First International Event on INDUSTRY 4.0

3rd & 4th of August, 2016

Tehran

Iran
The International Conference on
Fourth Industrial Revolution
To introduce Future paradigm of Business

Industry 4.0
By Leading European Universities and Companies
Tehran
3 & 4 August 2016
Success of the event was due to the synergic collaboration of different European entities. Speakers from universities, research centers and companies were discussing different related issues and actively participated in workshops.
The international conference on fourth industrial revolution (Industry 4.0) was held in Tehran international fair ground on August 3rd & 4th, 2016 by the EPL & the Institute for Trade Studies and Research.

The conference was supported by public entities including:
- Ministry of Industry
- Ministry of Higher Education
- Ministry of Oil & Gas
- Vice-president for Science and Technology Affairs
- The Environmental Protection Agency (Vice-president for Environment Beaurea)
- National Elites Foundation
- The OMID FUND
The event was sponsored by private and non-governmental organizations both from Industry and academia more than by public and governmental organizations:

- Confederation of Iranian Industries
- Association of Industrial Managers
- Bank of Industry & Mine
- The OMID Entrepreneur Fund
- Quality Award Association of Iran
- The association of the industries of Household appliance of Iran
- Parsian Chain Hotels
- Some private companies from different sectors.
Fourth Industrial Revolution
GOALS OF THE CONFERENCE

- Familiarizing with key elements of success in the industry 4.0 paradigm
- Familiarizing with companies of the future in industry 4.0
- Understanding the strategies for the purpose of implementing industry 4.0
- Learning from the experiences in the field of industry 4.0
- Introducing technologies related to industry 4.0 concept and their applications to Iranian companies, investors, universities, scientists, and policy makers
- Creating communication links between the EPL & Iranian research and development groups
- Raising awareness about industry 4.0 in Iran publicly & through media
Speakers (Alphabetical Order)

- Mr. Claudio Cenedese
- Dr. Christoph Hanisch
- Professor Hans Wernher van de venn
- Mr. Imad Mallat
- Professor Javad Jassbi
- Mr. Jean Lamontanara
- Professor Jose Barata
- Mr. Nicolo’ Mosca Balma
- Professor Pedro Sosa
- Dr. Pietro Perlo
- Mr. Pietro Guerrieri
Conference in a Glance
The most important goals of the presentations in this conference were to show the importance of the industry 4.0 implications in the future factories and also familiarizing the Iranian industrial leaders, investors and policy makers with this concept. It was an opportunity to be more familiar with European roadmap in this regard and to see how Iran could use this new concept as a leverage for industrial movement. Not only history and theoretical part were discussed, but also the advantages of I4.0 for Developing countries among some real cases from Europe were presented.
The Event started by two Iranian speakers Dr. Razavi who formally opened the event and the distinguished speaker Prof. Abdollah Jassbi who was talking about the role of University in Industry 4.0. Other topics were as follows:

- Why Industry 4.0
- Factories of the future
- What is and what is not Industry 4.0
- Mechatronics - Driving Force for Industry 4.0
- Industry 4.0, an opportunity for developing countries
- Meta-products: a shift from traditional Products manufacturing paradigm towards products-based Services
- New concept of parallel manufacturing with the application of cyber physical systems
- Qualification Industry 4.0
- Modular Platform for high performing urban electromobility
- Opportunities offered by high strength steels for light weight electric vehicles
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<tr>
<th>Time</th>
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<tbody>
<tr>
<td>8 to 8:30</td>
<td>Registration &amp; Coffee</td>
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<td>8:30 to 9:00</td>
<td>Welcome &amp; Opening Talk</td>
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<td>8:30 to 9:00</td>
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<td>9:00 to 9:20</td>
<td>Why Industry 4.0</td>
<td>Prof. Pedro Sousa</td>
<td>9:00 to 9:20</td>
<td>Qualification Industry 4.0</td>
<td>Mr. Imad Mallat</td>
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<td>9:20 to 10:00</td>
<td>Factories of Future</td>
<td>Dr. Christoph Hanisch</td>
<td>9:20 to 10:00</td>
<td>Modular Platform for high performing urban electromobility</td>
<td>Dr. Pietro Perlo</td>
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<td>10:00 to 10:40</td>
<td>What is and what is not Industry 4.0</td>
<td>Prof. Jose Barata</td>
<td>10:00 to 10:40</td>
<td>Opportunities offered by high strength steels for light weight electric vehicles</td>
<td>Mr Jean Lamontanara</td>
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<td>10:40 to 11:20</td>
<td>Mechatronics - Driving Force for Industry 4.0</td>
<td>Prof. Hans Wernher van de Venn</td>
<td>10:40 to 11:00</td>
<td>Break</td>
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<td>11:20 to 11:50</td>
<td>Break</td>
<td>Break</td>
<td>11:00 to 12:40</td>
<td>Parallel Workshops: Challenge and Opportunities for Iranian Industry?</td>
<td>Policy Committee, Academia Committee, Process Industry Committee, Manufacturing Committee</td>
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<td>11:50 to 12:30</td>
<td>Industry 4.0 an opportunity for developing countries</td>
<td>Prof. Javad Jassbi</td>
<td>12:45 to 13:00</td>
<td>Closing Session</td>
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<td>12:30 to 13:10</td>
<td>Meta-products: a shift from traditional Products manufacturing paradigm towards products-based Services</td>
<td>Mr. Claudio Cenedese</td>
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<td>Lunch &amp; Pray</td>
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<td>13:10 to 14:30</td>
<td>Lunch &amp; Pray</td>
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<td>14:30 to 15:10</td>
<td>New concept of parallel manufacturing with the application of cyber physical systems</td>
<td>Dr. Pietro Perlo</td>
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<td>15:10 to 16:40</td>
<td>Debate: Challenges of Implementation and Localization of Industry 4.0?</td>
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<td>16:40 to 17:00</td>
<td>Closing Talk</td>
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The importance of "Industry 4.0" as a future paradigm in production seems to be generally underestimated or still not recognised. At present we have a more local occurrence in Europe (Germany) and surprisingly in Japan. However, Industry 4.0 (Smart Factory,...) will have a worldwide impact to all economies.
Discussion Panel
Challenges of Implementation & Localization

