Press Release

Co-summit 2015, 10 & 11 March at the Berlin Congress Center

**Smart Industry: impact of software innovation**

***A looking glass in Berlin into the future of manufacturing***

This 7th edition of the Co-summit, organised by ITEA – the EUREKA Cluster on Software-intensive Systems and Services – and by the ARTEMIS Industry Association on Embedded & Cyber-Physical Systems, focuses on a revolution – *Industrie 4.0* or Smart Industry – that will radically alter the face of industry throughout Europe and beyond over the next few decades. A revolution that is being driven by giant leaps in software innovation.

**Catalyst for a manufacturing revival**

The theme of this Co-summit underlines the centrality of software in the European industrial landscape, with software not only a key enabler for success and a competitive differentiator but also a connector of the different elements throughout the value chain. The 4th industrial revolution – the merging of the real world with virtual worlds – is helping to revive production in Europe and software innovation is pivotal to competing successfully in the manufacturing and process industry.

To achieve the EU Commission’s target of boosting manufacturing’s share of value added in Europe from 15% to 20% by 2020, “we need to adjust the focus of our R&D efforts more towards the relevant new drivers: systems design and software. This will be decisive in our ability to compete with the other regions of the world,” Heinrich Daembkes, President of the ARTEMIS Industry Association, stresses. ITEA Chairman Rudolf Haggenmüller underlines the need for Europe to “take a more global approach to software innovation, one that includes customers and end-users and which addresses product and service innovation. Smart industry needs smart people.”

**An intriguing, impactful programme**

The Co-summit’s keynote speech will be given by Dr. Jutta Schneider, Director eDrive & Software Technologies at Daimler and guided tours of the exhibition along with five speakers corners, covering topics from the Scientific and Technological Challenges of Cyber Physical Systems to the Internet Of Things, will give visitors plenty of insight into today’s key developments and their impact on tomorrow. A panel session in the morning of day two will focus on the Co-summit theme followed by the ITEA and ARTEMIS Community sessions. The Co-summit will close, as is traditional, with the ITEA Excellence awards and the ARTEMIS Recognition award ceremony. The Co-summit 2015 is being supported by the German Federal Ministry of Education and Research, Daimler and Siemens.

**Demonstrating the impact**The Co-summit presents a perfect platform for the highly collaborative ARTEMIS and ITEA projects to demonstrate the benefits of bringing together ‘smart’ people, from research through industry to end-users and for showcasing the results of the projects in terms of innovation, industrial and societal impact as well as the concrete business opportunities that the projects realise. You can be sure to expect exciting stories and state-of-the-art live demos!

Note for editors, not for publication:
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About ARTEMIS Industry Association

The ARTEMIS Industry Association, a non-profit association for the European R&I actors and private partner in the ECSEL Joint Undertaking, supports formation of consortia and initiation of project proposals for joint collaboration and creates the meeting place where key industry players and other R&D&I actors identify strategic high priority topics for collaborative R&I projects. It represents an influential network of organisations focused on the innovation and development of embedded & Cyber-Physical systems in Europe with about 180 members.

Its ambition is to help European industry consolidate and reinforce its world leadership in embedded computing technologies.

Partnerships between Participating States, EU-industry and European Commission, implemented as Joint Technology Initiatives (JTIs), are the most effective way of boosting Europe’s electronics design and manufacturing capabilities in economic sectors such as cars, planes, trains, medical equipment, home appliances, energy networks and security systems. Between 2008 and 2013, the ARTEMIS JTI has achieved 56 projects worth 1.1 billion euros of eligible costs involving more than 720 organisations of which around 36% are SMEs, 35% large enterprises and 29% research organisations.

In 2014 the JTI’s ARTEMIS, ENIAC and EPoSS joined forces and merged into, one stronger JTI on Electronic Components and Systems called ECSEL (Electronic Components and Systems for European Leadership).”

In recognition of the strategic importance of embedded computing systems the European Union launched the ECSEL Joint Technology Initiative (JTI) as a Joint Undertaking (JU), or public-private partnership, between:

* The European Commission
* Participating States
* ARTEMIS Industry Association
* AENEAS Industry Association
* EPoSS Industry Association

More information about ARTEMIS:

[www.artemis-ia.eu](http://www.artemis-ia.eu) | [www.ecsel.eu](http://www.ecsel.eu)

About ITEA

ITEA is the EUREKA Cluster programme supporting innovative, industry-driven, pre-competitive R&D projects in the area of Software-intensive Systems & Services (SiSS). SiSS are a key driver of innovation in Europe’s most competitive industries, such as automotive, communications, healthcare and aerospace.

There is a wide consensus that from now to 2030 change and disruption will be permanent features in society, with the way of living and doing business becoming fundamentally different from what it is today. Digital Technology has a major role to play in mastering the changes. And it is within this domain of Digital Technology that ITEA is addressing innovation in Software, IT Services, Internal IT and Embedded Software, collectively denoted as ‘Software innovation’. For Europe, an industry strong in Software Innovation is a prerequisite for maintaining global competitiveness and in securing high-value jobs in Digital Technology and in other, more traditional industries that are dependent on Digital Technology.

ITEA stimulates projects in an open community of large industry, SMEs, universities, research institutes and user organisations. As ITEA is a EUREKA Cluster, the community is founded in Europe based on the EUREKA principles and is open to participants worldwide.

Each year, ITEA issues a Call for projects starting with a two-day brokerage event. Each Call follows a two-step procedure, in which the quality of the project proposal is evaluated and improved, finally leading to a selection of high quality project proposals that receive the official ITEA label.

ITEA’s mission is to be the recognised partner for European industry, optimising support for companies and R&D actors active in ITEA projects in the area of SISS, thus making best use of funding made available by the ITEA supporting countries. Following the EUREKA structure, each ITEA project partner can apply for national funding in their own country – allowing a project idea to attract funding from all participating countries.

More information: <https://itea3.org>