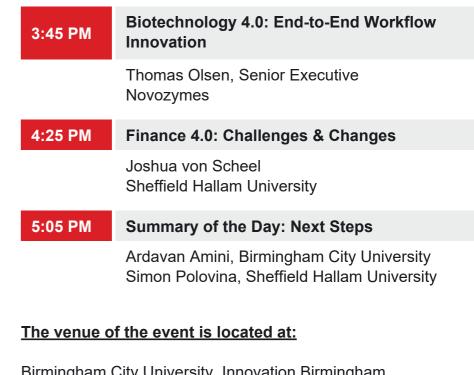# Agenda for the **From Industrial Revolution to Digital Innovation** event

09:00 AM — **Welcome & Introduction**

Ardavan Amini, Birmingham City University
Simon Polovina, Sheffield Hallam University

09:15 AM — **Industrial Revolutions, Challenges & Changes**

Georg Etzel, CEO at LEADing Practice
Mark von Rosing, Global University Alliance

10:15 AM — **The Need for Innovation**

Sir David Hardman, CEO of Innovation Birmingham
Chair of UK Science Cities

10:35 AM — *Break & Networking*

11:05 AM — **Driving Long Term Growth in the Digital World**

Dave Maclean, Chair of the WMCA Digital Board

11:25 AM — **Using Best, Industry & Leading Practices**

Ardavan Amini, Birmingham City University
Simon Polovina, Sheffield Hallam University
Mark von Rosing, Global University Alliance

12:25 PM — *Lunch & Networking*

1:10 PM — **Introduction to Industry Sessions & Enterprise GPS**

Jamie Caine, Sheffield Hallam University
Hans-Jürgen Scheruhn, Harz University

1:55 PM — **SMART Parking: Transforming A Country's Parking Environment**

Imtiaz Murshed
Executive Director
Group Project Management Office
National Technology Enterprises Company

2:35 PM — **Health 4.0: SMART Clinical Access Systems**

Angus Watson, Senior Director
Northern Health
Government of Canada

3:15 PM — *Break & Networking*

3:45 PM — **Biotechnology 4.0: End-to-End Workflow Innovation**

Thomas Olsen, Senior Executive
Novozymes

4:25 PM — **Finance 4.0: Challenges & Changes**

Joshua von Scheel
Sheffield Hallam University

5:05 PM — **Summary of the Day: Next Steps**

Ardavan Amini, Birmingham City University
Simon Polovina, Sheffield Hallam University

The venue of the event is located at:

Birmingham City University, Innovation Birmingham
Faraday Wharf, Holt St.
Birmingham B7 4BB
United Kingdom

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