

ACHEMA Pulse Media Preview

Join us on 24 March 2021 from 8.30 am to 4.30 pm for an exclusive Media Preview to AICHEMA Pulse!

Learn from **renowned experts** what trends shape and change the process industry, get a glimpse on technical innovation from **top exhibitors** and conduct **1:1 interviews** with industry representatives and the AICHEMA Pulse organizers. And, by the way, explore the unique **interactive platform** that will be the home for AICHEMA Pulse from 31 May onwards, culminating in two days of high-level live program, in-depth talks and global networking on 15 and 16 June 2021.

You are the first to set your virtual foot on the Pulse platform: On **March 24 from 8.30 am to 4 pm**, this is what you should look forward to:

Agenda:

8.30 Welcome and Warm-up - enjoy a glimpse "behind the scenes"

9.00 Spotlight: **ACHEMA Pulse – the Why, the What, the How**

9.30 **ACHEMA Pulse Platform Walk-through**

Follow us through all the possibilities and try them out yourselves!

10.00 **Exhibitor presentations**

ROMACO, SAMSON, OPC Foundation, Eppendorf, Syntegon, Siemens, Festo, EKATO, GEA, KSB, ABB - Details will be provided shortly

Trends@Pulse

11.00 **Automation and modularization - industry development and industry trends.** Discussion with

- Eckard Eberle, CEO of Siemens Process Automation
- Nikolaus Krüger, ZVEI Automation and CSO of Endress+Hauser
- Michael Wiedau, Chairman of the DEXPI Initiative and Head of Data Management and Analytics | Digital Solutions and Operations at Evonik Industries

11.40 **Hydrogen – the gamechanger?!** – Interview with Jürgen Nowicki, CEO of Linde Engineering

12.00 **Lunch discussion** (Opportunity for 1:1 meetings / open spaces discussion)

13.00 **Exhibitor presentations**

ROMACO, OPC Foundation, IMA, EKATO, GEA, DECHEMA, Siemens - Details will be provided shortly

Trends@Pulse

14.00 **Setting standards: Insights from the laboratory and analytical devices sector.** Discussion with

- Stefan Hoppe, President and Executive Director OPC Foundation
- Matthias Arnold, AixEngineer (tbc)

14.20 **Pharma in Focus.** Discussion with

- Thomas Fricke, Commercial Director Pharma at IMA
- N.N.

15.00 **Process security: New digital age, new challenges?** Discussion with

- Eckard Eberle, CEO of Siemens Process Automation
- Felix Hanisch, President of NAMUR and Head of Process & Plant Safety, Bayer

15.20 **Wrap-up Session**

15.30 **Coffee time** (Opportunity for 1:1 meetings / open spaces discussion)

16.30 End of ACHEMA Pulse Media Preview

Register now and experience the heartbeat of the process industries!

[Click here to register](#)

The presentations and discussions will be held in English.

Beginn:

Mittwoch, 24. März 2021, 08:30 Uhr

Ende:

Mittwoch, 24. März 2021, 16:00 Uhr

Veranstaltungsort:

Online

Website & Anmeldung:

<https://www.achema.de/en/press/press-dates>