



# **AUTOMOBIL PRODUKTION KONGRESS**

**+ams**

**15 MAY 2025**

Hochhaus Süddeutscher  
Verlag in Munich

A joint event organized by:

**automotive iT.** **AUTOMOBIL  
PRODUKTION** **ams**  
Strategy. Technology. Connected Mobility. automotive manufacturing solutions



The road to the manufacturing of the future



## 2 The Theme.



### Automobil Produktion Kongress – flexible, smart and green – the road to the manufacturing of the future

Materialien und Werkstoffe  
Montage- und Handhabungstechnik  
Supplier Strategien/SCM  
TOP 100 Automobilzulieferer  
Qualitätsmanagement  
Alternative Kraftstoffe  
Powertrain  
Elektrik/Elektronik  
Robotik und Automatisierung  
Mensch-Roboter-Kollaboration  
Lasertechnik  
Oberflächen  
Karosseriebau  
Alternative Antriebe  
Fertigungstechnik  
Umfarmtechnik  
E-Mobilität  
Werkzeugmaschinen  
Engineering Display  
Sensorik  
Industrie 4.0  
Shopfloor-Logistik  
Assistenz-Systeme  
Bordnetze  
Komponenten  
Oberflächentechnik  
Lean Management/Lean Production  
Nachhaltigkeit  
3D-Druck  
Global Automotive Business  
Zero Impact Factory

Over the last few years, the **Automobil Produktion Kongress** has been the event that keeps pace with the **changes in manufacturing**. Decision-makers and managers in the field are facing countless challenges. The Automobil Produktion Kongress categorizes these challenges and points the way to **the transformation in production and logistics for automakers and their suppliers**.

As of 2024, **Automotive Manufacturing Solutions**, our English sister company, is offering its view of international automotive production as a co-organizer of the event. With practical, captivating lectures, **the growing importance of the digital transformation in production and logistics, along with IT integration into vehicle production**, can be experienced up close.

Yet there is still plenty of time for **networking** and for the attendees to get to know one another and **drive progress on joint strategies on innovation and digitalization in manufacturing**.

We are offering an **international platform promoting constructive dialogue among board members, plant managers, leaders from the trades, technical departments and IT providers**.

You benefit as a **partner, exhibitor and participant**. Along with your presence on site, the key ways to expand your network are networking, panel discussions and speaker options.

[www.automobil-produktion-kongress.de](http://www.automobil-produktion-kongress.de)

Join the decision-makers of the future in 2025. Engage with your customers as a speaker and participant.

# 3 Speakers 2024



**Gerd Walker**

Member of the Board of Management  
of AUDI AG Production and Logistics



**Petra Peterhänsel**

Leiterin BMW Group Werk Leipzig



**Rene Wolf**

Director Manufacturing Vehicle Operations,  
Ford of Europe



**Michael Bauer**

Leiter der Produktion Europa & Südafrika,  
Mercedes-Benz AG



**Jose Arreche**

Director of the SEAT S.A. plant in Martorell



**Andreas Dick**

Mitglied des Vorstandes für  
Produktion & Logistik, Škoda Auto a.s.



**Petru-Catalin Scafaru**

Leiter Schaeffler Produktionssystem und  
Production Technology & Leiter Operations  
und SCM Schaeffler Europa



**Manuel Ötsch**

Vice President EV Operations,  
Valmet Automotive



**Jan Henning Mehlfeldt**

Mitglied des Vorstands, Webasto Group



**Dr. Michael Riesener**

Werkzeugmaschinenlabor WZL  
der RWTH Aachen

## 4 The target group.



### A growing community of experts that is constantly in motion.

**Our focus** is on **plant managers, decision-makers in production networks, executives and technical departments** in the **production, logistics, and purchasing areas**, along with **equipment fitters and suppliers to major tech and IT companies**. We also target consulting services for the auto industry.

Our goal: **50% of the participants from automakers and suppliers in the auto industry** – we reached this goal in 2023.

We put our faith in **trust and reliability**.

We have forged a close, trusting bond with many returning participants and partners. That is something we are proud of.

Thanks to the **recommendations** from our attendees and partners, new participants account for **more than 20% of the attendance at our events annually**.

**Our high standard of quality** is reflected in our selection of outstanding speakers, the latest important topics, and networking in an atmosphere of trust.

The Automobil Produktion Kongress offers you a high-caliber target group to help you reach your communication goals with the help of a partnership or exhibition space at this important industry event.

## 5 Personal contact.

Success at building and expanding your network comes from...



