



Media News Flash

Day 2 – November 17, 2020

It's Automation Fair week and we want to make sure you – and your readers – don't miss a beat! Our agenda is packed-full of exclusive press conferences, must-see presentations, self-guided virtual tours and demos. In this newsletter, we're recapping key sessions and sharing ways you can find more information. [Register here](#) to attend this week or to view sessions on-demand.

Perspectives Highlights

Today's Perspectives keynotes looked at how innovation is driving what's next in manufacturing, from groundbreaking advances in life sciences to planning for a post-pandemic future. Here are some highlights:

Bringing Regenerative Manufacturing to Life

You've heard about the shift of manufacturing to more personalized products. But what about manufacturing a liver, kidney or other organ that's made just for you? That's the focus of Dean Kamen and his non-profit organization, the Advanced Regenerative Manufacturing Institute (ARMI).

Kamen spoke about the need to bring together the best scientists, engineers and manufacturers to make large-scale tissue and organ production possible. The hope is to put an end to costly therapies and improve patients' quality of life.

The Evolution of Digital Transformation

PTC President and CEO Jim Heppelmann spoke with Rockwell Automation CEO and Chairman Blake Moret about how the two companies' shared focus has evolved.

"Suddenly we're not just taking factories and making them smarter," Heppelmann said. "We're actually helping customers design, engineer and plan smarter factories ... and trying to connect the digital thread from engineering upstream to the factory and downstream to service and customer support."

Ansys President and CEO Ajei Gopal discussed how COVID-19 has accelerated adoption of capabilities like digital twins and a digital thread, and how they will reshape operations in the future.

"Physics-based digital twins can unlock insights to help technicians quickly identify issues and then make informed, fact-based decisions about their factories and their products," Gopal said.

What's Next in CPG?

Business leaders from Kalypso discussed how the digital thread can help CPG brands prepare for a post-pandemic future.

The purpose isn't to know what possible future scenario will happen. Rather, it's to understand what future scenarios might happen, so companies can take the necessary steps to be prepared for them.

Login to the event platform to watch today's Perspectives presentations on demand.

Need more info? Stop by the media lounge in the event platform to

Press Conference Highlights

Five Ways COVID-19 is Speeding Digital Transformation in Manufacturing

With the arrival of COVID-19, digital initiatives are no longer a “nice to have.” They’re a business imperative. Mick Mancuso, Director, Connected Enterprise Operations, discussed what’s driving the need for digital transformation during the pandemic and the five steps that companies can take to accelerate their transformation.

Securing Your IT/OT Infrastructure

While IT/OT convergence creates new ways for companies to be more competitive, it also creates a need for historically siloed IT and OT teams to collaborate to manage security. Dawn Cappelli, VP Global Security and Chief Information Security Officer, spoke about how IT and OT teams can work together to create a holistic security strategy.

To request access to a press conference audio recording, please reach out to automationfair@padillaco.com.

Industry Forum Highlights

Oil & Gas Industry Forum (IF03)

Participants talked about how the pivot to digital technologies is transforming the way they operate - from asset optimization to workforce management.

- **Speakers:** Optilytix LLC, Schlumberger, Rockwell Automation, Sensia

Food & Beverage Industry Forum (IF04)

Speakers shared how their digital transformation strategies have made them better positioned to improve performance, overcome security concerns, manage remote work and meet consumer demands during this unprecedented time.

- **Speakers:** Amway, Grupo Bimbo, ADM

Power & Energy Industry Forum (IF05)

Panelists discussed how they're using new technologies to meet production demands, sustainability goals and compliance requirements.

- **Speakers:** TTS Energy Services, DCO Energy, LLC, TTS Energy Services, EthosEnergy

Login to the event platform to watch today's Industry Forum presentations on demand.

Read the News of the Day

What's Coming Tomorrow

- 8 a.m. CST - Perspectives Keynote: Discover Your Next: Inspire Innovation (KN03)
- 9 a.m. CST
 - Press Conference: The Added Significance of Lifecycle Services Amidst a Pandemic
 - Industry Forum: Adapting to the New Normal by Digitalizing Your Chemical Operations (IF06)
- 10 a.m. CST - Press Conference: Top Three Benefits of Cloud Technology
- 11 a.m. CST
 - Press Conference: Next-Level Collaboration Software
 - Combatting Microaggressions in the Workplace (BC03)
- 1 p.m. CST
 - Industry Forum: The Next in Digital Transformation for the Water Industry (IF07)
- 3 p.m. CST - Combatting Microaggressions in the Workplace (BC03)

Additional Resources

[Online Pressroom](#)

Questions? Contact us at
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[Session Catalog](#)

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