

HANNOVER MESSE 2025 DAY-TO-DAY PROGRAMME

Hall 13 stand E-66

#EUatHM

MONDAY | **31.03.2025**

09:30 - 10:00 **OPENING OF THE EUROPEAN COMMISSION HANNOVER MESSE EXHIBITION STAND**

Speaker Kerstin Jorna, Director-General, European Commission

10:15 - 11:15 **PANEL: THE FUTURE OF EU INDUSTRY: WHAT'S NEW**

Moderator Jakub Boratyński, Director, European Commission

Panelists Martina Gikadi, Head of Unit, German Ministry of Economy
Paolo Sandri, Sustainable Textiles Advocate, Indorama Ventures PCL
Philipp Tschinke, Head of Brussels Office, Salzgitter AG
Ralph Schmitt-Nilson, Head of Unit, European Commission

11:30 - 12:00 **PANEL: BOOSTING THE GREEN TRANSITION WITH THE EUROPEAN MITTELSTAND**

Moderator Heike Freimuth, Representative of EIB Group in Germany, European Investment Bank

Panelists Nicola Beer, Vice President, European Investment Bank
Jörg Frischholz, CEO, NORD/LB

12:15 - 12:45 **TALK: MARKET SURVEILLANCE IN THE EU – SAFETY AND COMPLIANCE FOR NON-FOOD PRODUCTS**

Speaker Vincent Miča, Legal Officer, European Commission

13:00 - 14:00 **PANEL: THE CLEAN INDUSTRIAL DEAL AND THE PATH TO AFFORDABLE ENERGY**

Moderator Mechthild Wörsdörfer, Deputy Director-General, European Commission

Panelists Dr. Beate Baron, Director-General for Industrial Policy, German Ministry of Economic Affairs and Climate Protection
Daniela Haldy-Sellmann, Global VP Industry Business Unit Energy & Utilities Industries, SAP
Erik Suichies, Vice President Customers, Vattenfall
Heike Freimuth, Representative of EIB Group in Germany, European Investment Bank

14:15 - 14:45 **TALK: POSTING WORKERS - SIMPLIFYING PROCEDURES WITH A NEW E-DECLARATION**

Speaker Helge Kleinwege, Policy Officer, European Commission

15:00 - 16:00 **PANEL: COMPLETING THE SINGLE MARKET TO BOOST COMPETITIVENESS: WHAT LIES AHEAD?**

Moderator Ralph Schmitt-Nilson, Head of Unit, European Commission

Panelists Cemille Üstün, Director of EU Single Market Policy, Confederation of Swedish Enterprise
Hubert Gambs, Deputy Director-General, European Commission
Dr. Kirsten Scholl, Director-General, German Federal Ministry for Economic Affairs and Climate Protection
Dr. Klaus Günter Deutsch, Head of Department Research, Industry and Economic Policy, Federation of German Industries
Ulrich Adam, Director General, Orgalim

16:15 - 16:45 **TALK: WHAT GETS MEASURED GETS DONE: HOW METROLOGY IS THE SECRET GLUE OF THE SINGLE MARKET**

Speaker Mehdi Hocine, Head of Unit, European Commission

TUESDAY | 01.04.2025

09:15 - 09:45 TALK: **WHAT GETS MEASURED GETS DONE: HOW METROLOGY IS THE SECRET GLUE OF THE SINGLE MARKET***Speaker* Mehdi Hocine, Head of Unit, European Commission**10:00 - 11:00** TALK: **COMPLETING THE SINGLE MARKET TO BOOST COMPETITIVENESS: WHAT LIES AHEAD?***Moderator* Jakub Boratyński, Director, European Commission*Speakers* Cemille Üstün, Director of EU Single Market Policy, Confederation of Swedish Enterprise

Laura Stam, Advisor European Affairs, VNO-NCW and MKB-Nederland

Ralph Schmitt-Nilson, Head of Unit, European Commission

11:15 - 11:45 TALK: **POSTING WORKERS - SIMPLIFYING PROCEDURES WITH A NEW E-DECLARATION***Speaker* Helge Kleinwege, Policy Officer, European Commission**12:00 - 12:45** TALK: **ENSURING A LEVEL PLAYING FIELD FOR EUROPE'S BUSINESSES THANKS TO THE FOREIGN SUBSIDIES REGULATION***Speakers* Bence Horvath, Legal and Policy Officer, European Commission

