



HANNOVER MESSE

2026 RECAP

VIDEO TRANSCRIPT

Christina Raab:

So, it's clear there is a lot of urgency, but also optimism. Everyone here in the industry is discussing how technology, data and AI can help to bring back the industry to growth.

Goetz Erhardt:

All these manufacturers are looking for ways to improve their productivity, dramatically. And decrease cycle time and are building new software defined products.

Jean Cabanes:

What AI makes possible for the first time is ultra compressing product development cycle time and connecting what is happening on the factory floor directly to what is happening on the field in real time.

Tracey Countryman

When we look at the physical AI and the robotics it is fundamentally changed from where we were two years ago. We couldn't afford it then, it was way too expensive and now, the cost have come down enough that our clients are actually turning to use cases that make sense and where there is value to be created in the value chain.

Roland Mayr:

If you connect the customer with the core value chain around the engineering, manufacturing, supply chain services you create agility, you create strategic differentiation and ultimately, you create growth options.

Tracey Countryman:

But is actually not at all about technology. Every single example was a discussion around the human. How do you build trust, how do you upskill the workers and how do you make for that the humans stay not just in the loop, but in the lead around the things that really matter: around responsibility, safety, security and strategy.

Jean Cabanes:

For our clients across EMEA this is not a future ambition. It is a survival necessity. The companies that fully reinvent their core value chain leveraging AI, will set the standard everyone will have to follow.

Christina Raab: And therefore, partnerships and the ecosystem matters. Nobody can do that alone. And Accenture can play a very important role as an orchestrator, bringing all the capabilities between technology, functional and industry skill, as well as delivery at scale.

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