

Siemens to lead cross-industry Australian delegation to Germany

Following on from the success of previous delegations, global technology giant Siemens will lead a cross section of business leaders and stakeholders from manufacturing, energy, power and gas, engineering, data analytics, education and cybersecurity sectors to Germany for the world's largest industrial trade fair – Hannover Messe. The Australian delegation will be joined by members of the Industry 4.0 Forum – including Ai Group, Advanced Manufacturing Growth Centre, Engineers Australia, Australian Manufacturers Workers Union, Standards Australia, Swinburne University of Technology, AustCyber and the Innovative Manufacturing CRC.

Over an exhibition space of around 4,000 square metres – the largest at Hannover Messe – Siemens will showcase technologies that enable digital transformation. This year, the stand will feature Australian homegrown success story Kaiju Brewery as an example of how small and medium enterprises (SMEs) can optimise technology and data to scale operations for growth.

The Kaiju showcase will illustrate how Industry 4.0 isn't just for large companies. Through digital technologies, SMEs now have access to more functionalities than ever before. The delegation will get the opportunity to hear more about the importance of 'scalable Industry 4.0' – where companies of all sizes can invest in Industry 4.0 in a way that supports future growth and expansion.

In addition to Hannover Messe, the delegation schedule will also include visits to Wildpoldsried – a Bavarian energy village that generates 500% more energy than it consumes, Siemens' gas turbine manufacturing plant in Berlin, Fraunhofer-Gesellschaft – a German research organization, the iconic BMW Welt. The delegation will also attend a function at the residence of Australia's Ambassador to

Germany, Lynette Wood, who will host an all-Australian function focussed on the benefits of the Australia Germany relationship.

While in Germany, the delegation will have the opportunity to observe and learn from the best-in-class of German technology in the areas of manufacturing, energy, infrastructure and, most importantly for Australia, digitalisation. Globalisation and digitalisation offer Australia the opportunity to compete and be part of the global value chain.

This year's theme for Hannover Messe, '*Integrated Industry – Industrial Intelligence*' provides the delegation with the opportunity to observe and learn from leading-edge German technology that is synonymous globally with innovation and quality.

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Siemens AG (Berlin and Munich) is a global technology powerhouse that has stood for engineering excellence, innovation, quality, reliability and internationality for 170 years. The company is active around the globe, focusing on the areas of electrification, automation and digitalization. One of the world's largest producers of energy-efficient, resource-saving technologies, Siemens is a leading supplier of efficient power generation and power transmission solutions and a pioneer in infrastructure solutions as well as automation, drive and software solutions for industry. The company is also a leading provider of medical imaging equipment – such as computed tomography and magnetic resonance imaging systems – and a leader in laboratory diagnostics as well as clinical IT. In fiscal 2017, which ended on September 30, 2017, Siemens generated revenue of €83.0 billion and net income of €6.2 billion. At the end of September 2017, the company had around 372,000 employees worldwide. Further information is available on the Internet at www.siemens.com.