7TH ANNUAL
DIGITAL MANUFACTURING STRATEGIES SUMMIT
17-18 NOVEMBER 2026 | BERLIN, GERMANY

FREE DELEGATE PASS · WORTH £999
17–18 NOVEMBER 2026 · BERLIN, GERMANY

WHERE EUROPE'S MANUFACTURING LEADERS SOLVE DIGITAL TRANSFORMATION CHALLENGES TOGETHER. YOUR SEAT IS FREE.

A case for claiming your free delegate pass to the Digital Manufacturing Strategies Summit: why two days working alongside senior European manufacturing peers will move your digital transformation further than another month of internal meetings, and why it costs you nothing to find out.

CLAIM YOUR FREE PASS ↗

SEE WHAT'S INCLUDED

£999
value of your delegate pass, free with code COMP

100%
personalised agenda, built around your priorities

2 days
of Think Tanks, roundtables, workshops & 1-2-1s

0
solution providers permitted to attend as delegates

WHY NOW

EUROPE'S MANUFACTURERS ARE FUNDING DIGITAL AT A PACE THE INDUSTRY HASN'T SEEN BEFORE

We've moved past the "why" of digital transformation. The challenge now is delivering measurable results at scale, integrating legacy systems, deploying practical AI, and turning pilot programmes into real business value.

58%

European manufacturers expecting growth in 2026 as technology investment accelerates

ECI Software Solutions, Manufacturing Trends Report 2026

17.3%

EU manufacturing enterprises already using AI, above the all-sector average and rising fast

Eurostat, 2024

35%

Annual growth rate forecast for Europe's AI-in-manufacturing market through 2030

Market analysis, 2026

EUROPE'S AI-IN-MANUFACTURING MARKET

Market size, 2025 vs. projected 2030 ($ billion)



Source: market analysis of Europe's AI in manufacturing sector, 2026 (35% CAGR). Growth led by Germany, the UK and France, driven by Industry 4.0 adoption across production and quality control.

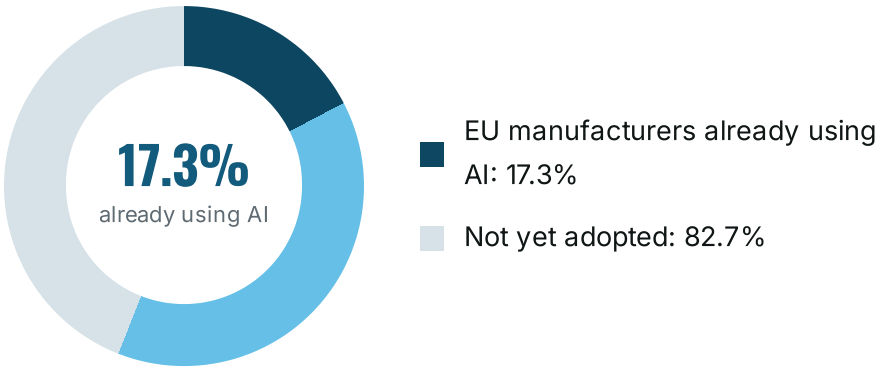
ESCAPING PILOT PURGATORY

THIS IS EXACTLY THE GAP ONE OF THE SUMMIT'S CORE THEMES WAS BUILT TO CLOSE

Manufacturers have no shortage of successful pilots. The challenge is turning isolated wins into capabilities that deploy consistently across lines, plants and business units. That gap is measured in real downtime dollars, sitting on the table for whoever closes it first.

