Microsoft

Microsoft at Hannover Messe:
Industrial AI in action

Join us at **Hannover Messe 2025** on March 31-April 4, 2025, to explore how **Microsoft Cloud for Manufacturing** is enabling the next generation of industrial innovation.

The manufacturing industry is transforming, and Microsoft is empowering organizations to accelerate innovation, optimize factory operations, and drive sustainability with **AI you can trust.**

Visit the Microsoft Booth, Hall 17, Stand G06, to discover how Microsoft can transform your manufacturing operations to:

Innovate with AI in digital engineering: Unlock new products and business models with AI-driven processes.

Bring AI to the factory floor: Prepare your factory edge for AI with an adaptive cloud approach.

Accelerate frontline operations with AI: Enable every worker with leading AI guidance, support, and knowledge.

Create an AI-driven product digital thread: Integrate OT, IT, and ET data into a digital thread ready for AI.

Ways to engage with us

Visit the **Microsoft Booth, Hall 17, Stand G06**, to experience industrial innovation in action. Explore demonstrations from Microsoft and our industry-leading partners that showcase transformative solutions and real-world customer success stories.

Engage in the in-booth theater, featuring expert-led presentations that delve into AI solutions built to optimize factory operations, enhance frontline productivity, and advance sustainability. These sessions provide actionable insights into how Microsoft is shaping the future of manufacturing.

Schedule a private meeting to collaborate with Microsoft executives and experts on your manufacturing goals.

Featured sessions and demos in the Microsoft Booth, Hall 17, Stand G06

Explore Microsoft sessions and demos at Hannover Messe and discover how AI is transforming the manufacturing industry.

Realize digital thread intelligence leveraging AI

Featuring:

- Rolls Royce
- Siemens
- NVIDIA
- Microsoft

Immerse yourself in an interactive experience showcasing how Rolls-Royce is shaping the future of jet engine manufacturing. Explore how data and AI drive innovation across design, engineering, production, sales, customer service, and maintenance operations.

Enhance workforce efficiency with AI assisted digital thread

Featuring:

- PTC
- Microsoft

Discover how leveraging AI solutions within a strong digital thread can accelerate product development and enhance workforce efficiency.

Build intelligent factories at scale with an adaptive cloud approach

Featuring:

- Husqvarna
- Microsoft

Transform physical operations by unifying IT and OT systems with an adaptive cloud approach for seamless edge-to-cloud information exchange, enabling AI and modern applications to optimize processes at scale.

Choosing the Right Path: Dynamics 365 for Manufacturing Excellence

Monday, March 31, 2025 | 12:00 PM-12:20 PM

Featuring:

- Sameer Verma, GM, Head of Products, Dynamics 365 AI ERP, Microsoft

Prepare your industrial data for AI innovation

Monday, March 31, 2025 | 2:30 PM-2:50 PM

Featuring:

- Clemens Vasters, Principal Architect, Messaging and Real-time Intelligence Services, Microsoft

Applying AI innovation to solve sustainability challenges

Monday, March 31, 2025 | 5:00 PM-5:20 PM

Featuring:

- Sean Waters, Senior Product Marketing Manager, AI Sustainability, Microsoft

Fireside Chat on Industrial Leader's Strategy to accelerate ROI on Industry 5.0: Convergence of operations & sustainability

Tuesday, April 1, 2025 | 11:00 PM-11:20 PM

Featuring:

- Rupert Stuetzle, General Manager Manufacturing and Mobility EMEA, Microsoft

Preparing for the Future of Work with Humanoid AI Robots

Tuesday, April 1, 2025 | 12:00 PM-12:20 PM

Featuring:

- Indranil Sircar, CTO, Manufacturing & Mobility Industry, Microsoft

The Power of Three: Bringing generative AI into industry with the Siemens Industrial Copilot and thyssenkrupp

Tuesday, April 1, 2025 | 4:00 PM-4:50 PM

Featuring:

Dr. Jana Kirchheim, Industry and Partner Sales Lead, Microsoft

Factory-Scale Digital Twin Simulation with Rockwell Automation, Microsoft, and NVIDIA

Wednesday, April 2, 2025 | 10:00 AM-10:20 AM

Featuring:

- Martin Tuip, IGP, Senior Product Marketing Manager, Industry Marketing, Microsoft

Generative Design in Manufacturing: Revolutionizing Automotive Product Development with Rolls Royce, Siemens Xcelerator, and Microsoft

Wednesday, April 2, 2025 | 11:00 AM-11:20 AM

Featuring:

- Rupert Stuetzle, General Manager Manufacturing and Mobility EMEA, Microsoft

Learn to Build Custom Manufacturing Agents on Copilot Studio

Wednesday, April 2, 2025 | 1:00 PM-1:20 PM

Featuring:

- Namit Duggal, Product Manager, Microsoft

Empowering the next generation of digital twins

Wednesday, April 2, 2025 | 2:00 PM-2:20 PM

Featuring:

- Başak Mutlum, Principal Program Manager Lead, Azure IoT Engineer, Microsoft

Celebrating Women in Manufacturing

Wednesday, April 2, 2025 | 4:00 PM-4:20 PM

Join us at the Microsoft booth for an inspiring discussion on advancing and empowering women in manufacturing leadership.

Featuring:

- Lindsay Berg, General Manager, Global Industry Product Marketing, Microsoft
- Monica Ugwi, General Manager, Copilot + Agents for Manufacturing & Mobility sectors, Microsoft

Create Safer, More Efficient Factories with agentic AI

Thursday, April 3, 2025 | 11:00 AM-11:20 AM

Featuring:

- Valerio Frediani, Group Product Manager, Microsoft Cloud for Manufacturing, Microsoft

Enabling the Digital Grid: Operating an AI-Powered Grid of the Future

Thursday, April 3, 2025 | 12:00 PM-12:20 PM

Featuring:

- Per Christian Honningsvåg, EMEA Business Leader, Energy and Resources Industry, Microsoft

Driving a Sustainable Future: Beyond Regulation with the Digital Battery Passport

Thursday, April 3, 2025 | 1:30 PM-1:50 PM

Featuring:

- Erich Barnstedt, Senior Director & Architect, Industrial Standards, Corporate Standards Group, Microsoft

Advance AI transformation securely: Actions we can take

Thursday, April 3, 2025 | 2:00 PM-2:20 PM

Featuring:

- Adrian Freudenberger, Security Cloud Solution Architect, Microsoft

Transforming Frontline Service through Copilot in Dynamics 365 Field Service

Thursday, April 3, 2025 | 2:30 PM-2:50 PM

Featuring:

- Angela Chang, Senior Product Marketing Manager, Microsoft Dynamics 365, Microsoft
- Kyle Young, Principal Program Manager, Growth Leader, Dynamics 365 Field Service, Microsoft

Join the conversation on social:

in **Microsoft Cloud**

X **@MSCloud**

Check out our website:
Microsoft Cloud for Manufacturing | Microsoft

We look forward to connecting with you!

Meet our Featured Partners

A number of our strategic energy and resources partners will showcase ndustry-leading, real-world solutions within our booth, including

ABB	**Kongsberg Digital**	**Rescale**
Accenture | Avanade	**Litmus**	**Rockwell Automation**
AVEVA	**NVIDIA**	**Siemens**
Cognite	**NTT DATA**	**Sight Machine**
Databricks	**Parsec**	**SymphonyAI**
Eplan	**PTC**	**Tulip**