

Trade Mission UK Artificial Intelligence

British production goes AI to Germany

GERMANY
WORKS.

Bremen

10 – 13 June 2024





Delegation trip to Germany

International business delegation to Bremen in the AI sector

10-13 June 2024

Hosts



Ministry of Economic Affairs,
Ports and Transformation



Initiator



Partners



TRANSFERZENTRUM
für Künstliche Intelligenz
BREMEN.AI



Service Provider



Trade Horizons
GLOBAL BUSINESS GROWTH

Supported by:



on the basis of a decision
by the German Bundestag

Agenda

Monday | 10 June | Bremen

4:00 PM Individual arrival of the British participants to Bremen and transfer to delegation hotel (*7THINGS - my basic hotel**Superior*)

5:30 PM **Bremen Sightseeing tour**

7:00 PM **Get together dinner** (at own expense) - British companies meet event organisers

- Introduction round
- Delegation programme briefing
- What to expect, aims of the trip

Venue: Bremen Ratskeller (tbc)

Address: Am Markt, 28195 Bremen

Tuesday | 11 June | Bremen

8.30 AM Transfer to the Chamber of Commerce (IHK) Bremen (15 min.)

9:00 AM **Presentation of the Region Bremen**

- IHK Bremen Chamber of Commerce, President Mr Eduard Dubbers-Albrecht
Title: Greetings, Introduction
- WFB Wirtschaftsförderung Bremen GmbH, Managing Director, Bremeninvest c/o WFB Wirtschaftsförderung Bremen GmbH, Andreas Heyer
Title: Presentation about Bremen as investment location/services
- Germany Trade & Invest, - Digital & Service Industries (Internet of Things/ AI, Quantum Computing), Asha Maria Sharma
Title: Presentation about Digitalisation & AI in Germany
- Ministry for Economic Affairs, Ports and Transformation, Hans-Georg Tschupke
Title: Innovation, Digitalisation and AI in Bremen (tbc)

Quick Introduction of the British Companies and discussion

Venue: IHK Bremen

Address: Am Markt 13, 28195 Bremen

11:30 AM **Lunch and Networking Break**

12:30 PM Transfer to DFKI (20 Min)

1:00 PM **Visit to DFKI - Deutsches Forschungszentrum für Künstliche Intelligenz GmbH - Robotics Innovation Center**

The Robotics Innovation Center (RIC) is part of the Bremen site of the German Research Centre for Artificial Intelligence GmbH (DFKI). Here, scientists under the direction of Prof Dr Dr h.c. Frank Kirchner develop mobile robotic systems that are

used for complex tasks on land, at sea, in the air and in space. The RIC co-operates closely with the robotics working group at the University of Bremen.

<https://robotik.dfki-bremen.de/en/startpage>

Address: Robert-Hooke-Straße 1, 28359 Bremen

3:00 PM

Visit to (as per request of target group, for example to):

- **Ubica Robotics GmbH (tbc)**

Ubica develops, produces and sells autonomous scanning robots for stationary retail to create digital twins of shops.

Winner of the ZukunftHandel Award as Innovation Strategist 2023.

Winner of the EHI Science Award as best start-up 2022.

Winner of the eu robotics Technology Transfer Award 2022

<https://www.ubica-robotics.eu/>

Address: Konsul-Smidt-Straße 20 Erdgeschoss, Eingang im Foyer des Schuppen Eins, 28217 Bremen

- **team neusta GmbH (tbc)**

neusta's core business is e-commerce, but also customised developments, product-related projects, app development, data science, usability, creation and marketing.

<https://www.team-neusta.de/de>

Address: Konsul-Smidt-Straße 24, 28217 Bremen

- **hmmh AG (tbc)**

Germany's leading agency for connected commerce. It has been supporting national and international companies in their digital transformation for 25 years. With its pioneering spirit, it has been influencing developments in the industry ever since. Its innovative solutions create seamless, user-centric and tailored experiences for customers across all touchpoints, blurring the boundaries between online and offline.

<https://www.hmmh.de/en/>

Address: Am Weser-Terminal 1, 28217 Bremen

- **RADIUSMEDIA KG (tbc)**

Since 1998, it has been supporting technical companies with 3D visual communication solutions for the production, presentation and application of sophisticated technical products. It develops augmented and mixed reality applications for marketing, production and service. Its customers use them to optimise their business processes and to signal their technological leadership.

<https://www.radiusmedia.de/RADIUSMEDIA-augment-it/holo-connect>

Address: Konsul-Smidt-Straße 8u, 28217 Bremen

05:30 PM

Free Evening (optional: dinner together - at own expense)

Wednesday | 12 June | Bremen

08:00 AM

Breakfast and daily briefing

Venue: Delegation Hotel

9:00 AM

Walk to one or two of the following

9:15 AM

Visit to (as per request of target group, for example to):

- **OHB Digital (tbc)**

OHB DIGITAL is part of the OHB Group, one of the largest and most successful space and technology companies in Europe. In three strategic business units, OHB provides international customers with sophisticated solutions and systems. Many years of experience in the field of high technology and the mixture of space, telematics and software competencies ensure that the group is well positioned as one of the driving and independent forces in the European space and high-tech industry.

As a member of the OHB Group, we can harness the knowledge of more than 3,000 top engineers for your benefit. Our projects are typically staffed by experts from different areas and always with the goal of finding the best and most efficient solution for our customers.