AI ADOPTION IN EUROPEAN MANUFACTURING

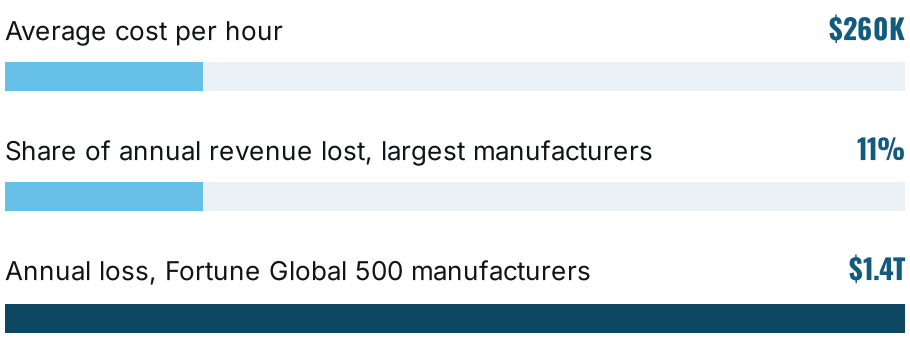
Where the sector actually is, not where the headlines suggest



Source: Eurostat, Use of Artificial Intelligence in Enterprises, 2024. Most current use sits in marketing, sales and back-office functions, rather than the production line itself.

THE COST OF STAYING STUCK

Unplanned downtime, global manufacturing



Sources: Aberdeen Research; Siemens, True Cost of Downtime 2024.

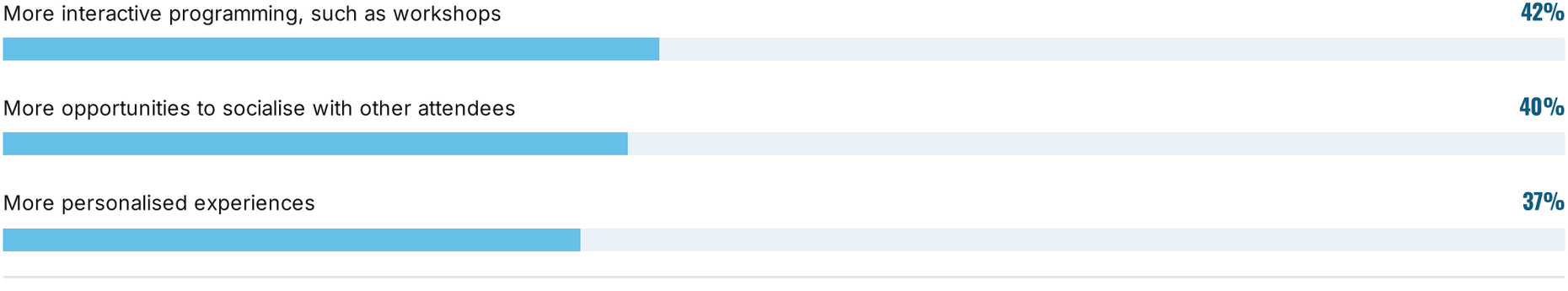
WHY BE IN THE ROOM

YOU ALREADY TOLD US WHAT YOU WANT FROM AN EVENT. WE BUILT THE AGENDA AROUND IT

Attendees have been clear about what's missing from most events. DMS EU was designed specifically to close each of these gaps, not as an afterthought, but as the format itself.

WHAT DELEGATES SAY THEY WANT MORE OF

Amex Global Business Travel, Meetings & Events Forecast 2026



Every one of these is already built into your DMS EU pass: a personalised agenda, Think Tank Challenges, and structured time to actually meet the room, not just sit in it.

YOUR PERSONALISED AGENDA

YOUR TRANSFORMATION JOURNEY IS UNIQUE. YOUR SUMMIT SHOULD BE TOO

When you register, you tell us what you're working on, what you need to learn, and who you want to meet. We do the rest before you ever arrive.

STEP ONE

TELL US YOUR PRIORITIES

A short questionnaire at registration captures your active projects, challenges and what you're looking to invest in.

STEP TWO

WE BUILD YOUR AGENDA

The Advisory Committee and our team curate a two-day schedule matched to your specific priorities, delivered before you land.

ON SITE

THINK TANKS & ROUNDTABLES

Small-group, peer-led sessions aligned to what you're actually responsible for delivering.

