



WORLD MANUFACTURING FORUM

WMF

REDESIGNING SUPPLY CHAINS IN THE NEW ERA OF MANUFACTURING

P R O G R A M M E

25-26 NOVEMBER 2022

Porsche Experience Center Franciacorta

Every year, the World Manufacturing Foundation (WMF) invests mainly in two key activities aiming to spread industrial culture worldwide: the World Manufacturing Forum and the writing of the World Manufacturing Report. Indeed, the WMF acts as a dynamic platform where exponents of universities, organizations, industries, and governments can interact and exchange knowledge on common and current issues.

This year, considering the global megatrends impacting on the entire society, among which the most recent disruptive events such as wars and Covid-19 pandemic, the 2022 World Manufacturing Forum is devoted to Redesigning Supply Chains in the New Era of Manufacturing.

The Forum will include keynote sessions, roundtables and parallel events on the main trends driving the new manufacturing scenario and their impact on the redesign of manufacturing supply chains. The key macro-themes to be discussed include value chain resiliency, local and global ecosystems, new roles of SMEs within the redesignation of supply chains, workforce shortages, skills gaps, lessons learned from the Covid-19 pandemic, geopolitical landscape, and the digital and sustainable transition in manufacturing.

Key enablers in manufacturing transformation such as the role of digital technologies, augmented workforce and business model innovation will also be tackled. These macro-themes will be discussed not only by exponents of industries, organization, governments, and universities, but also by young researchers, that will be involved during the Forum in a dedicated session thanks to the strong collaboration between the WMF and the Young Manufacturing Leaders (YML) network.

Diego Andreis

President
World Manufacturing Foundation



Founding Partners



FRIDAY, 25TH NOVEMBER 2022

MODERATOR

Andrea Cabrini | Managing Editor, Class CNBC

9:30 a.m. – 10:00 a.m.

Introduction and Opening Remarks

Diego Andreis | President, World Manufacturing Foundation

Attilio Fontana | President, Regione Lombardia

Francesco Buzzella | President, Confindustria Lombardia

Ciyong Zou | Managing Director, Directorate of Technical Cooperation and Sustainable Industrial Development, UNIDO

10:00 a.m. – 10:20 a.m.

Presentation of the 2022 World Manufacturing Report

Marco Taisch | Scientific Chairman, World Manufacturing Foundation

10:20 a.m. – 10:50 a.m.

Pietro Innocenti | CEO, Porsche Italy

10:50 a.m. – 11:15 a.m.

The strategic role of servitization to improve companies' resilience

Giacomo Bottone | Vice President, Caterpillar

11:15 a.m. – 11:45 p.m.

Coffee Break

FRIDAY, 25TH NOVEMBER 2022

11:45 a.m. – 12:00 p.m.

The Lombardy region in the new Manufacturing scenario

Guido Guidesi | Councilor for Economic Development, Regione Lombardia

12:00 p.m. – 12:50 p.m.

The Twin Digital and Green Transition in Manufacturing

Fabio Barsotti | Executive Vice President Manufacturing and Program Management, Leonardo

Florian Harzenetter | Business Development Senior Director, PTC

Michela Rubegni | Marketing Director EU, Alibaba.com

Roger Suarez | International Networks Manager, ACCIÓ – Catalan Agency for Business Competitiveness, Government of Catalonia

12:50 p.m. – 1:00 p.m.

Creating the right competitive advantage in the new era of manufacturing

Josef Nierling | CEO, Porsche Consulting Italy

1:00 p.m.

Lunch

FRIDAY, 25TH NOVEMBER 2022

PARALLEL SESSIONS

2:30 p.m. – 4:00 p.m.

Organized by

Salesforce



Agile & efficient around the Customer: connect experiences across the ecosystem to deliver business value and cost reduction opportunities for Manufacturers & Automotive.

Best practices & roundtable with industry experts

Room: AGORÀ

FRAME AND CONSULT THE COMPLETE PROGRAMME



2:15 p.m. – 4:00 p.m.

Organized by

Young Manufacturing Leaders

Youth and the Future of Manufacturing



:YML

Room: BUSINESS CENTER 1

FRAME AND CONSULT THE COMPLETE PROGRAMME



FRIDAY, 25TH NOVEMBER 2022

PARALLEL SESSIONS

2:30 p.m. – 4:00 p.m.



Organized by

EIT Manufacturing

Global crises and supply chain disruptions: Chipset shortage and impacts on industries

Room: BUSINESS CENTER 2

FRAME AND CONSULT THE COMPLETE PROGRAMME



2:30 p.m. – 4:00 p.m.



Organized by

ITA - Italian Trade Agency, in collaboration with Invitalia

Invest in Italy in the Manufacturing Supply Chain.

Room: BRIEFING ROOM A

FRAME AND CONSULT THE COMPLETE PROGRAMME



FRIDAY, 25TH NOVEMBER 2022

4:00 p.m. – 4:30 p.m.

The importance of customer experience in enhancing value chains' resilience

Pasquale Junior Natuzzi | Chief Creative & Marketing Officer, Regional Manager Emerging Markets, Natuzzi

4:30 p.m. – 5:20 p.m.

The New Paradigm in Manufacturing: Is Globalisation Over?

Hans Krattenmacher | Chief Technical Officer Mechatronics, SEW-EURODRIVE

Francesco Lecis | Partner, EY

Jürgen Tiedje | Head of Unit, DG Research and Innovation, European Commission

5:20 p.m. – 5:50 p.m.

Integrating the ESGs requirements with the core business of manufacturing companies

Marco Nocivelli | Chief Executive Officer and Chairman, EPTA Group
President, ANIMA Confindustria

SATURDAY, 26TH NOVEMBER 2022

MODERATOR

Andrea Cabrini | Managing Editor, Class CNBC

9:30 a.m. – 09:50 a.m.

The European Manufacturing System

Klaus Beetz | CEO, EIT Manufacturing

09:50 a.m. – 10:30 a.m.

Future-Proofing Supply Chains for a Resilient Manufacturing Future

Martin Blok | Managing Director Sales, DHL Express Italy

Francesco Ferrero | Director ITIS Department, LIST

Andreas Kühmichel | CTO & Director Industry Engineering Manufacturing & Energy Industries, IBM

10:30 a.m. – 11:00 a.m.

Connect the Value Chain: Increase efficiency and Innovation throughout the ecosystem around the Customer

Matthew Simpkins | RVP EMEA Industry Advisor Manufacturing and Automotive, Salesforce

11:00 a.m. – 11:30 a.m.

Coffee Break

SATURDAY, 26TH NOVEMBER 2022

11:30 a.m. – 12:10 p.m.

Workforce Transformation at the Core of Manufacturing Renewal

Rhonda Barnet | CEO, Palette Skills

Ugo Caratti | Managing Director and CFO Sales Europe South, Bosch Rexroth

Ralf Kohler | Director Strategy and PMO EMEA Supply Chain, Hewlett Packard Enterprise

12:10 p.m. – 12:40 p.m.

A global perspective to redesign supply chains

Rainer Brehm | CEO, Factory Automation, Siemens

12:40 p.m. – 1:00 p.m.

Closing Remarks and Launching of 2023 WM Forum

1:00 p.m.

Lunch



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