

PRESS RELEASE

‘Society should embrace new digital industrial revolution’, says Juergen Maier

Workers, company bosses and government should work together to embrace a new digital industrial revolution Juergen Maier – Siemens UK CEO and Industrial Strategy advisor – is expected to say at next month’s Northern Powerhouse Business Summit.

Mr Maier will be delivering a keynote speech on the final day of the Summit, which is being held in Newcastle Gateshead from 4-6 July, as part of the Great Exhibition of the North. He will be discussing the future of the Northern Powerhouse and the opportunities available to Northern Businesses who embrace – rather than fear – new technologies.

Juergen Maier recently Chaired the government’s Made Smarter Review, which called for a national strategy for the 4th industrial revolution. The Government has since agreed to create a national Made Smarter Commission and pledged £20m to support a digital technologies pilot in the North West.

Mr Maier said: “More than 200 years ago, the North was the birthplace of the original Industrial Revolution. The dramatic shift to adopt new manufacturing processes was spearheaded by the textiles industry in the North West, ironmaking in Cumbria and steelmaking in the North East which led to building ships that visited every corner of the globe.

“Now in 2018, the Northern Powerhouse has a chance, through embracing tech, to lead the world once again.”

Automation and the use of robotics is set to be a key part of the 4IR, as businesses digitise their processes and increase productivity.

Mr Maier explains: “Information, data and technology are embedded into everything we do, both in business and our personal lives. Embracing the digital age creates more job opportunities for workers, not less.

“For every job that can be replaced by a machine , or artificial intelligence other new ones will be created. And in this new revolution most robots and artificial intelligence will assist humans rather than replace them anyway. And the new technology needs programming and maintaining , so the companies that will benefit most from automation will be those that work with their employees to upskill and train them to be able to carry out these new roles. ”

The Northern Powerhouse Business Summit will be the central business event during the Great Exhibition of the North, bringing together ministers, city region mayors, and council and business leaders. A final wave of tickets has today (21st June) been released.

The Summit will focus on how the Northern Powerhouse can be at the forefront of the fourth Industrial Revolution – Industry 4.0 - and the government's Industrial Strategy, including the role of the North in the '[Grand Challenges](#)'.

Mr Maier said: "It is my firm belief that the unique characteristics of the Northern Powerhouse mean that this region can and must lead a new Industrial Revolution.

"Our industrial heritage of making, building and innovating led to the North exporting goods all over the world, and we now have the tools to do so again.

"There is no reason why the next tech pioneer, the next Spotify, or WhatsApp, but focused on industrial applications, cannot be created in Sheffield, Leeds, Sunderland or anywhere else in our great region."

The Northern Powerhouse Business Summit is supported by the European Regional Development Fund and is free to attend. For full details of the programme and to register for tickets, please visit www.getnorth2018.com/business.

Ends

Notes to editors:

Background: Northern Powerhouse Business Summit

The Northern Powerhouse Business Summit aims to provide businesses from across the North with learning, networking and commercial opportunities, as well as shine a spotlight on the start-ups and scale-ups which call the North their home.

With a line-up of industry speakers, together with interactive workshops and an exhibition of Northern SMEs, businesses which attend can expect to be inspired by stories of innovation from across industry.

Government ministers will attend the summit to engage key leaders on their views for the future of the Northern Powerhouse.

The summit is being delivered by NewcastleGateshead Initiative, supported by delivery partners BeaconHouse Events, HemingwayDesign, Digital Catapult, Thinking Digital and Sunderland Software City.