PRE-SCHEDULED

CURATED 1-2-1 MEETINGS

Private conversations with the peers and solution providers most relevant to your current priorities.

2026 HEADLINE THEMES

FOUR THEMES, GROUNDED IN WHAT EUROPEAN MANUFACTURERS ARE ACTUALLY DELIVERING

Set by the Advisory Committee and senior manufacturing leaders responsible for delivery, not by vendors with something to sell.

THEME ONE

OPERATIONAL EXCELLENCE AS THE FOUNDATION FOR DIGITAL MANUFACTURING

Manufacturers are under growing pressure to improve productivity, quality and responsiveness while navigating reshoring, tariff uncertainty and rising operating costs. Lasting results depend on stable processes, reliable data and a culture of continuous improvement.

- Lean manufacturing & digital transformation
- Industrial IoT & connected factory operations
- AI for production & operational decision support

THEME TWO

CONNECTING ENGINEERING, MANUFACTURING & THE SUPPLY CHAIN

Decisions made during design shape manufacturability, quality and cost throughout the product lifecycle. Connecting engineering, simulation and supply chain planning through a digital thread reduces risk end-to-end.

- Design for manufacturability (DFM)
- Engineering simulation & virtual validation
- Supply chain visibility & demand forecasting

THEME THREE

ESCAPING PILOT PURGATORY

Manufacturers have no shortage of successful pilots. The challenge is turning isolated wins into capabilities that deploy consistently across lines, plants and business units, without compromising safety, quality or delivery.

- Scaling AI beyond pilot projects
- Data readiness & information governance
- Measuring & scaling business value

THEME FOUR

BUILDING THE CONNECTED FACTORY

Connected manufacturing needs secure, interoperable infrastructure linking machines, systems and enterprise applications, the data foundations that let AI and automation scale reliably across the enterprise.

- IT/OT integration
- OPC UA & open standards
- Cybersecurity & digital resilience

WHO YOU'LL HEAR FROM

PRACTITIONERS, NOT JUST PLATFORMS

A sample of the senior manufacturing leaders and technologists speaking at DMS EU 2026.

Majid Mortazavi Senior Expert in AI & Industrial IoT **Siemens**	**Harman Maan** AI & Smart Factory Digital Platform Leader **Mars**	**Linda Farczadi** Director, Analytics & AI **Nestlé**
Stefan Hoppe President & Executive Director **OPC Foundation**	**Dr. Steffen Klarmann** Advanced Industrial Director **Valeo**	**Moritz Fehrle** VP Strategy & Transformation **Bayer**

See the full speaker line-up at dms-summit.com/speakers

DON'T TAKE OUR WORD FOR IT

WHAT PAST DELEGATES ACTUALLY SAID, ON THE RECORD

Feedback from recent editions of the Summit in Berlin, from the manufacturing leaders who claimed their free pass.

> “It has been a very fun event, and I would definitely return. It gave the opportunity to meet lots of new people and exchange ideas and work together to see how those ideas can benefit all the companies attending. One of my favourite aspects was that there was a lot of women represented, which isn't always the case at events like this. The staff from Intrinsic Communications who organise the event were incredibly supportive.

Head of Industrialisation, SQM and Manufacturing Engineering
Delegate

> “We develop a new part on one of our Formula 1 cars every 17 minutes in the active part of the season, so it is essential we stay on top of our game and attend events like this. It was great to meet a wide variety of people from businesses leading different aspects of digital manufacturing.

Technical Project Manager
Delegate

> “We would 100 per cent like to rebook to attend again because in just one day we have spoken to at least 10 really important contacts for our business. We will definitely get at least a couple of contracts from this event, so it is very likely you will see us here again next year. The organisers were also great, always going above and beyond.

