

**Middle East Economic Forum**  
**21st-24th May 2017 | JW Marriott Marquis Hotel in Dubai**

**Monday, 22<sup>nd</sup> May 2017** (Status 21.03.2017)

Moderation: Ms. Susanne Schöne

09:00 – 09:10	<b>Welcome and Congress Introduction</b> Mr. Henrik Häcker, Häcker & Co Messen GmbH, CEO
09:10 – 09:30	<b>„UAE Vision towards Digital Economy and Smart Cities“</b> His Excellency, Mr. Abdulla Ahmed Al Saleh, Ministry of Economy UAE, Undersecretary Foreign Trade and Industry
<b>East-West Challenges &amp; Opportunities</b>	
09:30 – 10:00	<b>„The Economics of Good and Evil“</b> Mr. Tomas Sedlacek <i>“Economics positions itself as outside of good and evil, but in fact it is becoming an arbiter of values, a new form of cynical belief. Is the economy becoming the most ecumenical global religion? Have we – albeit rich - become addicted to growth? How did our ancestors think of economic problems before the economy itself as a separate field? Are economists becoming the new priesthood telling individuals and governments what to do? Is economy the new fetish of our age? And why does Europe react more hysterically to economic depressions than USA?”</i>
10:00 – 10:30	<b>„From the Middle East to the Ukraine – Chaos or the new Reorganization?“</b> Dr. Antonia Rados
10:30 – 11:00	Coffee Break and Exhibition
11:00 – 11:30	<b>„Industrie 4.0 – The German Approach towards the Industrial Internet of Things“</b> Dr. Gunther Kegel, Pepperl+Fuchs GmbH, CEO <i>“The presentation describes the necessity of a new industrial system architecture and new mechanisms of system integration as well as missing technology which will be required to make “Industrie 4.0” happen. As an outlook, the presentation describes first implementation and business models utilizing the smart technology of the Industrial Internet of Things (IIoT).”</i>
11:30 – 12:15	<b>Roundtable discussion</b> Mr. Tomas Sedlacek, Dr. Antonia Rados, Dr. Gunther Kegel, Mr. Felix Neugart (German – Emirates Chamber of Commerce, CEO) and others
12:15 – 13:15	Lunch Break & Exhibition
<b>Big Data/Digitalization</b>	
13:15 – 13:45	<b>„Understanding Big Data“</b> Mr. Yobie Benjamin, CTO ClickSWITCH and CTO Token.io <i>“Many corporate executives have heard of the term “big data” but no one really knows what it is or how it could be used for business and profit. This workshop is a bit technical but will walk the audience through the current landscape of big data and machine learning.”</i>
13:45 – 14:15	<b>“Knowledge Management in the Storm of the Digital Revolution” How Artificial Intelligence is replacing Knowledge Management</b> Mr. Pascal Kaufmann <i>“Today’s Artificial Intelligence (AI) hype raises various questions on the potential and capabilities of current knowledge management technologies. When machines replace human workers, Pascal Kaufmann argues, the human factor becomes even more important as the differentiation to competitors can only emerge through humans who apply technology. By tooling up the human worker, Brain Technology does not only increase efficiency of an individual, but also allows to keep the human into the game and to cope with digital revolution.”</i>
14:15 – 14:45	<b>Roundtable discussion</b> Mr. Yobie Benjamin, Mr. Pascal Kaufmann and others

