



# How can the EU harness the power of Industrial Automation? Strategies and challenges

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# Global Solution in Automation



## 01. Feedback Systems



## 02. CNC Systems



## 03. Service



# Sectors



**Aeronautics**



**Automotive**



**Energy**



**ITS**



**Machine Tools**



**Additive Manufacturing**



**Semiconductors**



**Metrology**



**Large Scientific Facilities**



# Strategies

Leverage the benefits of industrial automation

235% ▶

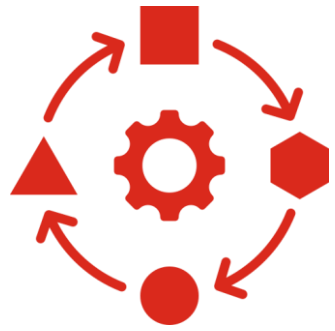
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# The three rules of competitiveness



—  
**The best automated  
will always win through**



—  
**Competition drives  
innovation**



—  
**Market never remains  
stable for long**

# Roadmap

- ✓ Do not automate for the sake of automation
- ✓ Process Identification & Process Prioritization
- ✓ Continuous innovation



# Collaborative ecosystems

- ✓ Many non-core technologies involved
- ✓ Increases the pace of innovation
- ✓ Start with tactical project

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# Customization

- ✓ Beyond off-the-shelf
- ✓ Specific adaptation and flexibility
- ✓ Competitive Advantage



CONNECTIVITY

FLEXIBILITY

4.0 TECHNOLOGY

ROBUST



# Challenges



 **Fear of change**

 **High upfront costs**

 **Complexity and Technical Expertise**



# Talent

- ✓ **Training and upskilling of existing employees**
- ✓ **Integrating the human element into automation**
- ✓ **Changing organizational Culture**



# Success case

# HMI elite

HMIelite, a newly redesigned user interface based on HTML5.







# Conclusions





## Customization and flexibility

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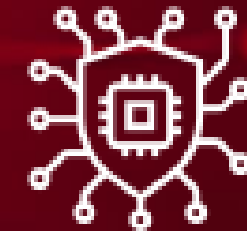
Adapt to the market and  
each customer



## Industry 5.0

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Human factor is the  
cornerstone of automation



## Continuous innovation

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Persistent improvement of  
processes and products over time

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**Thank you!**