... involvement with the framework program with exclusive **speaker slots**, part of the **GOLD package**



... generating more **networking and sales leads** during the longer breaks

... exclusive access to participants during a **breakfast session or an evening event** (a lecture can be booked as an option)



... shaping important themes with **panel sessions**, part of the **SILVER PANEL package**



# 6 Press coverage before, during and after the Automobil Produktion Kongress



**Automobil Produktion**  
8.051 Follower:innen  
8 Monate • Bearbeitet

Der Countdown läuft! Weniger als sechs Tage verbleiben, bis Branchenexperte **Henner Lehne** von **S&P Global Mobility** auf dem Automobil Produktion Kongress am 16. Mai in München die akuten Ungleichgewichte der **#Automobilindustrie** aufzeigen wird.

Jetzt noch schnell Ticket sichern: <https://lnkd.in/eFeu7kF4>

Bereits im exklusiven Interview mit Chefredakteur **Pascal Nagel** legte der Auto-Analyst den Finger in die Wunde. Hier thematisierte er neben der Anfälligkeit der globalen **#SupplyChain** unter anderem die aktuellen Herausforderungen der Zuliefererbranche sowie entscheidende Veränderungen auf dem Weltmarkt: <https://lnkd.in/eA3GHF7W>

Nutzen Sie außerdem gern unseren Hashtag **#followAP**, wenn Sie Ihre Eindrücke vom Kongress teilen oder um uns auf Themen aufmerksam zu machen, die die Automobilbranche vorantreiben.

#Automotive #Strategy #Management #Produktion



„Viele traditionelle Industrieunternehmen müssen sich neu aufstellen, um ihren Platz im globalen Spiel zu finden.“

**Automobil Produktion Kongress**

Henner Lehne  
Vice President – Vehicle & Powertrain Group, S&P Global Mobility

**Automobil Produktion**  
8.051 Follower:innen  
8 Monate • Bearbeitet

Profitiert die **Automobilproduktion** von **virtuellen Welten**? Mit dieser Frage starten wir in das erste Gesprächspanel des Automobil Produktion Kongress 2023. Der Publikumsfrage entnimmt Moderator **Yannick Tiedemann**, dass 50 Prozent der Teilnehmer bereits heute eine intensive Optimierung der **#Automobilindustrie** durch Technologien wie VR, AR oder den **#DigitalTwin** empfinden.

Diese Meinung teilen auch **Felix Reinschagen**, CEO von **NavVis** und **Christine Baumer**, Leitung der Virtual Factory bei der **BMW Group**. Erst vor kurzem haben genau diese beiden Unternehmen gemeinsam eine **#Metaverse**-Anwendung geschaffen, die es dem Automobilhersteller ermöglichen soll, Fabrikprojekte komplett virtuell zu planen und auf Basis von **#KI** zu optimieren. Auch **Kathrin Konkol**, Abteilungsleiterin für Extended Reality beim **Fraunhofer IPA**, berichtet von einer Entwicklung des Metaverses, die Herstellern und Zulieferern bereits dabei helfen konnte, von Anwendungsfällen etwa im Bereich der Nachhaltigkeit zu profitieren.

Nutzen Sie gern unseren Hashtag **#followAP**, um Ihre persönlichen Eindrücke des Automobil Produktion Kongress 2023 zu teilen.

#Technology #Transformation #Automotive




**Automobil Produktion**  
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Hier reichen sich Tradition & Zukunft die Hand: Am Standort München will die **BMW Group** unter Beweis stellen, dass auch in einem Brownfield-Werk zukunftsweisende Automobilfertigung stattfinden kann. Werksleiter **Peter Weber** äußert sich auf dem Automobil Produktion Kongress 2023 zuversichtlich, was die parallel zum Produktionsbetrieb laufende **#Transformation** angeht: „Wir werden auch während der Umbauten kein einziges Auto weniger bauen.“ Um den Standort zukunftstauglich zu machen setzen die Münchener vor allem auf **#künstlicheintelligenz**, Virtualisierung sowie Datenanalyse und -bereitstellung.

Wie weit der aktuelle Wandel des Stammwerks bereits vorangeschritten ist und welche Summen zuletzt geflossen sind, erfahren Sie im neusten Beitrag von **Fabian Pertschy**.

