education 4.0

Jana Šrámová, HR department, ŠKODA AUTO: *Upskilling and reskilling as key factors for successful transformation in automotive industry?*

Pavel Mertlík, Rector, ŠKODA AUTO University: *Education 4.0: Building competence for 50 years of economic activity*



10:15 – 10:45

Coffee Break



10:45 – 13:00

Morning session 2: Topics in Consumer Research

Michael Solomon, St. Joseph's University, Philadelphia: *Drive a kilometer in your customer's shoes! Increasing consumer engagement via human-centered design*

Sharon Thach, Tennessee State University, Nashville: *Consuming higher education: Multiple consumers and changing products*



13:15

Pavel Mertlík, Rector, ŠKODA AUTO University: *Closing remarks*

Conference Exhibition and Showcase



ŠKODA AUTO, a. s.

The Central Technical Service Department provides a wide range of professional activities at ŠKODA AUTO. It includes e.g. methodology of safety management of machines and equipment, setting internal technical standards, acceptance of machinery, inspection of selected technological equipment, special diagnostics, metrology, tribodiagnosics, SAP system support, machinery repairs through external suppliers and internal capacities.



Bosch Rexroth, spol. s r. o.

As one of the world's leading suppliers of drive and control technologies, Bosch Rexroth ensures efficient, powerful and safe movement in machines and systems of any size. Bosch Rexroth offers its customers hydraulics, electric drive and control technology, gear technology and linear motion and assembly technology, including software and interfaces to the Internet of Things.



Hönigsberg & Düvel Datentechnik Czech s.r.o

Hönigsberg & Düvel Datentechnik Czech, s. r. o. is a part of the multinational corporation HCL Technologies and focuses on IT and Automotive sectors. H & D provides IT services, analyses, mobile and web app development, car connectivity services, virtual reality and

machine vision, project management and PLM/PDM support. H & D also offers in/off-shore solutions tailored to its customers' needs.



NMS Market Research, s. r. o.

NMS is a fast growing European research agency with offices in Czech Republic, Slovakia, Hungary and Thailand, frequently operating around the world. With a dedicated in-house IT team offering smart technological marketing research solutions, the company provides clients with insights about customer views and needs so that their clients can make fast and more efficient business decisions. Their research is known and appreciated for its high quality and reliability.



MONTANA, s. r. o. Mladá Boleslav

MONTANA, s. r. o. Mladá Boleslav has experienced significant development since its foundation in 1993. Thanks to the professional work of nearly 80 employees, its own technological base in Mladá Boleslav and the provision of value-added services, a small company has been able to become a prominent industrial automation supplier of international importance. Montana participates in industrial automation projects with its parent company Dreamland.

BEYOND HORIZONS

MORE INFO

REGISTER