



CMS 19 BERLIN

Cleaning. Management. Services.

24. - 27. Sep. 2019

www.cms-berlin.de

Welcome

Event	Date	Time:	Location
CMS World Summit 2019	September 25, 2019	14:00 - 14:30	CMS World Summit, Press Center, Hall 6.3

Speaker:

[Juan Díez de los Ríos de San Juan](#)

[Markus Asch](#)

[Dr. Susanne Zänker](#)

[Dr. Christian Göke](#)

Opening speech - Challenges AI: Opportunities and risks

Event	Date	Time:	Location
CMS World Summit 2019	September 25, 2019	14:30 - 15:00	CMS World Summit, Press Center, Hall 6.3

"With automated decision-making processes and self-learning machines, digitization has reached a new level of quality. Companies, customers and employees are all affected. How can the challenges associated with the use of AI systems be overcome? Which guidelines and rules must be observed?"

Speaker:

[Peter Schaar](#)

Panel Discussion: Circular economy - strategies in the cleaning industry

Event	Date	Time:	Location
CMS World Summit 2019	September 25, 2019	15:00 - 15:30	CMS World Summit, Press Center, Hall 6.3

Speaker:

[Dr. Peter Hug](#)

[Isabel Yglesias i Julià](#)

[Dr. Susanne Zänker](#)

Networking: coffee break



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Event CMS World Summit 2019	Date September 25, 2019	Time: 15:30 - 16:00	Location CMS World Summit, Press Center, Hall 6.3
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“Work 4.0”: Setting the course for the future of employee development

Event CMS World Summit 2019	Date September 25, 2019	Time: 16:00 - 16:30	Location CMS World Summit, Press Center, Hall 6.3
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"Digitisation and global competition will change the way companies work far more than has been the case so far. These developments will be reinforced by demographic change and new values in society. Despite innovative technology, people will move even more into the centre of the agile company. This presentation will work out what will change in the near future and show how companies can prepare for it."

Speaker:

[Dr. Axel Korge](#)

Who dares wins: Profitable growth through ‘Power Pricing’ methods

Event CMS World Summit 2019	Date September 25, 2019	Time: 16:30 - 17:00	Location CMS World Summit, Press Center, Hall 6.3
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"Profitable growth is a constant management task. While in the past it was mostly cost optimization measures that secured the profit contribution, market-side revenue levers such as pricing are currently moving more into focus. The reason for this is, on the one hand, the high catch-up potential of this revenue lever (e.g. historically grown unreflected price structures, cost instead of value orientation of prices, undifferentiated annual price increases) and, on the other hand, the increased market requirements (price and value transparency, multichannel, globalization, digitization). The lecture takes up this balancing act and shows how pricing potentials can be specifically identified and structurally leveraged."

Speaker:

[Thomas Beducker](#)

Panel discussion: Fair award criteria of cleanliness and hygiene in the general contracting practice. How to do it?

Event CMS World Summit 2019	Date September 25, 2019	Time: 17:00 - 17:45	Location CMS World Summit, Press Center, Hall 6.3
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Speaker:

[Åsa Degerman](#)

[Prof. Dr. rer. pol. Torben Bernhold](#)

[Thomas Beducker](#)

[Paul Shi](#)

[Stefan Schwan](#)



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Concluding Remarks

Event	Date	Time:	Location
CMS World Summit 2019	September 25, 2019	17:45 - 18:00	CMS World Summit, Press Center, Hall 6.3

Speaker:

[Dr. Peter Hug](#)

Moderator:

[Cathy Smith](#)

CMS World Summit Night

Event	Date	Time:	Location
CMS World Summit 2019	September 25, 2019	18:00 - 22:00	Marshall-Haus

At the end of the first day of the CMS World Summit 2019 we cordially invite you to network in a comfortable atmosphere at the CMS World Summit Night. Look forward to an entertaining evening with top representatives of your industry - starting at 6 p.m. in the Marshall House, right here on the exhibition grounds. Let the evening end comfortably with culinary highlights, drinks and live music - in an exclusive circle.