Co-Founder & CEO
Mithryl

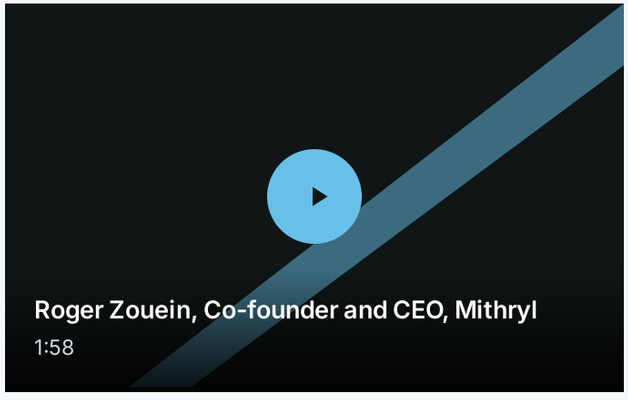
> “The goal of my attendance was to compare and contrast what my company is doing against our peers in digital transformation, and that was definitely achieved. I recommend this summit to others. I really enjoyed the content, the venue and all the people I met.

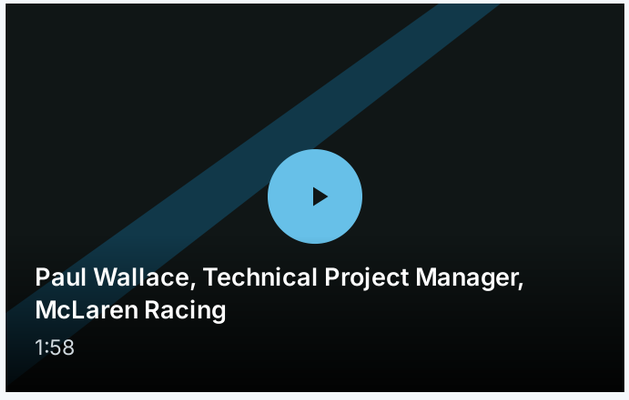
Head of IoT & AI
Norican Group

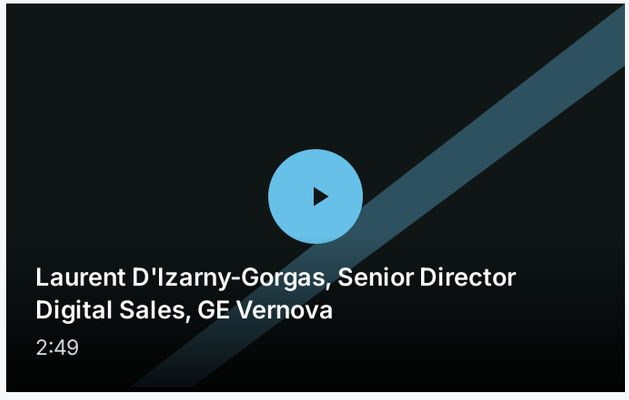
HEAR IT FROM THE ROOM

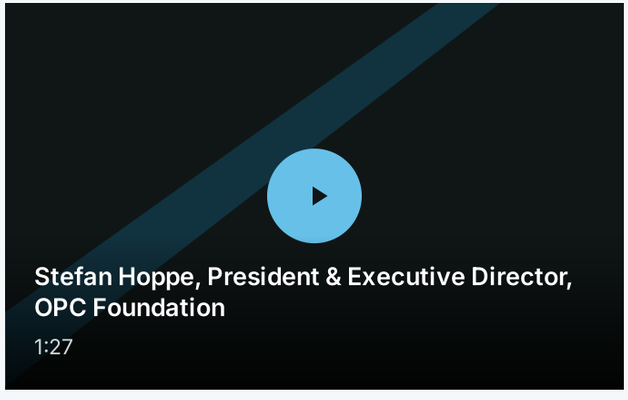
SEVENTEEN ONSITE INTERVIEWS, STRAIGHT FROM BERLIN

