

Workshop - Employer Branding

"Tackling the service workforce crisis"



Speaker: Sebastian Feldmann
Senior Partner, Roland Berger GmbH

Sebastian Feldmann is a Senior Partner at Roland Berger's "operations" platform, located in Munich, Germany. He has the global responsibility for two competence centers within Roland Berger: one being "supply chain & logistics", the other "service & solution excellence", with a total of more than 300 practitioners almost exclusively focusing on those areas.

Looking back on more than 24 years of consulting experience, Sebastian is working across a diverse range of industries with a focus on industrial equipment and large investment goods, MedTech and Life Science, automotive, Aerospace, and high-tech. He supports global clients from the Americas to Asia in the context of service & solution excellence, supply chain transformations, growth, effectiveness, digitalization, business model, and operations effectiveness mandates.

For more than two decades, Sebastian and his team support global clients on their transformation journey from "after sales" to "pre-sales", from maturity assessments and service strategy over spares and pricing mandates, up to service digitalization and "as-a-service" solution business models.

He studied international business at the WHU Koblenz in Germany, with MBAs from Kobe University in Japan, as well as the J. L. Rotman School of Management in Toronto, Canada.

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Impulse question:

- Are there really too few skilled labours or are we just inefficient?

Workshop highlights:

Service business is no longer an after-sales issue - it is a strategic question of survival for industrial companies. Skills shortages, rising customer expectations and digital transformation are fundamentally changing the rules of the game. Using the 3R approach (Recruit - Retain - Reduce), Feldmann provides insights into best practices from industrial companies - and presents concrete strategies to not only counter the shortage of skilled workers in service, but to emerge stronger from it.



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Workshop - Digitalization

"AI leadership in a new era:
Man, mindset and machine"



Speaker: Kai Dippe
CEO Quantum Flow Ai

Kai Dippe was a professional Bundesliga handball player and is now a tech entrepreneur and expert in digital business models. With his AI Mind Flow SYSTEMS format, he combines technology and transformation: the development of AI agents meets targeted work on leadership, self-awareness and willingness to change.

Impulse question:

"If AI can make decisions in seconds - what is the difference between a good manager and an algorithm?"

Workshop highlights:

- Overview of generative AI: What tools such as ChatGPT & Co. are available - and where is there real potential for industrial companies?
- Interactive use case: Together we develop the first AI prototypes - practical and customised to your challenges.
- Focus on people & change: Technology is only one part. The decisive factor is how we shape change with attitude, clarity and team-orientation.

Workshop - Industry Marketing

"Industry marketing that works - how die casters become visible, relevant and attractive"



Speaker: Katharina Krimmer
Director Vogel Corporate Solutions

Katharina Krimmer is an expert in digital marketing, brand communication and moving images - and a sought-after source of inspiration when it comes to transforming technical content into powerful stories. Since April 2025, she has been Managing Director of Vogel Corporate Solutions GmbH, the agency subsidiary of Vogel Communications. She supports companies from industry and technology in the development of effective brand strategies and digital communication along complex customer journeys. Her expertise lies in combining technical know-how with contemporary content architecture - particularly in the areas of moving images, social media and digital branding. Katharina Krimmer is also a lecturer at the Würzburg-Schweinfurt University of Applied Sciences and is doing her doctorate on the subject of digital brand communication.

Impulse question:

- Why do many industrial companies find it so difficult to become visible, even though they are often world-class in terms of technology?

Workshop highlights: Brand attracts, Marketing converts

Most companies, especially in an industrial context, spend a lot of money buying visibility. But as soon as you stop spending you become invisible again. There is a huge difference between marketing and branding. Branding is owning what people know about you. Marketing should be used to make branding visible, and not to present commercial content. Today's way of communicating online is a matter of relevance. But the only relevant visibility is earned media: people wanting to talk about you. So how do we get people talking in a way that represents who we are?

Workshop - Market & Customers

"The importance of TCO for suppliers and customers"

Speaker: Prof. Dr. Ferdinand Dudenhöffer
Direktor CAR – Center Automotive Research



Prof. Dr. Ferdinand Dudenhöffer is one of the most influential voices in the automotive industry. With a doctorate in economics, he held management positions at Opel, Porsche and Peugeot before founding the renowned Centre Automotive Research (CAR) as Professor of Automotive Economics at the University of Duisburg-Essen. Today, he works with a small team at his new CAR Institute in Bochum - independent, opinionated and close to the future topics of industry. One of Dudenhöffer's main fields of research and conference work is cooperation between the German and Chinese automotive industries. He analyses markets, urges political decisions and is a sought-after discussion partner for the media, industry and politics. Whether electromobility, China strategies or the future of Volkswagen - Dudenhöffer polarises, shapes debate and puts his finger where it hurts.

Workshop highlights:

Price alone no longer wins orders - especially not in the automotive industry. The decisive factor is the contribution to total cost of ownership (TCO) on the customer side: whoever helps OEMs and Tier 1 suppliers to lower costs along the entire product life cycle, reduce risks and optimise processes will become a preferred partner. In his workshop, Prof Ferdinand Dudenhöffer shows why TCO is becoming the new currency of the customer relationship - and why there can be no 'business as usual' for the die casting industry.



Workshop - Strategic Purchasing

"More than just a supplier: How die casters win over global procurement through innovation, Partnership and Cross-Cultural Understanding."



Speaker: JJ Heldt

Chairman of the committee of delegates at German Association for Supply Chain Management, Procurement and Logistics (BME e.V.)

Director of Sales, Commercial Excellence Germany, Austria and Switzerland at Bosch Rexroth AG

JJ Heldt is an experienced procurement executive with a strong track record in strategic purchasing and supplier development at Bosch Rexroth, where he held several key roles including Director Strategic Purchasing for global commodities. In addition to his appointment as an international keynote speaker, he is actively involved in the German Association for Supply Chain Management, Procurement and Logistics (BME) and brings deep insights into modern procurement strategies, supplier partnerships, and value creation.

Impulse question:

- What drives procurement today?
What do international sourcing teams expect from suppliers – and how can die casters meet (and exceed) those expectations?
- Innovation over price focus.
How technical expertise, process know-how, and future-oriented topics (e.g. sustainability) can create real competitive advantages.



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- Cultural intelligence as a success factor.
Why cultural awareness is becoming increasingly important in global supply chains – and how to apply it effectively in practice.
- Best practices & new perspectives.
Real-world examples show how foundries have evolved from reactive suppliers to trusted strategic partners.

Workshop highlights:

As suppliers in a highly competitive and rapidly changing industry, die casting foundries must continuously adapt their purchasing strategies. This workshop offers practical solutions to master the challenges of global competition and to position yourself as a reliable and innovative partner in the supplier market. You will gain valuable insights into how you can not only optimize costs, but also stand out as a strategic partner for your customers in the areas of innovation and sustainability.



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