(Invitation only)

Networking: business breakfast

Event	Date	Time:	Location
CMS World Summit 2019	September 26, 2019	10:00 - 10:30	CMS World Summit, Press Center, Hall 6.3

Keynote: Managing Disruptions and Challenges in Digital Transformation

Event	Date	Time:	Location
CMS World Summit 2019	September 26, 2019	10:30 - 11:00	CMS World Summit, Press Center, Hall 6.3

"Digital transformations have been known to introduce disruptions in business processes and workforce competency. Even the most conservative industries are not spared. This presentation aims to shed light on the challenges and how to circumvent them, and prepare management and the workforce to stay relevant and resilient in the transformation journey."

Speaker:

[Oliver Tian](#)



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What will shape the future of cleaning?

Event	Date	Time:	Location
CMS World Summit 2019	September 26, 2019	11:00 - 11:30	CMS World Summit, Press Center, Hall 6.3

"Digital transformation promises dramatically improved business outcomes through the power of accurate, actionable information. Far from being an ivory-tower goal for tech giants, it opens a practical opportunity for everyday business. This presentation will describe Microsoft's approach to Digital Transformation, the power of contextual insights by leveraging Digital Twins and how to apply knowledge in business context."

Speaker:

[Christoph Berlin](#)

Cleaning as a use case for Indoor Navigation

Event	Date	Time:	Location
CMS World Summit 2019	September 26, 2019	11:30 - 12:00	CMS World Summit, Press Center, Hall 6.3

"Outdoor/indoor maps and localization open up new possibilities for the cleaning industry and facility management.

On the one hand they can help to track the cleaning machines outside and inside buildings and help the cleaners with outdoor/indoor navigation, on the other hand they open up the possibility to make the work of facility management and cleaning service providers more effective. The lecture explains the exciting connection between two industries and talks about the most suitable technology approaches."

Speaker:

[Denis Shamanin](#)

Networking: lunch break

Event	Date	Time:	Location
CMS World Summit 2019	September 26, 2019	12:00 - 12:45	CMS World Summit, Press Center, Hall 6.3

Digitalisation in buildings as a chance!

Event	Date	Time:	Location
CMS World Summit 2019	September 26, 2019	12:45 - 13:15	CMS World Summit, Press Center, Hall 6.3

"Intelligent buildings will be an integral part of smart cities in the future. If they are intelligently networked and integrated into the overall concept, the buildings can contribute to an efficient, stable and economical city concept - for example as storage facilities or consumers in the field of energy supply. However, such an approach requires the digitalization of the building industry. The data points are condensed into meaningful information. On this basis, building processes can be managed and optimized. The resulting data transparency opens up many more integration possibilities - from area networks to smart cities.

With Building IoT, we are transforming global megatrends - such as Industry 4.0, Big Data and Data Analytics - into intelligent supply processes for



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building technology in the sense of a networked energy landscape."

Speaker:

[Frank Schröder](#)

Creating value from AI in the cleaning industry - approaching AI strategically

Event CMS World Summit 2019	Date September 26, 2019	Time: 13:15 - 13:45	Location CMS World Summit, Press Center, Hall 6.3
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"From the autonomous cleaning machine to demand-oriented cleaning - there are countless future scenarios of how artificial intelligence (AI) will influence the cleaning industry. But what does this mean in concrete terms for companies? How do they have to approach the topic of AI strategically in order to create sustainable value? The lecture shows pitfalls that companies should avoid when implementing AI and gives an introduction to the development of an AI strategy."

Speaker:

[Philipp Hartmann](#)

Panel discussion: Inject Innovation

Cleaning 4.0 – We create future!

Event CMS World Summit 2019	Date September 26, 2019	Time: 13:45 - 14:45	Location CMS World Summit, Press Center, Hall 6.3
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Speaker:

[Markus Asch](#)

[Markus Stojan](#)

[Stan Doobin](#)

[Thomas Conrady](#)

[Jürg Brechbühl](#)

Concluding Remarks

Event CMS World Summit 2019	Date September 26, 2019	Time: 14:45 - 15:00	Location CMS World Summit, Press Center, Hall 6.3
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Speaker:

[Dr. Peter Hug](#)

Moderator:

[Cathy Smith](#)