Internet+ Strategy to Boost the Transformation and Upgrading of Manufacturing Industry

The Forum on Transformation & Upgrading of the Manufacturing Industry Through the Internet Plus strategy jointly organized by Chinese Mechanical Engineering Society and Hannover Milano Fairs Shanghai Ltd. will take place at the Meeting Room in Hall 1 of Guangzhou (Tanzhou) International Conference and Exhibition Center at 14:00, October 12, 2017.

In today’s world, the integration of manufacturing industry and Internet will give birth to the new round of industrial revolution. The growth of the manufacturing industry needs to capitalize on the Internet and other new technologies, while the development of Internet is based on the manufacturing industry. If we once missed the previous two rounds of industrial revolution, then this new round of industrial revolution provides strategic opportunities for the rise of China. To develop China into a manufacturing powerhouse needs to stimulate the initiative and creativity of the manufacturing industry and Internet enterprises, and build new engines of economic development through the innovative integration. This is also a key strategic choice for realizing the centenary goal.

China is a powerhouse of both manufacturing and Internet in the word. The integration of manufacturing and Internet poses promising value potentials endowed with unique infrastructure advantages. The innovative integration and mutual promotion between the Internet and manufacturing industry, on the one hand, will provide feasible and specific technological routes for China’s manufacturing transformation and upgrading; on the other hand, it will open a wide application market for the development of Internet industry.

Smart and industrious human beings never cease their efforts to explore new things. The emerging of the Internet takes the human society to the information era. Digitalization, networking and informationization have become a focus of people. The new service business form fosters new emerging markets across different sectors. The transformation adapting to the production mode is an inherent requirement of enterprises and also a common choice for countries to realize the industrial revolution. The era of big data is approaching with the transformation from the virtual to real economy and from the tangible revolution to the intangible revolution.

When most people haven’t fully realized the value of Internet, Guangdong, lying at the frontier of China’s economic reform, first grasps this opportunity and wins competitive advantages for enterprises through fully integrating Internet resources and exploring the potential of the Internet. According to statistics data released in 2016, China’s digital economy was about 22.77 trillion Yuan in 2016, accounting for 30.61% of GDP. Guangdong (54.23) topped the provincial “Internet Plus” digital economy index rankings of 2017, far ahead of other provinces.

This Forum will deeply integrate with the 3rd China (Guangdong) Internet Plus Expo, which focuses on four core themes (i.e. Cloud Computing, Big Data, Internet of Things, and Mobility), aiming to build an
exhibition platform for brand promotion, technical exchange and industrial collaboration. The organizers specially invite Mr. Zhu Sendi (Director of Intelligent Manufacturing Expert Advisory Committee, Ministry of Industry and Information Technology, a drafter of Made in China 2025 and member of the Advisory Committee of National Strategy of Building a Manufacturing Powerhouse), Mr. Detlev Reicheneder (Director of Global Business Expansion at Autodesk), Mr. Lu Daming (Vice Secretary General of Chinese Mechanical Engineering Society (CMES)) and Mr. Chen Ming (Vice Dean of Chinesisch-Deutsche Hochschule für Angewandte Wissenschaften; Director of the Industry 4.0 Smart Factory Laboratory, Tongji University) to participate in the Q&A section.

Keynote Speakers:

Report Title: The Integration Development Promotes Transformation and Upgrading of the Manufacturing Industry
Mr. Zhu Sendi is a senior engineer at the professor level, the honorable director of China Machinery Industry Federation, member of the Advisory Committee of National Strategy of Building a Manufacturing Powerhouse, member of the Expert Advisory Committee of Beijing-Tianjin-Hebei Coordinated Development, member of the Expert Advisory Committee of National Informatization Strategy, vice team leader of National Intelligent Manufacturing Standardization Expert Advisory Team, director of Intelligent Manufacturing Expert Advisory Committee, Ministry of Industry and Information Technology, and chief engineer and member of the CPC Committee of the former Ministry of Machinery Industry. He has been engaged in research and development of industrial development strategy, enterprise core competitiveness, technological innovation and manufacturing informatization for a long term, achieved many research results and won several awards. In recent years, he has participated in several major advisory research projects undertaken by Chinese Academy of Engineering and drafted Made in China 2025 Strategy.

Report Title: Talent Training Under the Industry 4.0
Mr. Chen Ming, PhD, Professor and Doctoral Supervisor. Mr. Chen now acts as Vice Dean of Chinesisch-Deutsche Hochschule für Angewandte Wissenschaften; and Director of the Industry 4.0 Smart Factory Laboratory, Tongji University. He also concurrently holds a series of positions, including council member of Chinese Mechanical Engineering Society, vice chairman of the International Cooperation Exchange Professional Committee, Chinese Mechanical Engineering Society, member of the Expert Committee of Chinese Intelligent Manufacturing System Solution Supplier Association and vice chairman and secretary general of Intelligent Manufacturing and Service Committee of China Creative Studies Institute. He is appointed as the team leader of the New Generation of Information Technology Industry Review Team for Intelligent Manufacturing, Ministry of Industry and Information Technology and the review expert of China-Germany Intelligent Manufacturing Cooperation Project under the Ministry of Industry and Information Technology. He won Shanghai Talent Education Awards and the Second Prize of Teaching Results of Shanghai Municipality, and honored with the title of the Excellent Faculty of Tongji University in smart factory system framework faced Industry 4.0, dynamic dispatching, energy management and preventive equipment maintenance under the big data environment.
Report Title: Future • Intelligent Manufacturing
- The development trend of product design and manufacturing methods
- How technological development fundamentally changes product design and manufacturing methods
- Elaborate on the application of artificial intelligence, machine learning, VR/AR, big data, IoT and other new technology to the manufacturing industry
- How we effectively launch the new era of manufacturing

Detlev Reicheneder
Director of Global Business Expansion and Industrial Strategy, Autodesk
- More than 27 years of experience in the manufacturing industry
- He is currently responsible for strategic development and business expansion in Autodesk global transportation and engineering mechanical strategy
- He has been working in Autodesk for over 14 years, during which he holds different important positions.
  - Manager of the transportation sector
  - Market expansion and new product introduction
  - Head of European consulting team

Report title: Transformation and Upgrading of Logistics Equipment in the Environment of Internet +
Mr. Lu Daming, a senior research engineer, vice chairman and director general of the Chinese Mechanical Engineering Society (CMES), member of the expert panel of China Machinery Industry Federation, director of National Logistics Storage Equipment Standardization Technical Committee, had acted as the President of Beijing Materials Handling Research Institute (BMHRI) for a long term. He participated in research and development of the earliest automation 3D warehouse system in China and organized the planning and implementation of a dozen of large logistics systems such as Lenovo and Sinopharm logistics projects.
He is responsible for drafting several national and industrial standards and organized the drafting of a series of publications, such as Technology Roadmap of Logistics Engineering, Numerical Control Generation Case Collection (Logistics Technology and Equipment Volume) and Research and Development of China’s Strategic Emerging Industries -- Logistics Storage Equipment. He was awarded lots of honorable titles, such as several technological progress awards at the national and provincial level, the National Excellent Technological Workers, Beijing City Distinctive Contributors, and the Outstanding Contributors to China’s Modern Logistics Progress.