Lesen Sie auch unsere weiteren Factory Tours zu BMW:  
Dingolfing: <https://lnkd.in/e4qAJySv>  
Spartanburg: [https://lnkd.in/eX\\_vVPnv](https://lnkd.in/eX_vVPnv)  
Leipzig: <https://lnkd.in/extdwXfs>

#Automobilindustrie #Produktion #Strategy #BMW #followAP



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Management • Produktion • Technologie • Events • Insights • Podcasts • Jobs • suppliersAutomotive

**Automobil Produktion Kongress +ams**  
16.+17. MAY 2024  
Süddeutscher Verlag in Munich  
GET YOUR TICKET NOW!

Home • Produktion • So transformieren Mercedes und Seat ihre Werke


Produktion

16. Mai 2023 | 15:36 Uhr | von Tamas Gilgen

Digitalisierung der Automobilproduktion

**So transformieren Mercedes und Seat ihre Werke**

Jörg Burzer, Produktionsvorstand von Mercedes, und Markus Haupt, Produktionsvorstand von Seat, betonen auf dem Automobil Produktion Kongress die Bedeutung von Daten und Digitalisierung bei der Transformation ihrer Werke. Wie wichtig bleibt dabei noch der Mensch?



Coverage of the Automobil Produktion Kongress is published via our own print and online media channels as well as our LinkedIn social media channel.

7 Our partners and exhibitors in recent years.



## 8 Partner concepts. Impressing readers with high-quality content



### Our partner concepts combine all of our network's communication resources.

You have an opportunity to make your own contribution to our unique Automobil Produktion Kongress, perhaps by putting a topic on the agenda as a partner with the speaker option and/or a panel discussion. Or you can reserve exhibition space to present your products and services. We naturally offer our partners more than just an opportunity to attend the event. We would be happy to work with you to develop **customized ideas and concepts for you...**

- \_ in the form of **targeted cross media marketing campaigns, print and online - in each case with digital components** such as expert roundtables, podcasts, white papers and more.
- \_ in combination with state-of-the-art technical tools for publishing over our network. As a **network** with the brands **automotiveIT, Automobil Produktion** and **Automotive Manufacturing Solutions**, we deliver outstanding journalism -- and not just in print. With **more than 272,000 PIs** and **more than 80,000 users per month**, we have the **automotive B2B portal network with the most extensive reach in your target group.**

Three major brands help you achieve your communication goals before, during and after the congress – in print or digitally, or in the form of an event or in the community.



## 9 Benefits for a BRONZE PARTNER.

### YOUR PRESENCE AT THE CONGRESS

- \_ Wide-ranging logo positioning
- \_ Logo and company presentation in the event app
- \_ Brochure/flyer display
- \_ Inserting a short video during the breaks between lectures (about 20 sec.)
- \_ 2 VIP tickets for your top customers, business partners and employees

### PROMOTION BEFORE THE CONGRESS

- \_ Exclusive online partner page with company presentation on the congress website and in the event app, including a link to your company website
- \_ Presence in advertising campaigns (online)
- \_ Logo in all house advertising and announcements (print)
- \_ Logo on banners, announcements and in social media campaigns (online)

### MEDIA PACKAGE

- \_ 1 x 1/4 page in *automotiveT* or *Automobil Produktion* magazine during 2025
- \_ alternatively, 1 x content placement (advertorial) on [www.automotiveT.eu](http://www.automotiveT.eu) or [www.automobil-produktion.de](http://www.automobil-produktion.de) in 2025



### Highlights for a BRONZE PARTNER

Wide-ranging logo  
branding

2 VIP tickets

### INVESTMENT

**€4,900**

plus VAT, agency commission  
not deductible

# 10 Benefits for an EXPO PARTNER.

## Highlights for an EXPO PARTNER

### YOUR PRESENCE AT THE CONGRESS

- \_ Partner stand with exhibition space in the networking area (4 m<sup>2</sup>), discussion table, standing stools, individually printable partition wall
- \_ Wide-ranging logo branding in the venue as well as on break slides and signage on site
- \_ Logo and company presentation in the event app
- \_ Brochure/flyer display
- \_ Insertion of a short video during the lecture breaks (about 20 sec.)
- \_ 4 VIP tickets for the event for your top customers, business partners and employees

### PROMOTION BEFORE THE CONGRESS

- \_ Exclusive online partner page with company presentation on the congress website and in the event app, including a link to your company website
- \_ Presence in the advertising campaigns (online)
- \_ Logo in all house ads and announcements (print)
- \_ Logo on banners, announcements and in social media campaigns (online)

### CROSS-MEDIA PACKAGE

- \_ 1 x content placement (advertorial) on [www.automotiveIT.eu](http://www.automotiveIT.eu) or [www.automobil-produktion.de](http://www.automobil-produktion.de) in 2025, including banner promotion (web/NL) and social media support

