



The EU wants to gain a competitive economic advantage by leading the world into a sustainable future. How will this strategy impact Central Europe? Can the region use the funds that the EU has devoted to this strategy to become the global center of a digitized, highly resource-efficient production?

This will depend on how capably businesses can make these investments in new technologies boost the bottom line. To help manufacturers weigh their options, AmCham is initiating a series featuring case studies of regional manufacturers at the leading edge of change.

Case Study Session One

Introduction and Moderation.

Petr Knap, Head of Consulting, Czech Republic, Head of Automotive, Central, Eastern and Southeastern Europe. Trends in the digitalization of manufacturing, including case briefs from heavy industry (reducing the number of unplanned stops), food products (increasing average module output while decreasing resource waste), and automotive components (reduction in unplanned downtime).

Case Study One.

Steelanol: converting carbon produced by industrial processes into biofuel. (Reduction/Reuse of waste). *Marc Gillis, Strategic Account Manager EPC, Rockwell.* Through microbial fermentation, gases produced during steel production will be converted into biofuel.

Case Study Two.

Whirlpool. Upgrading production to reduce waste. *Michal Major, Plant Director, Whirlpool.*

Case Study Three.

Doosan Bobcat: plant optimization. *Uwe Kueppers, EMEA Consulting Services Manager, Rockwell.* A digital transformation of the production process that improved efficiency.

April 14

1500-1630

Webex (registrees will receive a link two days prior to the event)



modern manufacturing

amcham regional project



Petr Knap, EY

Petr Knap is the Head of EY Consulting for the Czech Republic, with almost 300 consultants a leading Czech team. He also leads the Advance Manufacturing & Mobility sector Consulting solutions across CEE. After having worked at Procter & Gamble, Petr worked in consulting since 1996, and joined EY in 2002. His professional experience is mainly linked to working with automotive and manufacturing clients, in the past he also worked in the telecommunications and public sectors. Over the years, he has led management consulting projects focused on strategy development, organizational change, process improvement and cost optimization. His clients include Asahi Breweries, AstraZeneca, BMW, Johnson&Johnson, L'Oréal, Merck, Porsche ČR, Roche, SKANSKA, ŠKODA AUTO, Slovak Telekom, T-Mobile, Unilever, UNIPETROL or Veolia. Petr is actively involved in publishing, lecturing and public debates addressing innovative trends of the automotive and manufacturing future trends such as digitization, Industry 4.0, autonomous cars, e-mobility, etc.



Uwe Kueppers and Marc Gillis, Rockwell Automation

Uwe Kueppers is the *EMEA Consulting Services Manager for Rockwell*. He was involved in the *Doosan Bobcat project from start to finish*.

Marc Gillis is *Strategic Account Manager EPC for Rockwell*. He is one of the company's top experts in heavy industry, including from his previous role as EMEA Industry Lead for Metal, Mining and Cement.



Michal Major, Whirlpool

Michal Major is the plant director of Whirlpool's operation in 1000+ employee operation in Poprad.



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