

The PDT Europe Symposium

PDT Europe is an annual event held in a different European country each year. This year the symposium intends to explore how to bring the pieces together when it comes to PLM strategy and implementation. Since the conclusion of the PDTAG project, the continuity of this highly successful European event was maintained by QMS, UK. From 2004 and onwards Eurostep has taken on the responsibility of arranging the symposium and will continue to provide an opportunity for business, industrial, and scientific communities to meet and exchange ideas. PDT Europe is the place to report, monitor, and discuss the increasingly rapid progress made within PDT and PLM. It covers the full spectrum from R&D all the way to industrial and commercial applications. PDT Europe – from theory to tangible business benefits and reality.

This year's Programme

This year's special theme is: PLM - The BIG PICTURE; Managing HW, SW, and Documentation. The big picture is about including stages in the product life cycle such as requirements, product support, technical documentation and the impact of the increased content of software in products.

There will be highly interactive workshops where we will have open discussions and create good value together. The workshops will be facilitated by experienced personnel. And don't miss the very informative Monday tutorials.

Who should attend?

PDT Europe is for managers, decision makers, implementers, developers, project engineers, scientists and all who are involved in developing and introducing technologies such as concurrent engineering, STEP, BPR, EDI, AIM, CPC, PLM, extended enterprise, data warehousing, configuration management, virtual offices, knowledge management, and other product data-dependent business innovations. PDT Europe 2007 is expected to attract 150 delegates from major engineering business sectors of Aerospace, Automotive, Building and Construction, Automotive, Defence, Telecom, Ship Building, Power Generation, Pharmaceutical, Process & Plant Engineering and Manufacturing as well as from Research and Academia!

Conference Fees

The conference fee includes lunches, refreshments and the conference proceedings.

Business delegate	995 EUR
Early Bird registration (before Aug 13th)	840 EUR
Academic delegate	620 EUR
CERN visit	free of charge
Social event on Monday evening	free of charge
Social event on Tuesday evening	85 EUR

To register, please go to www.pdteurope.com where payments by credit card are accepted. If you do not have access to a web interface, please contact us and we will assist you. The organizer reserves the right to make changes to the programme if necessary. VAT will be added to Swedish registrations and non-EU countries. All others within the European Union need to state VAT number.

Symposium organisers and contact details

PDT Europe 2007
Eurostep AB
Drottninggatan 68
111 21 Stockholm
Sweden

Email: pdteurope@eurostep.com
Homepage: www.pdteurope.com



This event is organised by Eurostep in cooperation with CIMdata and Pathway Guidance

Social Events

The PDT Europe social events on Monday and Tuesday evenings are intended for all to meet informally for networking and new contacts. All delegates, speakers, partners and guests are welcome. Social events include food and wine or non-alcoholic beverages, as well as transport where relevant.

Monday - CERN Visit & Welcome Reception

On Monday you will have the opportunity to visit CERN, the world's largest particle physics laboratory. There will be two tours, one starting at 9 o'clock and one starting at 14 o'clock. This activity is free of charge!

To learn more about CERN, go to www.cern.ch.

The welcome reception is a gathering and mingle that takes place at the hotel. We will serve a light finger buffet and beverages. This activity is free of charge!

Tuesday - the PDT Europe Conference Dinner!

Join us for a cruise around Lake Geneva! On board the Henry-Dunant, we will be able to view the shores of Geneva while enjoying a buffet with wine or non-alcoholic beverages.

The cost for the dinner and cruise is 85 EUR.

Venue Location and Facilities

PDT Europe 2007 is located at the Hotel Royal in Geneva, Switzerland. Geneva is located between the Alps and the Jura mountains, at the extreme south-west of Switzerland and the Lake Geneva. The Rhône and the Arve are the main rivers crossing Geneva. Geneva is widely recognised as the city of Peace and plays host to some 200 international organizations.

Hotel Rooms

Hotel rooms are pre-booked with a special conference price at your convenience at the Hotel Royal. Our recommendation is to book a room as soon as possible. You will find more information on how to make sure you get a special priced room on the web page, www.pdteurope.com.