## Smart Mobility

14:45 – 15:15	<b>„Building the Next Breakthrough in Transportation“</b> Mr. Bibop Gresta, Hyperloop Transportation Technologies Inc., Chairman <i>“Transportation as you know it is broken. Everything today is moving faster – except people. Have you ever traveled with children asking over and over, “are we there yet? Are we there yet?”. How we travel dictates where we work, where we live, who we love. The world can join us and accept its responsibility for creating meaningful solutions to this global problem. Hyperloop Transportation Technologies welcomes you on our journey toward the next breakthrough.”</i>
15:15 – 15:45	<b>„The future of mobility. How technology will keep us moving in congested cities?“</b> Mr. Martin Hauschild, BMW Group, Head of Mobility Technologies and Chairman of the division of Transport and Environment within the Association of German Engineers (VDI) <i>“The digital revolution and the increasing networking of data, systems and people influence and change our mobility in a variety of ways. But which areas of action, challenges and opportunities do new technologies and the megatrend of digitization bring to the mobility of the future? What is the future role of the car? What is the role of politics and city administrations? Martin Hauschild will address all these questions by means of practical examples in his speech.”</i>
15:45 – 16:15	Coffee Break & Exhibition
16:15 – 16:45	<b>„Integral vehicle safety with the example of the new Mercedes E-Class“</b> Mr. Michael Fehring, Daimler AG, Senior Manager Passive Safety <i>“Integral Safety is the Strategy to improve automotive safety of the Mercedes-Benz passenger cars. The fusion of active and passive safety from an intelligent drive status to PRE-SAFE and to an enhanced crash performance will be shown in different examples of the safety features of the new E-Class of Mercedes-Benz.”</i>
16:45 – 17:15	<b>„New business models and alliances in times of Smart Mobility“</b> Dr. Daniel Fulger, Altran Germany S.A.S & Co, Business Development/R&D <i>“So called Smart Mobility in a Smart City (or smart country or continent) is smart not only because it uses advanced technology. It also has to pay off, at different scales of time and space, both environmentally and economically.”</i>
17:15 – 17:45	<b>„Autonomous Driving – Challenges &amp; Potentials“</b> Univ.-Prof Dr.-Ing. Lutz Eckstein, Institute for Automotive Engineering at RWTH Aachen University, Director <i>“Autonomous Driving offers the potential to redefine mobility for people as well as for goods. It will facilitate a completely new mobility experience, revolutionary vehicle concepts and drive technological progress. On the other hand, autonomous driving requires a redefinition of vehicle intelligence, a thorough understanding of the interaction between humans and automated vehicles on different levels as well as changes in legislation. In order to form the scientific basis, new methodologies and concepts of interdisciplinary research need to be established, which will also be highlighted.”</i>
17:45 – 18:30	<b>Roundtable Discussion</b> Mr. Martin Hauschild, Mr. Michael Fehring, Dr. Daniel Fulger, Univ.-Prof Dr.-Ing. Lutz Eckstein and others
18:30	<b>Summary and Wrap-Up</b>
19:30	<b>Congress Dinner with Speakers</b>

**Tuesday, 23<sup>rd</sup> May 2017** (Status 21.03.2017)

Moderation: Ms. Susanne Schöne

09:00 – 09:10	<b>Welcome and Congress Introduction</b> Mr. Henrik Häcker, Häcker & Co Messen GmbH, CEO
09:10 – 09:40	<b>„tbd“</b> tbd
09:40 – 10:30	<b>„Smart City – How can the transition succeed?“</b> Dr. Chirine Etezadzadeh, CEO Smart City Institute Germany and Founder/President of SmartCity.institute <i>Smart Cities seem to be an unavoidable phenomenon, while they are still a vague concept. Visions of future cities are scary and thrilling at once, depending on how these cities are perceived to emerge and operate. We assume that digitization will find its way into all aspects of life. Therefore governments, cities, industry and city dwellers are called upon to design the coordinated integration of digitization in resilient systems, processes, products, and cultures, considering the societal consequences of their actions.</i>
10:30 – 11:00	Coffee Break & Exhibition
<b>Smart Cities</b>	
11:00 – 11:30	<b>„DSOA as a Hub/Destination where new technologies, smart ideas meet.“</b> Mr. Hans Christensen, Dubai Silicon Oasis Authority, Director <i>"Dubai is not very close in terms of establishing itself on the world map in terms of innovation, entrepreneurship, especially around everything that is smart. This keynote will show the evolution of the current status and what the future holds regarding Dubai's innovation."</i>
11:30 – 12:00	<b>„Powering Smart Cities with Solar Energy in Desert and Hot Conditions: Challenges and Future Prospects“</b> Dr. Hosni Ghedira, Masdar Institute of Technology and Innovation, Director of the Research Centre for Renewable Energy Mapping and Assessment at Masdar Institute <i>"Given their vast solar potential, countries in the MENA region are promising candidates for solar power deployment. However, to support larger dissemination of solar technology, accurate knowledge of tempo-spatial distribution of solar resource is required. Real-time and forecasted solar resource data are needed to incorporate solar energy performance into smart grid management systems to mitigate intermittence and to ensure seamlessly accessible clean electricity that meet daily living requirements. The Research Center for Renewable Energy Mapping and Assessment (ReCREMA) - Masdar Institute, in response to UAE's renewable energy drive, has developed a dynamic solar monitoring system for real-time mapping and forecasting of solar resources to meet the country's prospecting and resource assessment needs."</i>
12:00 – 12:45	<b>Roundtable discussion</b> Dr. Chirine Etezadzadeh, Mr. Hans Christensen, Dr. Hosni Ghedira and others
12:45 – 13:45	Lunch Break & Exhibition

