



German American
Chambers of Commerce
Deutsch-Amerikanische
Handelskammern



Transatlantic **Cluster Initiative**

Transatlantic Cluster Delegation Trip Industry 4.0 May 14 - 18, 2018

Darmstadt, Hessen | Stuttgart, Baden-Württemberg | Hannover, Niedersachsen

Supported by



About the Initiative



The Transatlantic Cluster Initiative brings together leading German and US industry clusters to promote knowledge exchange through content – driven encounters. The Initiative is organized by the German American Chamber of Commerce of the Midwest, Inc. (GACC Midwest) and is supported by the German Federal Ministry for Economic Affairs and Energy through the European Recovery Program.

The core program of the Cluster Initiative connects German and American cluster organizations through targeted roadshow series in the US and delegation trips to Germany. The program establishes an exchange for best – practices focused on cluster management, internationalization, cluster policy, recruitment of a skilled workforce, technology development and transfer, and much more.

As part of the Transatlantic Cluster Initiative, the delegation trip on the topic of Industry 4.0 takes place May 14-18, 2018 in Frankfurt, Stuttgart, and Hannover, Germany. This delegation trip will provide attendees with the chance to connect with industry stakeholders from Germany discussing:

- Augmented Reality & Virtual Reality
- Micro Systems
- Automation
- International collaboration opportunities
- And much more

About GACC Midwest



German American
Chambers of Commerce
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Handelskammern

The German American Chamber of Commerce® of the Midwest (GACC Midwest), headquartered in Chicago with a branch office in Detroit, was founded in 1963. Our continuing mission is to further, promote, and assist in the expansion of bilateral trade and investment between Germany and the

United States, especially the Midwest. Our organization combines elements of a trade commission, a membership association, and a service provider – quite a unique concept in international trade promotion. GACC Midwest is an integral part of the network of German Chambers of Commerce Abroad (AHKs) with 130 offices in 90 countries around the globe. For more information, visit www.gaccmidwest.org and [sign up for our newsletter](#).

General Information

1. The **dress code** for the whole delegation trip to Germany is **business casual**. For May, expect temperatures between 8° and 20°C (47° - 67°F). Please plan and pack accordingly.
2. Meals and transportation associated with the agenda are covered by GACC Midwest through the Transatlantic Cluster Initiative unless otherwise noted. Participants are responsible for the cost of additional meals and excursions.
3. Please make sure to bring an **umbrella** and **appropriate walking shoes** for our transfers and guided tours.
4. Please bring a **photocopy of the first page of your passport**. If the original is lost, having a copy will make it drastically easier to replace.
5. If you are bringing a laptop or other electronics, be aware that Germany uses the **Type C Euro plug outlet at 220 volts**. For most electronics, like smart phones and laptops, you will only need to convert the plug type, as the device's power adapter should be able to handle the voltage.
6. Please make sure you are covered by your health insurance in Germany and please bring any medication with you that you might need.
7. Please note that travel times may vary depending on traffic.
8. Please note that not all stores and bakeries in Germany will take credit cards. We would recommend always having some cash on hand.
9. Please note that the itinerary and the program agenda are subject to change. The GACC Midwest coordinators will communicate any necessary changes to participants in as timely a manner as possible.
10. Please have an elevator pitch for your company/organization prepared. During the trip there will be plenty of time to network. Your elevator pitch should last no longer than 2 minutes.

Travel Itinerary

Sunday, May 13 - Individual travel to Frankfurt



Check-in at Hotel Monopol

Check in from 3:00pm

Mannheimerstr. 11-13
60329 Frankfurt
+49 692 27370
Breakfast: 5:00am - 8:30am
[Website](#)

Optional: guided sightseeing tour of Frankfurt: 'Past and Present'

Dress code: casual

Professional, guided walking tour of Frankfurt, past and present

4:00pm - 6:00pm

This city walk through the old town center (Römerberg) focuses on various aspects of Frankfurt's colorful history, including its role as electoral site of German kings and host city for the coronation ceremonies of Holy Roman emperors. Frankfurt's role as a free trade city and site of Germany's first national assembly, held right here at St Paul's Church in 1848, is also highlighted. The tour covers an abundance of significant events

In the area: traditional restaurants with local food and apple cider wine
Ending in Schweizer Platz, in Sachsenhausen district (2km / 25 min. walk from hotel)
[Website](#)

Kick off dinner at Apfelwein Wagner

6:00pm

Schweizer Str. 71
60594 Frankfurt
+49 696 12565
[Website](#)

Monday, May 14 - Site visits, Frankfurt

5:00am - 8:30am **Breakfast**

8:50am **Hotel check-out and meet in hotel lobby to board bus**
Bus travel to IHK Darmstadt: 35km / 45 - 50 min.

