

## PRESS RELEASE

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### **EMO Innovation Stage to present future trends in manufacturing technology**

#### **P.O.P. Talks to discuss prospects for AI in production**

**Frankfurt am Main, 13 August 2025.** – The economy is currently experiencing significant challenges and pressures, making it more important than ever for companies to boost their innovativity and the future viability of their production. From September 22 to 26, EMO Hannover, the world's leading trade fair for production technology, will be providing just such impetus on the *EMO Innovation Stage*. Throughout the trade fair, the central platform – located on Stand A60 in Hall 12 – will provide insights into the relevant technical trends and corporate strategies, and explore the overall perspectives. "We asked representatives of our exhibitors and of the key client industries, plus experts from the fields of business, science and politics, to present their views on the future development of the international industry," says Dr. Markus Heering, Executive Director of EMO organizer VDW, describing the objectives of the platform.

**Innovate Manufacturing.**

[www.emo-hannover.de](http://www.emo-hannover.de)

A particular highlight will be the *P.O.P. (Perspectives of Production) Talks*.

These are a series of concise and informative presentations followed by discussions. International business leaders and experts will provide food for thought on the use and impact of artificial intelligence (AI) in manufacturing. The P.O.P. Talks will be held on the EMO Innovation Stage between 2:00 p.m. and 3:00 p.m. on each of the five days of the trade fair. Speakers will include:

- Prof. Dr. Patrick Glauner, Professor of AI at TU Deggendorf and Managing Partner of Skyrocket.ai, talking about *AI in production: current trends in technology, commercialization and regulation*. Glauner will be asking: "How can companies make profitable use of the latest AI technologies? How can they exploit opportunities without losing acceptance? How can Europe remain technologically innovative and economically competitive?"
- Dr. Rainer Bischoff, General Manager Germany, Intrinsic AI, a subsidiary of Alphabet, will be talking about *Automating machine tools with AI enabled robots*.
- Jörg Fenstermann, Director of the VW plant in Kassel, Dr. Sebastian Schneider, Head of R&D Processes, DMG Mori, and Dr. Dominik Rohrmus, Chief Expert Software CTO, Siemens, who will be exploring the topic of *How AI enhances future industrial production!* What are the best ways to obtain high-quality data, and what role do open data spaces and standardized interfaces play in data exchange?
- Mirko Ross, CEO, asvin, will be sharing his thoughts on the *Effective protection of AI training data*.
- Sascha Lobo, publicist and blogger, will be addressing the question: *AI in the manufacturing industry – growth driver or potential threat?*

Dialogue and discussion are crucial aspects of the P.O.P. Talks.

The P.O.P. Talks will be supplemented by highlight presentations from prominent speakers from industry, research, politics and other areas. These will discuss key future issues concerning production technology. The names confirmed so far include Stephen Hooper, Vice President, Design & Manufacturing Product Development at Autodesk, and Julia Jäkel, long-standing CEO of Gruner + Jahr and co-initiator of the Initiative for an Effective State, who recently presented her report to the Federal President of Germany.

Every day from 10:00 to 17:00, the supporting program on the Innovation Stage will be rounded off by presentations from exhibitors offering insights into their technological developments and innovative strategies. Topics will include automation and digitalization, additive manufacturing, the use of cooling lubricants – yes or no, 3D measuring technology, spare parts procurement in the industry, and much more.

"We will be presenting a vast range of content on the EMO Innovation Stage," concludes Markus Heering from the VDW. "We would urge visitors and exhibitors to take advantage of the offer, to take inspiration away with them for modernizing their own production facilities, and to enter into dialogue about the future of the industry from different perspectives."

The EMO Innovation Stage program can be found on the EMO website at <https://visitors.emo-hannover.de/de/rahmenprogramm/>. It will be continuously updated in the run-up to the EMO. Participation is free of charge. Why not drop by!

Pictures:

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*Caption: In 2023, the future of manufacturing was discussed across various forums – in 2025, everything comes together on the Innovation Stage.*

*Source: VDW*

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