## **Smart Building**

- 13:45 – 14:15 **„Building the Future“**  
Univ.-Prof. Dr.-Ing. Dirk Henning Braun, RWTH Aachen University and Chair of the Building Technology
- 14:15 – 14:45 **„Sustainable Buildings – Certification and Carbon Consulting“**  
Dipl.-Ing. Thomas Kleist, GREYDOT engineering consultants, Managing Director  
*“Building Certification and Carbon Consulting - Performance Indicators for Sustainability In addition to the already established certification systems for buildings, the carbon balance gets increasingly into the focus. In this context, instruments such as life cycle assessment or the control of carbon emissions are used to calculate the global warming potential of projects. It is not only a question of the emissions released during operation, but also during the construction phase. The combination of building certificate and carbon strategy can be used as a control instrument for more sustainable developments.”*
- 14:45 – 15:15 **„KONE People Flow Intelligence“**  
Dipl.-Ing. Thomas Lipphardt, Association for Elevator Technology (VFA), CEO
- 15:15 – 15:45 Coffee Break & Exhibition
- 15:45 – 16:15 **„Smart Building: Fire Protection and System Interaction Test“**  
Dipl.-Ing. Achim Ernst, Gruner AG, Head of Fire Control Department Switzerland  
*“Planning, optimizing and testing (System interaction test) of fire controlled systems: processes and future challenges. Modern building complexes are characterized by the mix of use, the size and the technological equipment. Examples are shopping malls, hospitals, high-rise buildings and industrial complexes. For mastering the complex structures and implementation of the protective goals, increasingly complex safety concepts and a high rate of technical safety measures are required. Only if these safety systems are connected they can achieve the common protective goals coordinated. Safety systems relevant for fire protection are connected by the fire control respectively the fire control matrix. The fire control matrix must be planned professional and the interaction of the installed safety systems must be tested in the system interaction tests.”*
- 16:15 – 16:45 **„Smart Building – Fire Safety Structural Fire Design.“**  
Dipl.-Ing. Matthias Stamm, Gruner AG, Team Leader for Numeric Methods in Structural Mechanics, Fire, Safety, Engineering Methods  
*“Continuing advances in fire safety and numeric simulation have yielded powerful tools that allow the efficient computation of complex physical processes. This has helped designers to verify cost-relevant parameters such as the fire resistance of supporting structures. In the best-case scenario, steel assemblies can be erected without any passive fire protection, which reduces time and costs during the construction period. At the same time, existing structures can also be assessed, something that would be very difficult without simulation tools.”*
- 16:45 – 17:45 **Roundtable Discussion**  
Univ.-Prof. Dr.-Ing. Dirk Henning Braun, Dipl.-Ing. Thomas Kleist, Dipl.-Ing. Thomas Lipphardt, Dipl.-Ing. Achim Ernst, Dipl.-Ing. Matthias Stamm and others
- 17:45 – 18:00 **Summary and Congress Closing**