The important goals of the Q&A session

- Review of the industry 4.0 implementation
- Localization of industry 4.0
- Opportunities and threats involved in industry 4.0
Discussion Panel
Challenges of Implementation & Localization

Members of the Discussion panel

- Mr. Claudio Cenedese
- Dr. Christoph Hanisch
- Professor Jose Barata
- Professor Javad Jasbi
- Prof. Naser Mirsepasi
- Dr. Noorzadeh
- Dr. Omrani
- Dr. Pietro perlo
- Prof. Karim Zare
Discussion Panel
Challenges of Implementation & Localization

Discussion Panel Results

- Investors and industrial leaders declared their readiness for cooperating with EPL and asked for more information and programs in the future events.
- The attendees also asked about the supportive policies for industry section to invest in industry 4.0.
- The government expressed their support to the industry 4.0 movement and promised to set up meetings for more collaboration with EPL.
- Cultural issues were discussed as an important factor for success or failure of I4.0 in Iran.
In the second day of the conference, three parallel workshops were held to analyze the three important aspects of industry 4.0 in Iran:

- **Policy Committee:**
  The process of Industry 4.0 policy making in who are responsible to provide supportive environment.

- **Academic Committee:**
  Industry 4.0 processes related to universities and training organizations.

- **Industry Committee:**
  The industry 4.0 manufacturing processes and how to successfully implement them in different industry sectors were the subjects of discussion in this committee.
Academia Committee was discussing the academic aspect of Industry 4.0 including strategies of universities to provide appropriate human resources for smart manufacturing.

The main objective of Policy Committee was to brainstorm about requirements of I4.0 and the rules, requirements and conditions to support the movement.

Industrial committee had more practical discussions to hear about the concerns of industry players and their challenges to deal with fourth industrial revolution. List of priorities yielded from the meeting.
Facts and figures related to the first event

- This was the first public event in the area of Industry 4.0 in Iran.
- 291 people registered, excluding the invited guests, speakers, staff and media.
- The audience were a combination of public managers, owners and managers of private industrial companies, Faculty members, Elites and post graduate students in relevant fields.
The conference was approved by vice-president for planning and strategic supervision and participants were awarded certificates which were recognised as a credit for their public service.
The first Industry 4.0 conference had considerable news reflection in some of the most important Iranian newspapers and websites. It was almost covered by most news agencies in Iran where Afarinesh, a daily national newspaper, had a detailed report about the event.

The DONYAYE EGHTESAD newspaper, an important economic news source in Iran, wrote about the universal movement toward Industry 4.0 and the steps necessary for Iran to take which began with the Industry 4.0 conference.

The Industry 4.0 conference also was talked of in important Industry newspapers and sites such as GOSTARESH SANAT affiliated to Ministry of Industry, Mining and Commerce.

The conference was considered as the country’s first leap toward Industry 4.0 in Iranian national media site and the future programs and activities in this field were emphasized.
Wrap up meeting

The final meeting took place in ESTEGHLAL hotel where the speakers shared their ideas and suggestions for the future follow up event:

- The members of the EPL agreed upon continuing industry 4.0 movement in Iran

- Communication links were established to exchange information about the future events involving industry 4.0 in Iran

- It was decided that EPL website and industry 4.0 Instagram page play a more active role in raising public awareness about industry 4.0
- It was also agreed upon to look for more interested parties both inside Iran and internationally for future EPL programs and events in Iran.
- Members also emphasized continuous efforts for finding new opportunities for research, investment, and cooperation in the field of industry 4.0 in Iran.
- The next industry 4.0 event is to take place in February 2017 in Iran.
Next.....

Second i4.0 Event

27, 28 February, 2017