



Turning Vision into Business

Constructing a Sustainably Competitive Europe

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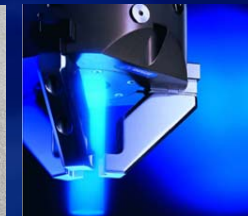


Challenges for European Manufacturing

Sustainable competitiveness via knowledge based manufacturing

Research Fields

Recommendations







Industrial Transformation by Knowledge-based Manufacturing

ManuFuture



**Compete by
REDUCING COSTS**



**Cheap labour,
Automation**

MANUFACTURING
Research-Innovation based



ENTERPRISES

**European industrial sectors
e.g. Automotive Industry**

**Compete by
HIGH VALUE ADDED**



**High performance
Customization
New business models
People**

European Framework Conditions: Taxes and Standards



- Intensify new-product and process R&D -> HVA products/services
- Emphasize technology-based differentiation
- Drive aggressive productivity improvements
- Rediscover value of service, such as short lead-times
- Ensure the attraction of the human capital needed (quality, quantity, and training)

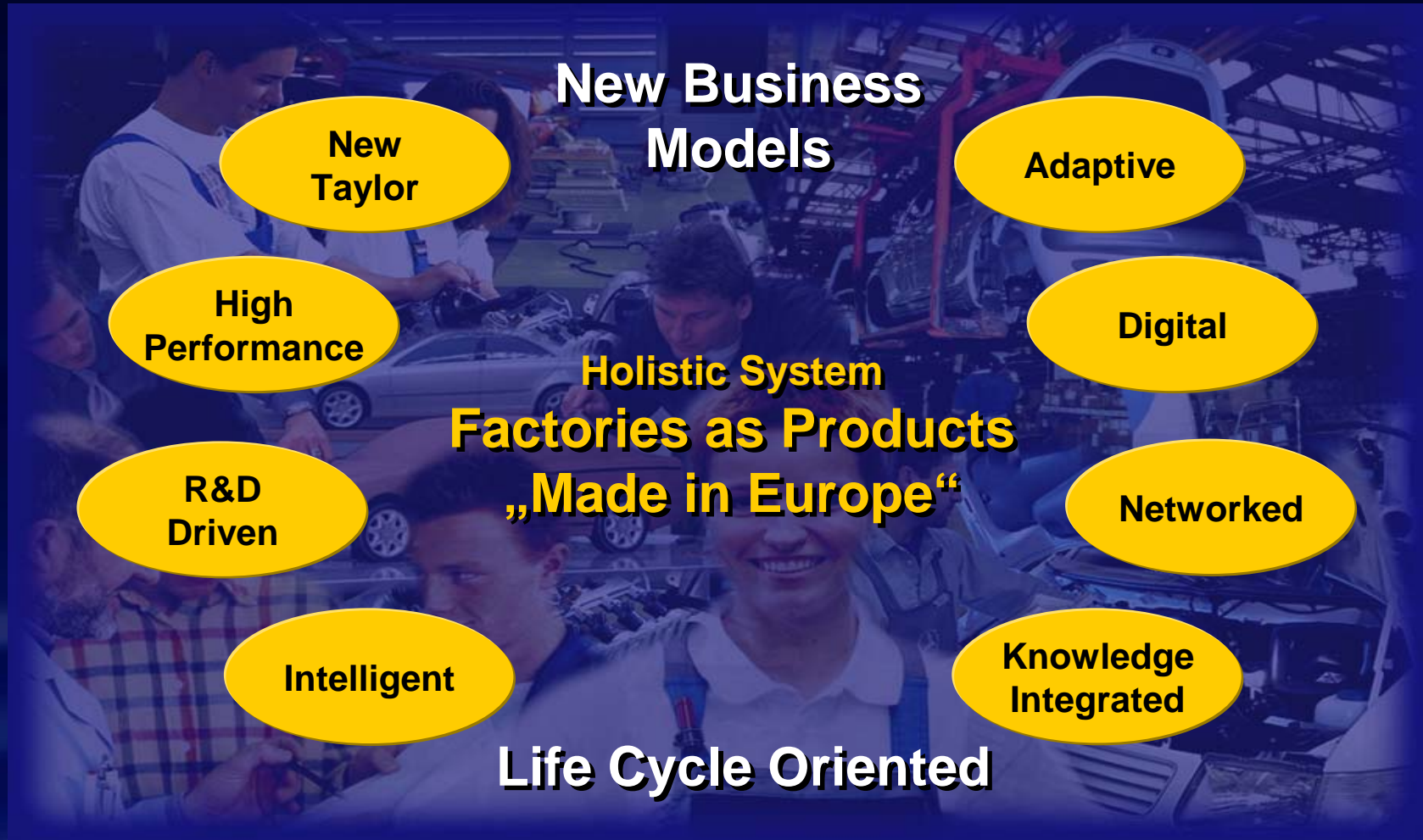
Strategy: World Market for Factories, Machinery and Equipment New Business Models in the Product Life Cycle

Technologies beyond borders	Digital and Virtual Engineering	Intelligent Manufacturing Systems	Organization Methods and Systems
<p>High Performance</p> <ul style="list-style-type: none"> - performance, quality, time, costs <p>Resources</p> <ul style="list-style-type: none"> - Energy, Air, Water, Materials 	<p>Digital Factory Engineering tools</p> <p>Simulation</p> <ul style="list-style-type: none"> - Processes, - Logistics 	<p>adaptive configurable</p> <p>Knowledge-integrated</p> <p>networked</p> <p>New Taylorism</p>	<p>Business Models</p> <p>ERP Models</p> <p>Control and supervision systems</p> <p>Life Cycle Mgt</p> <p>High Value Services</p>

European Manufacturing Standards

Technologies	Engineering Platform	Manufacturing Systems	Management
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Factories as Products






Implementation!
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Manufacturing-Technology-Roadmaps
Manufuture Strategic Research Agenda
Manufuture Vision 2020

Anyone who works actively towards this goal is welcome to share the work:

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- A large, semi-transparent image of the European Union flag, featuring a circle of twelve yellow stars on a blue background, is centered behind the list of bullet points.
- **Structure tools, evaluation and programs (Commission)**
 - **Work for synergies in implementing the program (Platforms)**
 - **Providing the framework for effective projects (Industry)**
 - **Working towards industrially usable results (Academia)**
 - **Ensuring regional, national and European support (Politics)**



How can we overcome the “European Paradox”?

Act strategically!

By such an approach you will get faster and more better in your decisions at the same time



Begin with the products (HVA) and focus on the systems approach




Structure your products intelligently in order to be able to adapt quickly to market changes



Apply Production systems and standards

**“Our main business is not
to see what lies dimly at a distance,
but to do what lies clearly at hand “**



Thomas Carlyle