

Agenda

Location: Trafo | Brown Boveri Platz 1 | 5400 Baden, Switzerland

October 4	Trafo, Ground Floor	
18:00	Halle 37 – Registration Desk Opens	
19:00 – 22:00	Halle 36-2 – Welcome Reception	
October 5	Topic / Agenda Item	Presenter / Speaker
08:00	Trafohalle, First Floor – Registration Desk Opens	
09:00 – 09:20	Welcome & Safety Moment	Raluca Rusu, Oliver Blauenstein
09:20 – 09:25	Opening Remarks	Purvang Upadhyay
09:25 – 09:40	Opportunities in the Energy Transition	Danilo Moresco
09:40 – 10:00	Global Channel Vision & Strategy Update	Wissam Assaf, Gregor Kilian
10:00 – 10:20	The DCS of the Future	Johan Björklund
10:20 – 10:35	Sales Excellence through Business Planning	Purvang Upadhyay
10:35 – 11:00	Coffee Break and Networking	
11:00 – 11:30	Control Systems Portfolio Update	Johan Björklund
11:30 – 11:45	Success Story	
11:45 – 12:05	Energy Industries Portfolio Update	Giuseppe Fraddanno
12:05 – 12:20	Success Story	
12:20 – 12:30	Group Photo	Raluca Rusu
12:30 – 13:50	Lunch	
13:50 – 13:55	Post-lunch Session Introduction	Raluca Rusu
13:55 – 14:10	Enabling Sustainability	Joachim Braun
14:10 – 14:40	How to Find Growth in Service	Thomas Kalbe
14:40 – 15:10	The Digital Talk	Sanjit Shewale
15:10 – 15:25	Integrity - a License to Operate	Tapan Debnath
15:25 – 15:55	Coffee Break and Networking	
15:55 – 16:15	Process Industries Portfolio Update	Michael Marti
16:15 – 16:30	Success Story	
16:30 – 17:10	Leadership Panel Q&A	Wissam Assaf, Joachim Braun, Michael Marti, Purvang Upadhyay, Giuseppe Fraddanno, Danilo Moresco
17:10 – 17:20	The Path Forward for Europe	Purvang Upadhyay
17:20 – 19:00	Break	Time to relax or to take a tour through Baden
19:00 – 23:00	Partner Awards Reception and Dinner	
23:00	End of Day 1	

EVENT ORGANIZERS:

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October 6

09:00 – 09:15 **Trafo, Ground Floor, Halle 36-2** – Welcome and Day 2 Logistics

09:15 – 16:00 **Breakout Sessions**
 Include **Automation and Digital Solutions for industry segments**,
product sessions, Digital Solution and an **offsite factory tour**

Rooms	Halle 36-2	Halle 36-3	Hertz	Watt II	Volt II & III	Offsite – Turgi
9:15 – 10:30	Chemical & Pharmaceuticals Anne-JiaQi Yang	Water & Wastewater Claudio Manganelli	Food & Beverage Marcello Gulinelli	Service Partners Thomas Kalbe	Data Center Automation Madhav Kalia	Excitation Systems – Factory tour & workshop Rudolf Wieser (Bus Transfer)
10:30 – 10:50	Break					
10:50 – 12:05	ABB Ability™ System 800xA – Update Magnus Hammar	Digital Workshop – Energy Management Riccardo Martini	Freelance – Update Ingo Mauritz	ABB Ability™ Symphony® Plus SCADA – New Offering Boris Kramer	Control Room Solutions – New Offering Ludvig Sund	
12:05 – 13:15	Lunch					
13:15 – 14:30	Chemical & Pharmaceuticals Anne-JiaQi Yang	Water & Wastewater Claudio Manganelli	Food & Beverage Marcello Gulinelli	Service Partners Thomas Kalbe	Data Center Automation Madhav Kalia	
14:30 – 14:45	Break					
14:45 – 16:00	ABB Ability™ System 800xA – Update Magnus Hammar	Digital Workshop – Energy Management Riccardo Martini	Freelance – Update Ingo Mauritz	ABB Ability™ Symphony® Plus SCADA – New Offering Boris Kramer	Control Room Solutions – New Offering Ludvig Sund	
End of Breakout Sessions						
16:00 – 16:30	Halle 36-2 - Summary of breakouts and final remarks					
16:30 – 17:00	Networking					
17:00	End of Event					

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