9:00am - 9:45am **Bus travel to IHK Darmstadt**
Rheinstr. 89
64295 Darmstadt
+ 49 615 18710
[Website](#)



9:45am - 10:00am **Welcome remarks**

Introductions and Presentations
10:00am - 12:00pm
Presentation by HTAI (Oliver Biel)
Presentation by IHK Darmstadt around Cluster landscape (Richard Jordan)
Cluster Initiative presentation by GACC Midwest
Introduction of U.S. participants

12:00 pm - 1:00pm **Lunch at IHK Darmstadt**

1:00pm - 1:15pm **Bus travel to Technische Universität Darmstadt**
Travel: 15 min. / 3.5km

Technische Universität Darmstadt
1:15pm - 3:30pm
Karolinenplatz 5
64289 Darmstadt
+49 615 1160
[Website](#)
Introduction to 'Training factory PTW' (*Lernfabrik*)
'Training factory' visit and tour
[Website](#)



TECHNISCHE
UNIVERSITÄT
DARMSTADT

Discussion and knowledge sharing

3:30pm - 6:30pm **Bus travel to Stuttgart**
Travel to Stuttgart: 175km / 2 - 3 hrs.

Dinner at Café Aussichtsreich
6:30pm
Auerbachstr. 182
70376 Stuttgart
(Am Burgholzhof)
+49 711 851424
[Website](#)

8:30pm

Bus travel to hotel and check-in
Travel: 2km / 5 min.

8:40pm

Check-in at hotel: B&B Hotel Stuttgart-City

Siemensstr. 58
70469 Stuttgart
+ 49 711 627670
Breakfast: 6:30am - 10:00am
[Website](#)

Parking lot: dependent on availability, usually enough space at Sieglestr. (Parallelstr.)

Tuesday, May 15 - Site visits, Stuttgart



6:30am - 9:00am

Breakfast

9:00am

Meet in hotel lobby and board bus

Bus travel to High Performance Computing Centre Stuttgart (HLRS): 14km / 30 min.

10:00am - 12:00pm

High Performance Computing Centre Stuttgart (HLRS)

Nobelstr. 19
70569 Stuttgart
+49 711 6850

[Website](#)



Introduction to HPC Computing Centre

Topic: Scientific Visualization

Contact: Dr. -Ing. Uwe Wössner
Head of Visualization Department

12:00pm - 1:00pm

Business lunch. Focus: Baden-Württemberg Business Opportunities

Topic: Scientific Visualization

Contact (1): Ekaterina Deckers
Deputy Head, Sectors Department, Technology, Innovation Platform Baden-Württemberg, Cluster Promotion

Contact (2): Cornelia Frank
Head, Department of Foreign Trade and Location Marketing / North America Division

1:00pm

Walk to Fraunhofer IAO

Travel: 1 min.

Future Work Lab of the Fraunhofer IAO

1:30pm - 3:55pm

Fraunhofer-Institut für Arbeitswirtschaft
und Organisation IAO
Nobelstr. 12
70569 Stuttgart
+49 711 9702284
[Website](#)



Tour of Digital Engineering Lab
Tour of Immersive Engineering Lab

Contact: Dr. Manfred Dangelmaier
Head of Business Unit Engineering Systems

3:55pm

Bus travel to Arena2036

Travel: 1.5km / 4 min.

ARENA2036

4:00pm - 5:00pm

Pfaffenwaldring 19
70569 Stuttgart
+49 711 68568361
[Website](#)



Topic: R&D, tech transfer for future car manufacturing

Contact: Dr. Clemens Ackermann
Research Coordination, Internationalization

5:00pm - 5:30pm

Daimler @ ARENA2036

Introduction to Virtual Reality Holodeck



Contact: Marcel Seeburger
Portfolio Manager, Virtual Reality Center (VRC)

5:30pm

Take public transport to Stuttgart city center

Travel: 8km / 25 min.

6:30pm

Dinner at Brauhaus Schönbuch

Bolzstr. 10
70173 Stuttgart
+49 711 72230930
[Website](#)

8:30pm

Return bus travel to hotel

Travel: 4.5km / 15 min.

Wednesday, May 16 - Site visits, Stuttgart

6:30am - 6:50am

Breakfast. Please be punctual for bus departure at 7:00am

7:00am - 8:50am

Hotel check-out and meet in hotel lobby to board bus

Bus travel to Carl Zeiss Industrial Measurement Technology: 90km / 1hr 50 min.

