D.C. 4.2 PARTICIPATION TO EXTERNAL EVENTS

D.C. 4.2 Report - Participation to the external event of PBN-PP6: International conference on Artificial Intelligence and the Automotive Industry

Version 1
10/2019

1. Name of the event, implementing date and place

International conference on Artificial Intelligence and the Automotive Industry

18th October 2019, Budapest- Hungary

2. Number and types of participants/target groups

In the framework of WPC, namely D.C4.2, PBN organised a big international conference on Artificial Intelligence and Automotive Industry in Budapest on 18th October 2019. The topics of the presentations held in the conference strongly coincided with the thematic of the 4STEPS transnational project. The conference was very beneficial for the project, since the presentations, held by prestigious experts contributed to the activities envisaged in the project, mainly in connection with Industry 4.0 and Digital Innovation Hubs. During the event 4STEPS attendance list was signed by representatives of a BSO, namely Neumann János Nonprofit Kft and two separate national public authorities, namely Hungarian Ministry of Finance, and Széchenyi Program Office.

The total number of participants reached 120 on transnational level, and within the participants there were mainly SME and Large enterprises' representatives, but other types of stakeholders were also present on international level.

3. Topics tackled and links to deliverables, outputs

 The Artificial Intelligence and Automotive Industry conference was held on 18th October, organised by Pannon Business Network Association – am-LAB Digital Innovation Hub (**PBN**) in the framework of the Automotive Hungary exhibition. The event attracted huge interest, and was held by full house, with domestic and international audience, nearly with 200 registered participants.

The specialty of the event was primarily presented by the invited and respected speakers of digitalisation and innovation - Audi, Jaguar, Land Rover, Kuka Robotics, Fraunhofer Institute, Dibuco GmbH, etc. They demonstrated the role of artificial intelligence (AI) in practice, as well as the present and future role of it in the automotive industry, with adding international trends.

On the other hand, participants gained insight into domestic initiatives from the political and business side (ITM, SZTNH, AI Platform), too.

The topics of the presentations held in the conference strongly **coincided with the thematic of the 4STEPS transnational project**, realised in the Interreg Central Europe Programme. Pannon Business Network is taking part as a project partner, and is leading the first thematic work package of the 4STEPS project. Within this international cooperation, **eight partners from seven Central European countries** are working together and currently partners are conducting **Industry 4.0. analysis with regional SMEs focusing on both their needs and their level of adaptation to the defined nine I4.0 themes.** Within **the end of 2019, partners are expected to involve at least 350 SMEs**, and following the finalisation of conducting the analysis, country specific and transnational report will be prepared and published. The conference was very beneficial for the project, since the presentations, held by prestigious experts contributed to the activities envisaged in the project, mainly in connection with Industry 4.0 and Digital Innovation Hubs.

The relevance of the two topics is the impact of digitalisation and artificial intelligence on domestic suppliers and the strategic thinking of the big international manufacturing companies. Industrial robotization, automation, and the artificial intelligence serving as basis to these and are becoming increasingly important. The presenters stated without exception that self-driving cars and automated production mean the future. It also affects the workforce, competencies and professional trainings so that domestic suppliers can keep up with international expectations. increasingly important. The presenters stated without exception that self-driving cars and automated production mean the future. It also affects the workforce, competencies and professional trainings so that domestic suppliers can keep up with international expectations.

From deliverable perspective, the international conference was tackled the following deliverables of the project:

D.T1.1.3→ SMEs check-up implementation

D.T 1.2.3→ I 4.0 Supporting tool Catalogue

D.T1.3.1→ Setting up of the TML index

4. Expected effects and follow up

The topics of the presentations held in the conference strongly coincided with the thematic of the 4STEPS transnational project. The conference was very beneficial for the project, since the presentations, held by prestigious experts contributed to the activities envisaged in the project, mainly in connection with Industry 4.0 and Digital Innovation Hubs. During the conference, the participants could be informed about the methodology of SME involvement in CE region, and during the event, preliminary possible methods were shared how the SME data analysis shall be carried out on transnational level. Apart from these topics, the joint effort of the partnership about Transnational Maturity Level Index were also discussed

5. Annexes: e.g. agenda of the event, pictures, media coverage web- links etc

Agenda in English→ attached via mail to WPC Leader and LP

Press release in English→ attached via mail to WPC Leader and LP

Media coverage→ web links about the event:

Hungarian:

https://uzletihirszerzes.hu/sajto-hirfigyeles-2/versenypiaci-hirek/item/8912-mesterseges-intelligencia-es-autoipar.html

https://www.portfolio.hu/uzlet/20191022/a-digitalizacio-terjedese-atalakitja-a-magyar-autoipari-beszallitokat-is-404713

https://trendfm.hu/cimlap/mesterseges-intelligencia-es-autoipar-12811

https://pbn.hu/hu/aktualitasok/613-mesterseges-intelligencia-es-autoipar-automotive-hungary-konferencia.html

English:

https://pbn.hu/en/actualityes/614-artificial-intelligence-and-automotive-industry-automotive-hungary-conference.html

Pictures→