

Agenda (preliminary)

OE-A Meeting, February 27, 2023 ICM Messe München, Munich, Germany

Monday, February 27, 2023, 08.30 – 22.30

08.30 – 09.00	Registration
09.00 – 09.10	Welcome Stan Farnsworth, OE-A Chair
09.10 – 10.10	Introduction New Members / Guests (max. 2 minutes each) New Members and Guests
10:10 – 10.50	End-User Presentation: BMW i Vision Dee: A Future Vision for Interactive and Emotional Experiences Dr.-Ing. Sonja Ruemelin, Senior Researcher Interaction Technologies, BMW Dr.-Ing. Martin Enders, Senior Researcher Interaction Technologies, BMW
10:50 – 11.00	OE-A Business Climate Survey Dr. Klaus Hecker, OE-A Managing Director
11:00 – 11.20	Coffee Break

Break-out Sessions Working Groups

11.20 – 12.20	Working Group Hybrid Systems Open to all interested parties, including an interactive part <ul style="list-style-type: none">• Impulse Presentation: Large Area Electronics and Hybrid Bonding Technologies Ivica Kolaric, Head of Department Functional Materials, Head of Business Unit Process Industry, Fraunhofer IPA
11.20 – 12.20	Working Group Marketing Open to all interested parties, including discussion <ul style="list-style-type: none">• Impulse Presentation: Exploring The Metaverse - Opportunities for B2B Marketers Christian Seifert, CEO, Avenit AG Andreas Schallwig, Co-Founder, Avenit AG
12.20 – 13:35	Lunch Break
13.35 – 13:45	Summary Breakout Session
13.45– 14.00	Presentation of OE-A Roadmap 9th Edition Dr. Elisabeth Menke, OE-A Project Manager

14.00 – 17.00	OE-A Competition Jury Meeting – Jury members only
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- 14.00– 14.10** **Intro to myOE-A**
Isabella Treser, OE-A Project Manager
Daria Knoth, OE-A Assistant
- 14.10– 14.20** **OE-A Update**
Dr. Klaus Hecker, OE-A Managing Director
- 14.20 – 15:20** **Working Group Education**
including an interactive part
- **Impulse Presentation on Shortage of Skilled Workers**
Kai Becker, Director Public Services, Hays
 - **Presentation on Current Activities in Education Working Group**
Prof. Donald Lupo, Professor, Tampere University
Prof. Jan Bernards, Professor, Fontys University
- 15.20 – 16.00** **Coffee Break**

Break-out Sessions Working Groups

- 16.00 – 17.00** **Working Group Sustainability**
Open to all interested parties, including discussion
- **Impulse Presentation:**
Green electronics and electronics for green – Walking the line of opportunity
Joshua Young, Sr. Market Development Manager, PragmatIC
 - **Plenary talk with Working Group Sustainability**
Electronics for Green vs. Green Electronics
- 16.00 – 17.00** **Working Group Encapsulation**
Open to all interested parties, including discussion
- **Impulse Presentation:**
Barriers and Adhesive Tapes/ Application for Organic Electronics
Bernd Bunde, Sales Manager, tesa SE
Matthias Weets, Application Engineer, tesa SE
 - **Presentation of the OE-A Survey**
Andrea Glawe, Regional Sales Director, Kroenert
- 17.00 – 17.10** **Summary Breakout Session**
- 17.10 – 17.25** **Summary & Adjourn**
Stan Farnsworth, OE-A Chair
Klaus Hecker, OE-A Managing Director

Networking Event

- 17.25 – 18.15** **Bus transfer to MOTORWORLD Munich**
- 18.15 – 22.00** **Networking Event & Dinner**
including guided tour to Motorworld and Networking Reception at Waca Restaurant
- 22.00 – 22.30** **Bus transfer back to ICM**