For any press enquiries about the Business Summit please contact:

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Unrestricted

Background: Northern Powerhouse

Since the Northern Powerhouse was launched in 2014:

- the North's economy has grown by £21 billion (GVA, ONS 2014/15; 2015/16); almost half a million jobs have been created since 2010 and more power has been transferred from Whitehall to the North than under any government in decades
- the government has also committed to investing more to improve northern transport than any government in history; shaved off 15 minutes on train journey times between Liverpool and Manchester; created and funded Transport for the North, the country's first sub-national transport body; committed £337 million to upgrade the Tyne and Wear Metro in the North East; and ring-fenced £3 billion to dramatically upgrade the rail route between Manchester and Leeds
- in 2016 we published the Northern Powerhouse Strategy, outlining plans to boost economic growth by improving transport connections, strengthening education and skills outcomes, boosting levels of trade and investment, and strengthening private sector growth
- last year, we launched the £400 million Northern Powerhouse Investment Fund and rolled out finance to over 100 northern firms so they can start up, grow, and expand their operations globally
- we have also undertaken over 50 Northern Powerhouse Trade Missions to promote northern businesses and investment opportunities to the world – from San Francisco to Dubai. Over the past 2 years, the number of foreign investments in the North has increased at double the national average
- the government has invested £3.4 billion in the Northern Powerhouse for projects to boost local economies through Northern Powerhouse Growth Deals since 2014

About Great Exhibition of the North 2018:

In October 2016, NewcastleGateshead was selected to host Great Exhibition of the North; NewcastleGateshead Initiative (NGI) led the bid and is the lead delivery partner for the Exhibition, working closely with colleagues at Tyne & Wear Archives & Museums, BALTIC Centre for Contemporary Art, Sage Gateshead, Newcastle City Council, Gateshead Council, the Department for Digital, Culture, Media and Sport (DCMS) and a board chaired by Sir Gary Verity.

City Delivery Partners including Newcastle University, Northumbria University, Gateshead College and NUFC are also providing vital support for Great Exhibition of the North.

On 27 February the BBC announced a partnership to support Great Exhibition of the North.

Great Exhibition of the North is supported by Premier Partners Virgin Trains, Accenture and CISCO.

Funding has also been secured via Innovate UK, VisitBritain, Royal Commission for the Exhibition 1851, the Sir James Knott Trust and Reece Foundation and by England European Regional Development Fund as part of the European Structural and Investment Funds Growth Programme 2014 to 2020.

National Lottery players have supported the Great Exhibition of the North through £1.7 million of funding from the Heritage Lottery Fund; Big Lottery Fund and Arts Council England.

Womble Bond Dickinson, Ward Hadaway, Siemens, Port of Tyne, Virgin Money, BT, Robertson and NewSubstance are proud partners of Great Exhibition of the North.

Newcastle Airport, Greggs plc, Go North East, Tyne & Wear Metro and Northumbrian Water, Shout Digital, Stagecoach, PwC, Nexus, the Barbour Foundation and Ubisoft are supporting partners.

For all press enquiries including image and interview requests for Great Exhibition of the North, please contact:

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European Union

European Regional
Development Fund

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About the European Regional Development Fund:

The Great Exhibition of the North is receiving up to £636,800 of funding from the England European Regional Development Fund as part of the European Structural and Investment Funds Growth Programme 2014 to 2020. The Ministry of Housing, Communities and Local Government is the Managing Authority for the European Regional Development Fund.

Established by the European Union, the European Regional Development Fund helps local areas stimulate their economic development by investing in projects which will support innovation, businesses, create jobs and local community regenerations

For more information visit <https://www.gov.uk/european-growth-funding>

About Siemens

Siemens AG (Berlin and Munich) is a global technology powerhouse that has stood for engineering excellence, innovation, quality, reliability and internationality for 170 years. The company is active around the globe, focusing on the areas of electrification, automation and digitalization. One of the world's largest producers of energy-efficient, resource-saving technologies, Siemens is a leading supplier of efficient power generation and power transmission solutions and a pioneer in infrastructure solutions as well as automation, drive and software solutions for industry. With its publicly listed subsidiary Siemens Healthineers AG, the company is also a leading provider of medical imaging equipment – such as computed tomography and magnetic resonance imaging systems – and a leader in laboratory diagnostics as well as clinical IT. In fiscal 2017, which ended on September 30, 2017, Siemens generated revenue of €83.0 billion and net income of €6.2 billion. At the end of September 2017, the company had around 377,000 employees worldwide. Further information is available on the internet at www.siemens.com.