

USA

**“INDUSTRY 4.0 IN TRUMP’S USA“
US OPPORTUNITIES FOR AUSTRIAN COMPANIES**

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AN EMERGING TRUMPLAND?

- Overview Trumps USA: Controversial tweets, executive orders reflecting “America first” to buy and build American.
- Overview Manufacturing in USA: No return to the past; former manufacturing jobs are lost for good due to modernization and automation.
- Domestic politics are in upheaval but...
- ...Republican Party remains essentially pro-business and free trade.
- Uncertain future for Trump brand.
- „Industrie 4.0“ needs and opportunities remains strong.

INDUSTRIE 4,0

- Differentiating terms: Industry 4.0 vs. Smart Manufacturing vs. Industrial Internet of Things.
- Plant vs. supply chain vs. consumer-informed manufacturing.
- Complex US value chains mean innovation is more project-focused.
- Focus on “smart manufacturing” seeking technology-based pragmatic, profit-defined, incremental improvements over intelligent cyber-physical systems.

AUSTRIAN OPPORTUNITIES

Lightweighting:

- Using lighter and stronger materials, including polymers, aluminum, Advanced High Strength Steel (AHSS) as part of car of future.
- Materials needs to be developed, produced as raw materials and finished products, tested, assembled with other products and materials and serviced.
- Examples: metallurgical consulting, welding robots, industrial furnaces, inline automotive testing and surface treatment.

AUSTRIAN OPPORTUNITIES

E-Commerce

- Logistics for scalability: all about Amazon.
- Additive manufacturing: large complex aeronautic parts and aftermarket parts manufacturing.
- Predictive analysis / big data: it's finally positive that Austrian machines don't break down.

Sustainability

- Resource management / energy efficiency
- Cobots: collaborative robots designed to operate autonomously or with limited guidance with humans.

MANUFACTURING TECHNOLOGY HYBRIDIZATION

- Marry **two** or more materials, processes, technologies or functionalities **into a single one**.
- Follow your most global customers.
- Differentiation-driven innovation:
your customers' customers determine your future.
- Strong service: profit center and R&D investment
- Dialogue between older technical experts and IT savvy new hires.
- SEO importance: rank high on US Google in your sweet spot but also along with your competition.

WE CAN HELP!

- Close cooperation between New York, Los Angeles and Chicago offices.
- Our strengths: local expertise, market intelligence for entire value chain and door opening.
- Native speakers in technology and marketing on both sides of the pond.
- Anders Benson, Advanced Manufacturing
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