Programme Committee

- Alfred Katzenbach, DaimlerChrysler AG, Germany
- Frédéric Féru, EADS, France
- Håkan Kårdén, Eurostep, Sweden
- Uwe Weissflog, Pathway Guidance Europe, Germany
- Josef Wiesinger, Confederation of Industri & Transp, Czech Republic
- Ed Miller, CIMdata, USA
- José Barata, UNINOVA, Portugal
- Helena Lindström, Acando, Sweden

Conference Management

- Anna-Karin Bedeus, Proj Mgr, Eurostep, Sweden

Product Data Technology Europe 2007 16th Symposium



24th-26th September 2007
Geneva, Switzerland

Conference Programme

Special Conference Feature:
PLM - The Big Picture:
Managing HW, SW and Documentation



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PDT Europe 2007

Organisers:

eurostep Pathway Guidance-Europe CIMdata
Multiple Approaches to Individual & Organizational Success

Day 1 Monday, September 24th 2007

CERN Visit and Tutorials

09.00	CERN Visit	The Expanding Scope of PLM – A Growing Challenge <i>Held by Ed Miller, President CIMdata, Inc.</i>
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Break

10.15		
10.45		Enabling real PLM using product data standards like STEP/PLCS and SOA/Web Services <i>Held by Jonas Rosén, Eurostep AB</i>

Lunch

CERN Visit and Tutorials

14.00	CERN Visit	Product Data Standardization - A Success? <i>Held by Nigel Shaw, Eurostep Limited</i>
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Break

15.15		
15.45		PDT 2002 - 2006: Themes, Topics, Conversations - What difference did we make? <i>Held by Uwe Weissflog, Pathway Guidance</i>

Socializing

19.00	Welcome Reception at Hotel
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Day 2 Tuesday, September 25th 2007

Plenary Session

08.45	Welcome by the Organizers <i>Eurostep, CIMdata, and Pathway Guidance</i>
09.00	Keynote Speaker PLM in Industry – Its State and Trends <i>Ed Miller, President CIMdata, Inc</i>
09.30	PLM at CERN - A True Challenge <i>David Widegren, CERN, Switzerland</i>

Break

10.00	
10.30	Keynote Speaker Process Orientation and Service Orchestration: Implications for Product Lifecycle Management <i>Dr. Thomas Gullede, President Enterprise Integration, Inc</i>
11.15	Real PLM - A Strategic Commitment <i>Olivier Rives, PLM Thales, France</i>

Lunch

13.15	Multidisciplinary Representation of Product Structures <i>Roger Ljung, Kalle Hagström, Marielle Hellberg, BAE System Hägglunds, Sweden</i>
13.45	Big Picture for Big Aircraft: Aeronautic Product Life Cycle Management <i>Ernst Kessler, NLR The Netherlands & Frédéric Féru, EADS, France</i>

Workshop 1

14.15	Workshop Including Break <i>Uwe Weissflog, Pathway Guidance, Germany</i>
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Parallel Tracks

	Track 1 Business and Processes	Track 2 Technologies and Methods
15.30	Selling PLM to R&D and Engineering VPs <i>Michel Maurino, Vinci Consulting, France</i>	DITA - Four Letters You Need To Know <i>Christian Zimmermann, Parametric Technology GmbH, Germany</i>
16.00	Holistic PLM Implementation Mastering the Organizational Change behind the Obvious <i>Reinhard Schmitt, Spain</i>	Building an Open and Flexible PLM Environment based on the SOA Foundation <i>Volker Klare, IBM, Germany</i>
16.30		

Socializing

19.00	PDT Europe 2007 Dinner
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Day 3 Wednesday, September 26th 2007

Plenary Session

08.30	Opening News Day 3 <i>Reflections on Tuesday's Workshop</i>
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Key Note Speakers

08.45	Closing the Lifecycle through Efficient Feedback Management <i>Prof. Jivka Ovtcharova, Head of the Institute for Information Management in Engineering at University Karlsruhe, Germany</i>
09.30	Federated Lifecycle Data Management in the Extended Enterprise <i>Dr. Raj Iyer, Team Leader/ Program Manager within PLM, US Army Tank Automotive RDE Center (TARDEC)</i>
10.15	Break

Parallel Tracks and Workshop

	Track 1 Business and Processes	Track 2 Technologies and Methods	Workshop
10.45	Implementing Systems Engineering - an Information Management Challenge <i>Tom Strandberg, Syntell, Sweden</i>	Technologies and Use Scenarios for PLM <i>Günter Rester, Microsoft, Germany</i>	
11.15	Product Cost Management and PLM <i>Alberto Codrino, PLM Systems and Polytechnic of Turin, Italy</i>	Firmware Management in PLM <i>Mustaq Hussain, Tata Consultancy Services, India</i>	

Lunch

Plenary Session

13.00	PLM Impact on SME's. Real Application Examples <i>Barry Dudley, UGS, UK</i>
13.30	Wikis supporting PLM and Technical Documentation <i>Nils Höimyr, CERN, Switzerland</i>

Workshop 2

14.00	Reflections - What did we learn at PDT Europe 2007?
14.45	Closing session - summing up of the conference <i>Conference organizers</i>
15.00	End of PDT Europe 2007