<https://www.ohb-ds.de/en/about-us/company>

OHB System AG is one of the leading space system providers in Europe. The company belongs to the listed high-tech group OHB SE and it's specialised in high-tech solutions for space. These include small and medium-sized satellites for Earth observation, navigation, telecommunications, science and space exploration as well as systems for human space flight and aerial reconnaissance.

<https://www.ohb-system.de/main-company.html>

Address: Universitätsallee 27-29, 28359 Bremen

- **Lenze SE / encoway GmbH (tbc)**

Lenze is a leading automation specialist and supports mechanical engineering with its products and services in the design of sustainable production and material flow processes. For 75 years, the company has set the pace in automation and is a strong partner at the side of its customers from the plant and mechanical engineering sector. With the help of the triad of electrical engineering, software and platform strategy, Lenze accompanies its customers and helps them to reduce costs, optimize plant utilizations and life cycles, and reduce their energy consumption. Lenze's portfolio includes high-quality mechatronic solutions, powerful systems comprising hardware and software for machine automation, and digital services for mechanical and plant engineering.

Encoway is the leading full-service provider for all areas of Configure Price Quote (CPQ) and market-oriented variant management for the manufacturing industry in the DACH region. Our products and services accelerate sales processes, open up new sales channels and consistently increase process efficiency. We advance the digitisation of our customers and ensure the efficient marketing of multiple-variant products, systems and solutions.

<https://www.encoway.de/en/company/>

<https://www.lenze.com/en-de>

Address: Konrad-Zuse-Straße 6a, 28359 Bremen c/o DHI

- **BIBA - Bremer Institut für Produktion und Logistik GmbH (tbc)**

The "BIBA - Bremer Institut für Produktion und Logistik" is a research institute focused on engineering science. It was founded in 1981 as one of the first affiliated institutes of the University of Bremen and counts as one of the largest research facilities in the federal state of Bremen. It consists of two divisions: "Intelligent Production and Logistics Systems", headed by Prof. Dr.-Ing. Michael Freitag and "ICT applications for Production", headed by Prof. Dr.-Ing. Klaus-Dieter Thoben. Based on distinct fundamental research, BIBA carries out applied and contract research, both on national and international level, in the areas of production and logistics for relevant industries like logistics, automotive, aviation and wind energy. Furthermore, BIBA is involved in a University of Bremen-based Collaborative Research Center,

funded by the German Research Foundation, as well as in the Bremen Research Cluster for Dynamics in Logistics (LogDynamics) and the International Graduate School for Dynamics in Logistics. With the LogDynamics Lab, the institute operates a demonstration and application center for innovative mobile technologies in logistics.

<https://www.biba.uni-bremen.de/en.html>

Address: Hochschulring 20, 28359 Bremen

- **BIBA-Spin-off: Cellumation** <https://cellumation.com/> (tbc)

12:30 PM Quick Lunch (at own expense)
Address: tbc

02:00 PM **Walk to DHI, Digital Hub Industry (Bremen AI Days)**
The Bremen AI Days is a great opportunity for the participants to meet all the relevant stakeholders and representatives of the local business ecosystem at once and offers a variety of demonstrators, workshops and networking opportunities. These will include a variety of different company workshops on AI topics. With 900 registrations in 2023, the event was fully booked. The Transfer Center for Artificial Intelligence BREMEN.AI, based in the Digital Hub Industry, is a central component of the AI strategy for the state of Bremen adopted at the end of 2020 and is funded by the Bremen Ministry for Economic Affairs, Ports and Transformation. It supports companies in the introduction of AI technologies and is committed to the convergence of Bremen's AI scene.

Joining the Bremen AI Days delegation members will have the chance to:

- Meet with experts with the chance of company presentation to high-level audience from industry, politics, science, young talents
- Exhibit and showcase their company profile by a roll-up
- Take part to the get-together dinner

<https://digitalhubindustry.de/en/events/?pno=2>

Address: Konrad-Zuse-Straße 6a, 28359 Bremen

02:30 PM **Set in the allocated places**

03:00 PM **Tour at the exhibition and demonstration area & individual networking**

06:00 PM **Official start of the evening event AI Day: UK meets Bremen AI (official persons, entrepreneurs, only)**

- Welcome address by Ministry for Economic Affairs, Ports and Transformation
- Pitches German/UK companies
- Networking

07:00 PM **Get-Together Dinner & Networking**
Evening reception with local stakeholders from different industries (i.e. AI Artificial Intelligence, Robotics, Additive Manufacturing)
Address: tbc



Thursday | 13 June | Bremen

08:00 AM **Breakfast and check-out**

Venue: Delegation Hotel

08:30 AM **Final discussions and feedback round**

09:15 AM **Transfer to the EcoMat Center**

09:45 AM **Visit the EcoMat Center at the Airport City (tbc):**

The ECOMAT research and technology centre is a beacon of leading-edge technology for climate-neutral flight, for lightweight construction, and for innovative materials, surface technologies and the digitization of development processes. Around 500 employees from the scientific and commercial sectors work together here under one roof, sharing knowledge and expertise. ECOMAT is located close to Bremen's Airport City, a focal point for Northern European aviation and aerospace technology.

<https://ecomat-bremen.de/en/home/>

Address: Cornelius-Edzard-Str. 15, 28199 Bremen

11:45 AM **Individual departure**