



„Additive Manufacturing / 3D Printing“

- ▶ Beneficial Applications
- ▶ Value Analyses
- ▶ Implementation Concepts

2-day seminar: „Additive Manufacturing“

Identify opportunities and put AM-potentials into effect in your company

The successful implementation of additive manufacturing may release unimaginable cost reductions and can boost sales in an unprecedented manner. Key to a successful implementation is to match implementation strategy to the company-specific requirements.

The seminar deals with the following questions:

- Which Additive Manufacturing technologies exist, which technical infrastructure is necessary for the implementation?
- Which parts are suitable for 3D-printing and what are beneficial fields of application given a company's value proposition and supply chain setup?
- In which areas and how do companies in different industries apply 3D-printing to create value?
- **What can your company learn from best practice role models and leading players in the AM business?**



Objective:



The seminar provides the participants with firsthand methods, lessons learned and business insights to address the urging need of companies to tailor a unique approach of creating value out of Additive Manufacturing.



Including a guided tour through the Oerlikon AM production site in Munich

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Agenda day 1: Trends, key value factors, opportunities and risks

Day 1

**Modul 1 (8:00 - 8:30)****„Industrialization of Additive Manufacturing“ -
Univ.-Prof. Dr. Dr. h. c. mult. Horst Wildemann**

- **Learnings:** Current market outlook and trends, key success factors and avoidable pitfalls, integration of 3D printing into existing value chains, key measures to increase productivity

**Modul 2 (8:30 - 11:45)****Workshop „Requirements for a value driven technology rollout“**

- **Learnings:** Characterization of various AM technologies, industry structure and competitive landscape in the AM industry, success factors for the implementation, technical infrastructure requirements (layout, machines, personnel), opportunities to enter the market, case studies

12:00 - 12:30: Lunch break**Modul 3 (12:30 - 13:30)****„AM-Potential in mechanical engineering“ - case study by Dr. Markus Seibold
(Vice President Additive Manufacturing, Siemens Power & Gas)**

- **Learnings:** Potentials, use cases and implementation of 3D printing in mechanical engineering

**Modul 4 (13:30 - 15:30)****„Value-oriented application assessment“ + case studies**

- **Learnings:** Impact of 3D-printing on costs and turnover, methods for calculating profitability, best-practice case studies

**Modul 5 (15:45 - 17:45)****Workshop „Use case identification in your company“ + case studies**

- **Learnings:** Identification of viable use cases in interactive workshops based on participants fields of business, first qualitative evaluation of viable applications

Literature recommendation:

Horst Wildemann

Implementierung Additiver Fertigungsverfahren

Munich 2019

ISBN 978-3-947730-05-6

EUR 250,- plus shipping costs



Modul 6 (8:00 - 11:00)**Visit of Oerlikon AM production site** (Location: Feldkirchen near Munich)**► Visit a state-of-the-art service center for metal 3D-printing:**

- *What does a value-oriented AM production setup and value chain look like in real practice?*
- *Which infrastructure elements are key to get the business up and running?*
- *What special requirements are to be taken into account?*

Modul 7 (11:00 - 12:00)**„AM as a service“ - case study of Dr. Christian Häcker** (Head of AM Industrialization, Oerlikon)**► Learnings:**

- *Firsthand lessons-learned from the development of a new AM business unit*
- *Challenges and success factors relating to building up an AM production network*
- *Outlook, future industry developments and Q&A*

12:00 - 13:00: Lunch break**Modul 8 (13:45 - 14:45)****„Additive Manufacturing on the road – individualization using the example MINI Yours“ - Case Study of Dr. Dominik Rietzel** (Head of Additive Manufacturing - Non Metal, BMW AG)**► Learnings:** *Potentials, use cases and implementation of 3D-printing in the automotive industry***Modul 9 (15:00 - 16:30)****Workshop „DIY: AM roadmap to success“****► Learnings:** *Wrap-up and discussion of findings, addition of further fields of application in the companies of the participants, definition of next-steps and action-items in the companies of the participants to leverage AM potentials*

Literature recommendation:

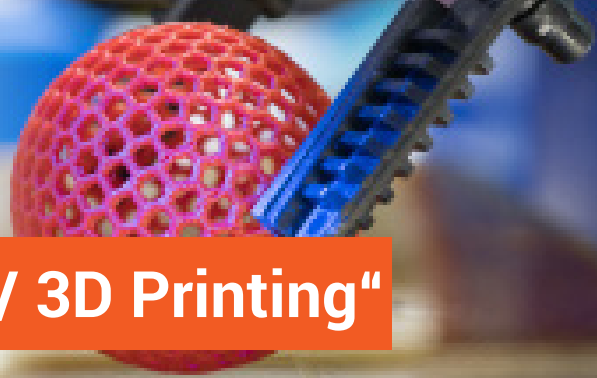
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Organization



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Horst Wildemann**
Managing director TCW

Kompetenzzentrum
Industrie 4.0



**MBA, Dipl.-Ing.
Adrian Markgraf**
TCW



**M.Sc.
Sebastian Eckert**
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**M.Sc.
Michael Schöppe**
TCW

External speakers



Dr. Christian Häcker
Head of
AM Industrialization
Oerlikon



Dr. Dominik Rietzel
Head of Additive
Manufacturing -
Non Metal
BMW AG



Dr. Markus Seibold
Vice President
Additive Manufacturing
Siemens Power & Gas

- **Location:** Munich (Lectures/workshops) and visit of the Oerlikon Service Center in Feldkirchen
- **Participation fee:** EUR 1.560,- per person (excl. of VAT)

Conference documents and meals are included in the price.
Further information will be provided after registration.

*scheduled for
22./23. January 2019*

Please send your registrations and inquiries to: mail@tcw.de