Kamila Kaukiel, Deputy Head of Unit, European Commission

13:00 - 13:30 TALK: **EU SUPPORT FOR THE EUROPEAN DEFENCE INDUSTRY***Speaker* Dirk Peters, Policy Officer, European Commission**13:45 - 14:45** PANEL: **TRANSFORMING TOMORROW: GAME-CHANGING INNOVATIONS IN INDUSTRY***Moderator* Nathalie Paulger, Communication Officer, European Commission*Panelists* David Reger, CEO, NEURA Robotics

Dominic Köfner, VP Public Affairs, Lenzing AG

Francis Besnard, Sales & Marketing Manager, Genvia

Dr. Michael Menz, CAO, GROPYUS Technologies GmbH

15:00 - 16:00 TALK: **EXPLORING THE EU INDUSTRIAL ACTION PLAN FOR THE AUTOMOTIVE SECTOR***Speaker* Giuseppe Marotta, Legal and Policy Officer, European Commission**16:15 - 16:45** TALK: **THE NET-ZERO INDUSTRY ACT: UNLOCKING OPPORTUNITIES FOR CLEAN TECH MANUFACTURING IN EUROPE***Speaker* Daniel Gerber, Policy Officer, European Commission**17:00 - 17:30** TALK: **EU TOOLS TO HELP COMPANIES TO ACCESS THIRD COUNTRY MARKETS***Speaker* Peter Berz, Head of Unit, European Commission

WEDNESDAY | 02.04.2025

10:00 - 11:00 PANEL: **SPURRING INNOVATION FOR THE INDUSTRY OF TOMORROW**

Moderator Nathalie Paulger, Communications Officer, European Commission
Panelists Javier Ormazabal Echevarria, President, Orgalim
Frédéric van Houte, Director-General, CIRFS (European Man-Made Fibres Association)

11:15 - 12:00 TALK: **IMPORTANT PROJECTS OF COMMON EUROPEAN INTEREST - INSIGHTS AND LESSONS FOR THE FUTURE**

Speakers Guillaume Roty, Deputy Head of Unit, European Commission
Maximilian Mansbart, Policy Officer, European Commission

12:15 - 13:15 PANEL: **TRADE IN A CHANGING GEOPOLITICAL ENVIRONMENT: DIVERSIFICATION OPPORTUNITIES THROUGH EU-CANADA TRADE**

Moderator Guillaume Durand, Trade Adviser, Representation of the Commission in Germany
Panelists H.E. Dr. Ailish Campbell, Ambassador of Canada to the European Union, Mission of Canada to the EU
Denis Redonnet, Deputy Director General & Chief Trade Enforcement Officer, European Commission
Melanie Vogelbach, Managing Director, Deutsche Industrie- und Handelskammer (DIHK)

13:30 - 14:00 TALK: **THE NET-ZERO INDUSTRY ACT: UNLOCKING OPPORTUNITIES FOR CLEAN TECH MANUFACTURING IN EUROPE**

Speaker Daniel Gerber, Policy Officer, European Commission

14:15 - 15:15 PANEL: **ARTIFICIAL INTELLIGENCE AND ITS PHYSICAL EMBODIMENT – ACCESS TO EU FINANCE**

Marcel Müller-Marbach, Senior Regional Representative Germany, European Investment Fund
David Reger, CEO, NEURA Robotics
Georg Raab, Project Manager, European Commission

15:30 - 16:00 TALK: **STEEL AND METALS ACTION PLAN – WHAT IS IT ALL ABOUT**

Speaker Titas Anuskevicius, Policy Officer, European Commission

16:15 - 17:15 PANEL: **DIGITALISING THE EUROPEAN ENERGY SYSTEM FOR INCREASED COMPETITIVENESS**

Moderator Cristiana Marchitelli, Policy Officer, European Commission
Panelists Dr. Julia Metz, Director, Agora Industry
Dr. Karsten Krause, Head of Sector, European Commission
Luis Cunha, Chairman of ETIP SNET, E-REDES
Dr. Martin Baier, Head Sustainability - Smart Infrastructure, Siemens A.G.

THURSDAY | 03.04.2025

09:15 - 10:15 PANEL: **UNLOCKING INVESTMENT: GERMANY'S OUTLOOK AND THE EIB'S ROLE**

Moderator Heike Freimuth, Representative of EIB Group in Germany, European Investment Bank

Panelists Dr. Alexander Redenius, Head of Resource Efficiency and Technology Development, Salzgitter Mannesmann Forschung
Dr. Désirée Rückert, Economist, European Investment Bank
Jochen Schanz, Senior Economist, European Investment Bank
Dr. Mirjam Storim, Head of Technology & Innovation Management, Research & Innovation Ecosystem, Siemens A.G.