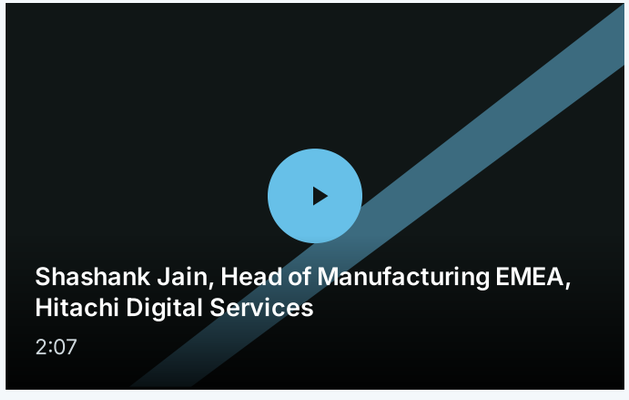
We caught up with attendees, speakers and partners as they left the room. Here's a sample of what they said, and whether they'd come back.

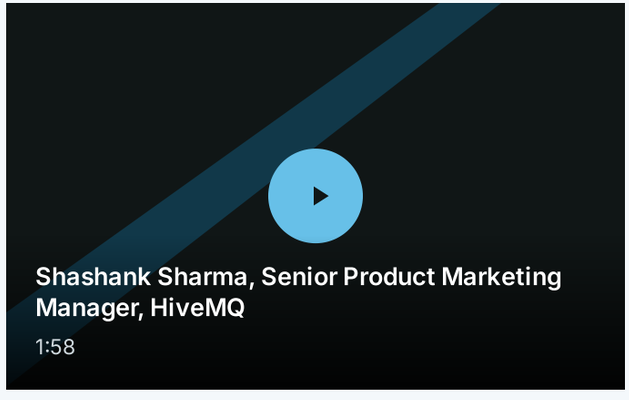












Watch all 17 interviews at dms-summit.com/hear-from-our-attendees

WHO QUALIFIES

YOUR FREE PASS IS RESERVED FOR A SPECIFIC KIND OF DELEGATE

To protect the quality of the room, attendance is by invitation only. End-users only; solution providers are not permitted to attend as delegates.

- ✓ Directly involved in an active or planned digital transformation project
- ✓ From a manufacturing organisation with a turnover of at least £100 million
- ✓ Controls or directly influences digital transformation strategy at local, national or international level
- ✓ Controls or influences budget allocation and spend of at least £1,000,000

C-LEVEL, VP, DIRECTOR AND HEADS OF

AI | Architecture / Infrastructure | Asset Integrity | Asset Management | Automation | Cybersecurity | Data & Analytics | Digital Strategy | Digital Transformation | Digitisation | Engineering | Industry 4.0 | Innovation | IoT | IT | Maintenance | ML | Operations | Operational Excellence | Production | Reliability | Safety | Sustainability | Technology

YOUR FREE DELEGATE PASS

YOUR TICKET IS ON US. HERE'S EXACTLY WHAT THAT INCLUDES

If you meet the delegate qualifying criteria, your pass is complimentary with code COMP and includes full access to the entire Summit experience.

~~Standard delegate rate~~

£999

Free for qualifying delegates. Apply code **COMP** at registration.

- ✓ Full access to all keynotes, presentations and panel discussions
- ✓ Your personalised agenda, built before you arrive
- ✓ Pre-arranged 1-2-1 meetings with other attendees of your choice
- ✓ Participation in Think Tank Challenges and hosted roundtables
- ✓ Networking drinks reception at the end of Day One
- ✓ All coffee breaks, refreshments and lunches across both days

We reserve the right to decline applications that do not meet the delegate requirements. Solution providers are not permitted to attend as delegates.

CLAIM YOUR FREE PASS

TWO DAYS IN BERLIN COULD SAVE YOU A YEAR OF SOLVING THIS ALONE.

Confirm you meet the delegate criteria, apply code COMP, and we'll build your personalised agenda before you arrive.

CLAIM YOUR FREE PASS ↗

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