Partner stand in the networking area

Cross-media package for digital and print

4 VIP tickets

### INVESTMENT

**€9,900**

plus VAT, agency commission not deductible

## Benefits for a SILVER PARTNER.

### YOUR PRESENCE AT THE CONGRESS

- \_ Partner stand with exhibition space in the networking area (4 m<sup>2</sup>), discussion table, standing stools, individually printable partition wall
- \_ Wide-ranging logo branding in the venue as well as on break slides and signage on site
- \_ Logo and company presentation in the event app
- \_ Brochure/flyer display
- \_ Insertion of a short video during the lecture breaks (about 20 sec.)
- \_ 4 VIP tickets for the event for your top customers, business partners and employees

### PROMOTION BEFORE THE CONGRESS

- \_ Exclusive online partner page with company presentation on the congress website and in the event app, including a link to your company website
- \_ Presence in the advertising campaigns (online)
- \_ Logo in all house ads and announcements (print)
- \_ Logo on banners, announcements and in social media campaigns (online)

### CROSS-MEDIA PACKAGE

- \_ 1 x 1/1 page advertisement or advertorial in *automotiveIT* or *Automobil Produktion* in 2025 (format A4; smaller formats on request)
- \_ 1 x content placement (advertorial) on [www.automotiveIT.eu](http://www.automotiveIT.eu) or [www.automobil-produktion.de](http://www.automobil-produktion.de) in 2025 including banner promotion (Web/NL) and social media support

### Highlights for a SILVER PARTNER

Partner stand in the networking area

Cross-media package for digital and print

4 VIP tickets

### INVESTMENT

**€14,900**

plus VAT, agency commission not deductible

## 12 Benefits for a SILVER PANEL PARTNER.

### YOUR PRESENCE AT THE CONGRESS

- \_ 30 min. panel discussion on the main stage together with experts on the topic and a moderator from the Automobil Produktion editorial staff
- \_ Partner stand with exhibition space in the networking area (4 m<sup>2</sup>): discussion table, standing stools, individually printable partition wall,
- \_ Wide-ranging logo branding in the venue as well as on break slides and signage on site,
- \_ Logo and company presentation in the event app
- \_ Brochure/flyer display
- \_ Insertion of a short video during lecture breaks (about 20 sec.)
- \_ 6 VIP tickets to the event for your top customers, business partners and employees

### PROMOTION BEFORE THE CONGRESS

- \_ Exclusive online partner page with company presentation on the congress website and in the event app, including a link to your company website
- \_ Presence in the advertising campaigns (online)
- \_ Logo in all house ads and announcements (print)
- \_ Logo on banners, announcements and in social media campaigns (online)

### CROSS-MEDIA PACKAGE

- \_ 1 x 1/1 page advertisement or advertorial in automotive IT or Automobil Produktion magazine in 2025 (format A4, smaller formats on request)
- \_ 1 x white paper or 2 x content placement (advertorial) on [www.automotiveIT.eu](http://www.automotiveIT.eu) or [www.automobil-produktion.de](http://www.automobil-produktion.de) in 2025 including banner promotion (web/NL) and social media support



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### Highlights for a SILVER PANEL PARTNER

**Limited!**  
Just two collaborations available

30 min. panel discussion on the main stage

Partner stand in the networking area

Cross-media package for digital and print

6 VIP tickets

### INVESTMENT

**€25,000**

plus VAT, agency commission not deductible

# 13 Benefits for a GOLD LIGHT PARTNER.

## YOUR PRESENCE AT THE CONGRESS

- \_ Speaker slot 20 min. (15 min. speaking time plus 5 min. Q&A) in the afternoon on the main stage
- \_ Speaker's name with the company logo in the program in the event app
- \_ Exclusive partner stand with exhibition space in the networking area (6m<sup>2</sup>): discussion table, standing stools, individually printable partition wall and brochure stand (4 x DIN A4)
- \_ Wide-ranging logo branding in the venue as well as on the break slides and signage on site
- \_ Logo and company presentation in the event app
- \_ Brochures/flyer display
- \_ Insertion of a short video in the lecture breaks (about 20 sec.)
- \_ 6 VIP tickets for the event for your top customers, business partners and employees

## PROMOTION BEFORE THE CONGRESS

- \_ Speaker's name in advertising and participant mailings on the event
- \_ Exclusive online speaker page and link to the agenda on the Congress website and in the event app
- \_ Speaker and logo in all house ads, announcements, banners and social media campaigns (print and online)
- \_ Exclusive online partner page with company presentation on the congress website and in the event app, including a link to your company website

