

Opening Day

Tuesday, November 13, 2018

09:35 – 09:45 **Opening Speech**
Falk Senger, MD Messe München

09:45 – 10:45 **Inaugurating Lecture and Q&A**
Jeremy Rifkin

Change of setting / audience

11:00 – 12:00 **Official Opening Press Conference of electronica and SEMICON Europa**
Messe München, ZVEI, Semi

Change of setting / audience

12:15 – 12:30 Welcome and brief introduction to the trade fair electronica (ZVEI) **Block 2**

12:30 – 12:45 Opportunity: Vocational Training and Studied Electrical Engineering (ZVEI) **Block 2**

12:45 – 13:15 From Practice: By Murata Apprentices / Students / Young Engineers give an insight (Sponsors) **Block 2**

13:15 – 13:30 Q&A, Discussion: High School Students / Companies / Association **Block 2**

13:35 – 14:35 **Break**

Change of setting / audience

15:00 – 16:30 **electronica Talk from the Top:**
Semiconductor or automotive industry - Who's driving who?
Moderator: Rebecca Eisert, Redaktion Automobilwoche
Roundtable / Panel Discussion powered by Automobilwoche

Change of setting / audience

17:00 – 18:00 **Challenges and trends in the field of HR in the electronics industry**
HR Evening Brief, Vogel Communications Group

18:00 **End of Show Day**

Distributed Ledger & Cryptocurrency Day

Wednesday, November 14, 2018

Program for High School Students Block 1

From 09:00 Arrival
Individual exploration of electronica Experience

09:30 – 09:45 Welcome and brief introduction to the trade fair electronica (ZVEI)

09:45 – 10:00 Opportunity: Vocational Training and Studied Electrical Engineering (ZVEI)

10:00 – 10:30 From Practice: By Würth Elektronik, Lukas Hölischer

10:30 – 10:45 Q&A, Discussion: High School Students / Companies / Association

11:00 – 11:15 Welcome and brief introduction to the trade fair electronica (ZVEI) **Block 2**

11:15 – 11:30 Opportunity: Vocational Training and Studied Electrical Engineering (ZVEI) **Block 2**

11:30 – 12:00 From Practice: By Murata, Ayberk Caliskan **Block 2**

12:00 – 12:15 Q&A, Discussion: High School Students / Companies / Association **Block 2**

12:25 – 13:10 **IOTA and the Tangle - Trust, Security and Electronics**
Tobias Martin Zeitler, DLT- and IOTA-Expert

13:10 – 13:40 **Internet of Things and how it changes our lives** Ingo Lohs, Hackster

13:45 – 14:30 **Why Blockchain Architecture isn't boring**
Dr. Klaus Holthausen CEO TEAL AI AG

14:30 – 15:15 **IOTA vs. Bitcoin / TANGLE vs. Blockchain: Common Ground and Differences / Use Cases**
Dr. Klaus Holthausen, Tobias Martin Zeitler

15:15 – 15:45 **Hyperloop: Pioneering the future of transportation**
Various International Hyperloop Teams

15:45 – 16:15 **Impact – Design for a Cause** Georg Steinberger, VP Communications, Avnet EMEA

16:15 – 16:45 **Hexapod „Robobug“**
developed by Conrad, Christian Trösch

17:00 – 18:00 **Candidate experience key issue: Create the optimal recruiting process**
HR Evening Brief, Vogel Communications Group

18:00 **End of Show Day**

Artificial Intelligence

Thursday, November 15, 2018

Program for High School Students Block 1

From 09:00 Arrival
Individual exploration of electronica Experience

09:30 – 09:45 Welcome and brief introduction to the trade fair electronica (ZVEI)

09:45 – 10:00 Opportunity: Vocational Training and Studied Electrical Engineering (ZVEI)

10:00 – 10:30 From Practice: By NXP, Ms Yiling Zhang

10:30 – 10:45 Q&A, Discussion: High School Students / Companies / Association

11:00 – 11:15 Welcome and brief introduction to the trade fair electronica (ZVEI) **Block 2**

11:15 – 11:30 Opportunity: Vocational Training and Studied Electrical Engineering (ZVEI) **Block 2**

11:30 – 12:00 From Practice: By Murata, Sabrina Steinbeck **Block 2**

12:00 – 12:15 Q&A, Discussion: High School Students / Companies / Association **Block 2**

12:25 – 13:25 **AI: Welcome to the future. What is going to come? What is going to happen?**
Philipp Hahn, CEO Rabl & Hahn

13:25 – 14:00 **Our Future Mobility – Opportunities and Challenges**
Cem Som, Würth Elektronik eiSos GmbH & Co. KG

14:00 – 14:30 **Presentation of Storm Bikes** Jeroen Bleker, NXP

14:45 – 15:15 **The Rise of Emotionally Intelligent AI**
Mikko Alasaarela, Founder and CEO, Inbot, Berlin

15:15 – 15:45 **Artificial Intelligence – Past, Present, Future**
Michael Uyttersprot, Avnet Silica

15:45 – 16:15 **It matters who's present when technology is born** Françoise Chombar, CEO, Melexis

16:15 – 16:45 **Makerfactory by Conrad**

17:00 – 18:00 **Social media for employers: a blessing or a curse?**
HR Evening Brief, Vogel Communications Group

18:00 **End of Show Day**

Diversity

Friday–November 16, 2018

Program for High School Students Block 1

From 09:00 Arrival
Individual exploration of electronica Experience

09:30 – 09:45 Welcome and brief introduction to the trade fair electronica (ZVEI)

09:45 – 10:00 Opportunity: Vocational Training and Studied Electrical Engineering (ZVEI)

10:00 – 10:30 From Practice: By Würth Elektronik, Alexander Zeller

10:30 – 10:45 Q&A, Discussion: High School Students / Companies / Association

11:00 – 11:15 Welcome and brief introduction to the trade fair electronica (ZVEI) **Block 2**

11:15 – 11:30 Opportunity: Vocational Training and Studied Electrical Engineering (ZVEI) **Block 2**

11:30 – 12:00 From Practice: By Murata, Rüdiger Scheel **Block 2**

12:00 – 12:15 Q&A, Discussion: High School Students / Companies / Association **Block 2**

12:25 – 13:05 **Women in Electronics Worldwide**
Christa Gundermann, Corinna Hoerndlein, AVNET

13:05 – 14:00 **Panel Discussion: (Gender) Diversity in Electronics**
Moderator: Hannah Klose

14:00 – 14:45 **Break**

14:45 – 15:15 Thematic Keynote Diversity

15:15 – 16:15 **TechSlam**
Wiebke Schick, Felix Büsching, Georg Eggers

16:15 – 17:00 Last Orders

17:00 **End of Show Day**