Carl Zeiss Industrial Measurement Technology

Carl-Zeiss-Str. 22

73447 Oberkochen

+49 736 4200

[Website](#)

9:00am - 12:15pm

- Introductions to Carl Zeiss and IMT (Industrial Measurement Technology)
- Tour around the Zeiss Museum
- Two track guided tours:
 - Group A: Case study exhibition
 - Group B: Factory assembly tour
- Lunch provided on site
- Group photo



*Arrival instructions:
see next page (attached)*

12:15pm - 2:00pm

Bus travel to FESTO Technologiefabrik

Travel: 90km / 90 min.

Tour at FESTO Technologiefabrik

2:30pm - 4:30pm

Plieningerstr. 50

73760 Ostfildern

[Website](#)



*Arrival instructions:
see next page (attached)*

4:30pm - 6:45pm

Bus travel to Würzburg

Travel: 170km / 2 hrs 15 min.

Check-in at Best Western Hotel Würzburg Süd

6:45pm

Mergentheimerstr. 162

97084 Würzburg

+49 931 61510

Breakfast: 6:30am - 7:50am

[Website](#)

Dinner at Büttnerstuben Restaurant

7:30pm

Travel: 4 min. walk


Wenzelstr. 38

97084 Würzburg

+49 931 54627

Thursday, May 17 - Site visits, Hannover



6:30am – 7:00am	Breakfast	
7:10am - 1:00pm	Hotel check-out, meet in lobby and board bus (packed lunch provided) Bus travel to Hannover: 380km / 4 - 5 hrs	
1:00pm	nass magnet Eckenerstr. 4 - 6 30179 Hannover +49 511 67460 Website	
1:15pm - 1:30pm	Introduction by Dr. Plischke, CEO, Innovation Center Lower Saxony	
1:30pm - 3:15pm	Introduction to nass magnet and company tour	
3:15pm - 4:00pm	Presentation of Cluster Initiative program by GACC Midwest and participants Q&A session	
4:00pm - 4:30pm	Networking and coffee break in company garden	
4:30pm - 4:50pm	Bus travel to hotel Travel: 6.5km / 20 min.	
4:50pm	Check-in at CityHotel am Thielenplatz Am Thielenplatz 2 30159 Hannover +49 511 327691 Breakfast: 6:30am - 10:30am Website	<div style="border: 1px solid black; padding: 5px;"><i>Parking lot for bus: DB BahnPark, Parkplatz Hauptbahnhof, Augustenstr. P6</i></div>
6:45pm	Meet in hotel lobby and board shuttle to restaurant Travel: 2 km / 15 min.	
7:00pm	Dinner at Högers 1910 Oesterleystr. 5-7 Hannover 30171 Website	

Friday, May 18 - Transatlantic Cluster Conference, Hannover

6:30am – 9:00am

Breakfast

Please check out if you are not staying on Friday night

9:00am - 9:25am

Meet in hotel lobby and board bus

Travel: 10km / 25 min.

10:00am

Arrive at Deutsche Messe Technology Academy

Deutsche Messe Technology Academy, Pavillon 36
30521 Hannover
+49 051 1890
[Website](#)



Deutsche Messe
Technology Academy

*Arrival instructions:
see next page (attached)*

10:30am - 10:50am

Welcome and overview

10:50am - 11:25am

Presentation: “How to assist SMEs for their Digital Transformation”

Daniel Arnold, Mittelstand 4.0 Competence Center Hannover

11:25am - 12:00pm

Presentation on “VWN Campus Digitalization – The future of Learning”

Volker Löbe, Volkswagen Academy Hannover

12:00pm - 12:15pm

Elevator pitches of technology start-ups

12:15pm - 1:45pm

Lunch

Technology Academy tour. Opportunity to meet exhibiting start-ups

1:45pm - 2:15pm

Presentation: “Smart Production at Sennheiser”

Dr. Axel Schmidt, Sennheiser Electronic GmbH & Co. KG

2:15pm - 3:15pm

Closing remarks and networking

Soft drinks, coffee and cake provided

3:15pm - 3:45pm

Bus departs to CityHotel am Thielenplatz for those staying Friday night

Optional (for participants staying an additional night in Hannover):

Sightseeing suggestions (self-payer):

- a) Brewery Tour - [Website](#),
- b) Hop-on-hop-off City Tour Bus - [Website](#),
- c) Herrenhäuser Gardens - [Website](#),
- d) Sprengel Museum - [Website](#)

About Our US Partners

Cleveland, OH



Team NEO

Team NEO is an economic development organization focused on creating jobs for Northeast Ohio's residents. In collaboration with their partners, it leads the region's business attraction efforts, supports business retention and expansion work as Northeast Ohio's JobsOhio affiliate, accelerates the impact of innovation in the region, and aligns strategies and resources within the economic development network to maximize its impact. In addition, Team NEO provides tools to assist employers in attracting talent to the region.