## CROSS-MEDIA PACKAGE

- \_ 15% discount on an ad or an advertorial in *automotiveIT* or *Automobil Produktion* magazine in 2025
- \_ 15% discount on a content placement (advertorial) on [www.automotiveIT.eu](http://www.automotiveIT.eu) or [www.automobil-produktion.de](http://www.automobil-produktion.de) in 2025



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Highlights for a  
GOLD LIGHT  
PARTNER

**Limited!**  
Just two  
collaborations  
available

20 min. speaker slot  
in the afternoon

Partner stand in the  
networking area

6 VIP tickets

## INVESTMENT

**€15,000**

plus VAT, agency commission  
not deductible

# 14 Benefits for a GOLD PARTNER.



## Highlights for a GOLD PARTNER

### YOUR PRESENCE AT THE CONGRESS

- \_ Speaker slot 20 min. (15 min. speaking time plus 5 min. Q&A) in the afternoon on the main stage
- \_ Speaker's name with the company logo in the program in the event app
- \_ Exclusive partner stand with exhibition space in the networking area (6m<sup>2</sup>): discussion table, standing stools, individually printable partition wall and brochure stand (4 x DIN A4)
- \_ Wide-ranging logo branding in the venue as well as on the break slides and signage on site
- \_ Logo and company presentation in the event app
- \_ Brochures/flyer display
- \_ Insertion of a short video in the lecture breaks (about 20 sec.)
- \_ 10 VIP tickets for the event for your top customers, business partners and employees

### PROMOTION BEFORE THE CONGRESS

- \_ Speaker's name in advertising and participant mailings for the event
- \_ Exclusive online speaker page and link to the agenda on the congress website and in the event app
- \_ Speaker and logo in all house ads, announcements, banners and social media campaigns (print and online)
- \_ Exclusive online partner page with company presentation on the congress website and in the event app, including a link to your company website

### CROSS-MEDIA PACKAGE

- \_ 2 x 1/1 page advertisement or advertorial in automotiveIT or Automobil Produktion magazine in 2025 (format A4, smaller formats on request)
- \_ 1 x white paper or 2 x content placement (advertorial) at [www.automotiveIT.eu](http://www.automotiveIT.eu) or [www.automobil-produktion.de](http://www.automobil-produktion.de) in 2025, incl. banner promotion (web/NL) and social media support

20 min. speaker slot

Partner stand in the networking area

Wide-ranging cross-media package, digital and print

10 VIP tickets

### INVESTMENT

**€29,000**

plus VAT, agency commission not deductible

# 15 Overview of your potential benefits.



Speaker slot 20 min. (lecture, 15 min. / Q&A 5 min.)
30 min. panel discussion
Partner stand incl. individually printable partition wall.
Speaker's name with company logo in the program and the event app
VIP tickets for your top customers, business partners and employees
Logo and company presentation on the congress website and the event app
Wide-ranging logo presence in all house ads
Print: ads or advertorial in Automobil Produktion or automotivIT (format)
Digital: content placement on <a href="http://www.automotiveIT.eu">www.automotiveIT.eu</a> or <a href="http://www.automobil-produktion.de">www.automobil-produktion.de</a>
Digital: white paper on <a href="http://www.automotiveIT.eu">www.automotiveIT.eu</a> or <a href="http://www.automobil-produktion.de">www.automobil-produktion.de</a>
<b>INVESTMENT</b>

GOLD PARTNER	GOLD LIGHT <span>Limited!</span>	S.PANEL PARTNER <span>Limited!</span>	SILVER PARTNER	EXPO PARTNER	BRONZE PARTNER
•	•				
		•			
•	•	•	•	•	
•	•	•			
10	6	6	4	4	2
•	•	•	•	•	•
•	•	•	•	•	•
2 (1/1)	optional	1 (1/1)	1 (1/1)	optional	optional
alternative	alternative	alternative	1	1	1
1	1	1			
<b>29,000,-</b>	<b>15.000,-</b>	<b>25,000,-</b>	<b>14,900,-</b>	<b>9,900,-</b>	<b>4,900,-</b>

## 16 Your contact person.

Since 2010, our events such as the **automotiveT Kongress** and the **Automobil Produktion Kongress** have ranked among the most important conferences in the industry. And in 2023, we further developed our similarly well-established Connected Car Innovation Summit into the **automotiveT car.summit**.

Thanks to our cooperation with automotive expert Prof. Stefan Bratzel, we have also been able to add the **Mobility Circle** to the list of our successful events.

We know the needs of our participants. With heart and commitment, we are happy to work with you to develop the right concept for a customized presence in each of our communication channels before, during and after our events – a concept that you can use to achieve your communication goals.

**Do you have your own ideas  
or want something special?  
Let's talk!**



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