

US Business Delegation to Germany Experiences Industry 4.0

A group of 13 thought leaders, multipliers, executives and researchers from all over the US together with representatives from the GACC New York and Midwest visited the birthplace of Industry 4.0, SmartFactory KL e.V., in Kaiserslautern. Prof.

Dr. Zühlke welcomed this business delegation and shared relevant information about the German industry and potential opportunities for bilateral cooperation. The 4-day-study trip also included a visit to the headquarters of the VDE Institute in Offenbach, the Future Work Lab of the Fraunhofer IAO in Stuttgart and other relevant institutions and organizations.

The group took part in several tours, site-visits and networking gatherings and learned about the increasing digitalization of the manufacturing sector. They experienced first-hand how German industry is implementing innovative business strategies to meet the challenges of digitalization.

Presentations by German participants highlighted Germany's pioneering role in digitalization. The German companies that actively participated in the program, including SmartFactory KL e.V., Fraunhofer IPT and IOSB, LAP GmbH, DKE (German Commission for Electrical, Electronic & Information Technologies of DIN and VDE), Adtance GmbH & Co. KG, BASF and many others, connected with stakeholders from the US for an in-depth exchange of ideas and experiences.

This trip was organized by the German American Chambers of Commerce (GACCs) in partnership with SBS, systems for business solutions, their partner in Germany, and was supported by the Federal Ministry of Economics and Energy within the Foreign Market Entry Program. The goal is to explore opportunities for international collaboration and make cutting-edge technologies from Germany in advanced manufacturing accessible for the US participants.

This is the second time the GACC NY organized business delegation trips from the US to Germany. Additional trips are anticipated next year due to the success and popularity of the initial trips and the overwhelmingly positive feedback of all participants!