www.clevelandplus.com

Troy, MI



Automation Alley

Automation Alley is Michigan's leading nonprofit technology and manufacturing business association, connecting industry, academia and government to fuel Southeast Michigan's economy and accelerate innovation. They are Michigan's Industry 4.0 knowledge center with a global outlook and a local focus. Automation Alley work tirelessly to help its members achieve success by increasing sales, reducing costs, and thinking strategically during a time of rapid technological change in the manufacturing industry.

www.automationalley.com

Chicago, IL



Chicago Metro Metal Consortium (CMMC)

CMMC is an initiative designed to support, strengthen and grow Chicago's 4,000 metal manufacturing firms. They offer metal manufacturers the tools, services and resources to improve and grow their businesses through collaboration and networking, market intelligence and the promotion of the region as the national's leading center for metal manufacturers.

www.chicagometrometal.org



mHUB

mHUB exists to ensure that Chicago's manufacturing industry continues to accelerate, grow and thrive. mHUB is Chicago's first innovation center focused on physical product development and manufacturing. mHUB fosters connections between local manufacturers, university researchers and Chicago's entrepreneurial community of makers and technologists, including investors who are eager to support new businesses.

www.mhubchicago.com



UNIVERSITY OF ILLINOIS SYSTEM

University of Illinois System

The University of Illinois System is a world leader in research and discovery and the largest educational institution in the state with more than 83,000 students, nearly 25,000 faculty and staff, and universities in Urbana-Champaign, Chicago and Springfield. The U of I System awards more than 22,000 undergraduate, graduate and professional degrees annually. The Office of the Vice President for Economic Development and Innovation (VPEDI) works to energize and lead initiatives in support of the university's economic development mission, ensuring that innovations grow beyond the university and into the private sector through a pipeline of idea acceleration units and connected partnerships.

www.uillinois.edu



CHICAGO REGIONAL
GROWTH CORPORATION

Chicago Regional Growth Corporation (CRGC)

CRGC (Chicago Regional Growth Corporation) is the regional economic development organization that drives collaboration among public and private partners in order to generate inclusive growth and prosperity across northeastern Illinois. Through CRGC's leadership, the region will speak and act with one voice. CRGC is comprised of Cook, DuPage, Kane, Kendall, Lake, McHenry and Will Counties and the City of Chicago. The region is one of the world's top ten most competitive economies, at the center of global trade routes with major assets in transportation infrastructure, information technology, manufacturing and more.

About Our Local Partners

Lower Saxony



Innovationszentrum Niedersachsen

Innovationszentrum Niedersachsen is an essential element of the state's economic development. Its goal is to support the Niedersachsen economy in developing innovation and creating and securing jobs. We are the independent strategy and technology consultancy of the Niedersachsen state government, and set up branch-specific and cross-sectoral economic promotion networks to stimulate the business, science and political communities to develop and disseminate cutting-edge key technologies. It thus optimizes technology transfer in Niedersachsen and assist the state's enterprises with implementing and developing their technological and social innovation projects.

www.iz-nds.de

Baden-Württemberg



microTEC Südwest

microTEC Südwest aims at extending the internationally-leading position of Baden-Württemberg in the field of microsystems technology to become the global market leader. Internationally, microTEC Südwest is number one for intelligent microsystem solutions in the area of production and life sciences. Intelligent, connected and autonomously-acting microsystems are integrated worldwide in production facilities as well as in everyday objects. They increase the competitiveness of manufacturing companies and contribute substantially to more safety and security, resource efficiency and quality of life. Thereby, microTEC Südwest is a unique location for wealth and employment in Baden-Württemberg and beyond.

www.microtec-suedwest.de



Virtual Dimension Center Fellbach

The Virtual Dimension Center (VDC) is Germany's leading competence network for Virtual Engineering. More than 90 technology providers, end users, research institutes and multipliers cooperate along the entire value chain of Virtual Engineering - namely in 3D simulation, 3D visualization, product lifecycle management (PLM), and Virtual Reality (VR). The VDC members gain improved innovation activity and a higher productivity by acquiring additional information and cost advantages.

www.vdc-fellbach.de

Contact

German American Chamber of Commerce® of the Midwest, Inc.

Jessica Ferklass

Manager, Consulting Services

321 N. Clark Street, Suite 1425 Chicago, IL 60654

Tel.: (312) 585-8344

Fax: (312) 644-0738

E-Mail: ferklass@gaccmidwest.org

URL: www.gaccmidwest.org