10:30 - 11:00 TALK: **EUROPEAN STANDARDISATION - THE CHALLENGES OF A RAPIDLY CHANGING WORLD**

Speaker Mattias Bergdahl, Head of Unit (acting), European Commission

11:15 - 11:45 TALK: **FIND OUT ABOUT STEP AND HOW IT SUPPORTS DIGITAL, CLEANTECH AND BIOTECH MANUFACTURING**

Speakers Benoit Esmanne, Policy Officer, European Commission
Antonino di Lullo, Policy Officer, European Commission
James Galand-Jones, Policy Officer, European Commission

12:00 - 13:00 PANEL: **WHAT IS THE EU DOING FOR SMES AND STARTUPS?**

Speaker André Meyer, Network of SME Envoys, European Commission

13:15 - 14:15 TALK: **EU SUPPORT TOOLS FOR SMES – ENTERPRISE EUROPE NETWORK – ERASMUS FOR YOUNG ENTREPRENEURS – ACCESS TO MARKETS**

Speakers Peter Berz, Head of Unit, European Commission
Sarah Wild, EU Project Manager, BUPNET GmbH
Tim Schüürmann, Network Coordinator, ZENIT

14:30 - 15:00 TALK: **THE SKILLS GAP AND HOW TO FIX IT**

Speakers Daniela Santopolo, Policy Officer, European Commission
Andrei Bunis, Policy Officer, European Commission

15:15 - 16:00 TALK: **SUSTAINABLE BUSINESS IN THE EU MADE EASIER: A STEP-BY-STEP APPROACH**

Speaker Makbule Sahan, Legal and Policy Officer, European Commission

16:15 - 17:15 PANEL: **THE IMPACT OF CLUSTERS ON THE UPTAKE OF ADVANCED TECHNOLOGIES IN EUROPE**

Moderator Carolina Pedrosa Ferreira, Policy Officer, European Commission

Panelists Lukas Nögel, Senior Consultant, VDI/VDE Innovation + Technik GmbH
Ingrid Meijer, Business Developer & member EU-programme East Netherlands, Oost NL - Regional Development Agency East Netherlands
Dr.-Ing. Peter Grambow, Chief Operating Officer, Nanoinitiative Bayern GmbH (Cluster Nanotechnology)
Sue Paish, CEO, DIGITAL (Canada's Global Innovation Cluster for digital technologies)

FRIDAY | 04.04.2025

09:30 - 10:00 TALK: **DISCOVER YOUR EUROPE, THE PRACTICAL GUIDE TO DOING BUSINESS ACROSS THE EU**

Speaker Bianca Giordana, Communication Officer, European Commission
Jasna Knezevic, National Coordinator for Your Europe Portal (SDG), Federal Office of Administration

10:15 - 10:45 TALK: **THE SKILLS GAP AND HOW TO FIX IT**

Speakers Daniela Santopolo, Policy Officer, European Commission
Andrei Bunis, Policy Officer, European Commission

11:00 - 12:00 PANEL: **AI FACTORIES – PAVING THE WAY FOR EUROPE TO BECOME AN AI CONTINENT**

Moderator Juan Pelegrin, Head of Exascale, European Commission
Panelists Mariona Sanz, Head of Innovation and Business development, Barcelona Supercomputer center
Dr. Mathis Bode, Researcher, Jülich Supercomputing Centre
Thomas Hahn, Siemens Fellow, Siemens AG

12:15 - 12:45 TALK: **TRADE SECRET PROTECTION – A WAY FOR YOUR BUSINESS TO STAY AHEAD IN THE DIGITAL ECONOMY**

Speaker Lena Pauschenwein, Legal and Policy Officer, European Commission

13:00 - 13:30 TALK: **INTELLECTUAL PROPERTY – ROCKET FUEL FOR COMPETITIVITY AND INNOVATION**

Speaker Lena Pauschenwein, Legal and Policy Officer, European Commission

MONDAY - FRIDAY

Visit our Support Corners and benefit from tailored advice from European Commission and EIB experts as well as colleagues from the Enterprise Europe Network (EEN), the world's largest support network for SMEs!

We can help you with:

- Information on EU policies
- Access to finance including EU funding
- Finding business partners across the EU and beyond
- Practical aspects of expanding your business in the EU and beyond
- Becoming a more innovative, sustainable and digital company

Also visit Enterprise Europe Network stand and matchmaking event "Technology & Business Cooperation Days"

HALL 2, STAND C-02