



**3D-PRINT
CONFERENCE**
AMSTERDAM

Program | 8 June 2015

FINDING THE BUSINESS CASE 8 June 2015 | debalieg | Amsterdam

www.3d-printconference.com

10:30 - 10:40 | Auditorium
OPENING 3D-PRINT CONFERENCE AMSTERDAM

10:40 - 11:00 | Auditorium
3D PRINTING TRENDS
Simona Ferrari - Community Manager 3D Hubs

11:00 - 11:30 | Auditorium
KEYNOTE
Prof. Frank Piller - Professor management and scholar of mass customization & open innovation, University of Aachen (Germany) & Co-director of the MIT Smart Customization Group

11:30 - 12:00 | Auditorium
BUSINESS CASES IN 3D PRINTING
Peter-Paul de Leeuw - Senior Consultant Accenture

12:00 - 12:30 | Auditorium
PANEL: HACKING THE VALUE CHAIN
Peter-Paul de Leeuw - Senior Consultant Accenture
Prof. Frank Piller - Professor management and scholar of mass customization & open innovation, University of Aachen (Germany) & Co-director of the MIT Smart Customization Group
Onno Ponfoort - Senior Consultant Berenschot
Simona Ferrari - Community Manager 3D Hubs

12:30 - 13:30 | 2nd floor LUNCH AND NETWORKING

PARALLEL SESSION 1: DESIGN, TECH & MATERIALS

13:30 - 14:05 | Room 1
MAKING A DIFFERENCE / A DIFFERENCE IN MAKING
Marta Malé-Alemány - Architect, Researcher & Curator in Digital Design & Fabrication Technologies

14:05 - 14:30 | Room 1
3D CHEF - WE PLAY WITH OUR FOOD
Julian Sing - Founder 3dChef

14:30 - 14:55 | Room 1
SUPERMODELS
Gilian Schrofer - Designer, co-founder, partner & creative director at CONCERN

14:55 - 15:35 | Room 1
CUSTOMIZE ME! - 3D PRINTING CUSTOMIZATION IN FASHION, LIFESTYLE & HEALTHCARE PRODUCTS
Victor Luis Portes - Founder & Brand Communication Specialist of Dutch Catwalk 3D Printing Consultancy & Fashion Innovation Platform

PARALLEL SESSION 2: BUSINESS MODELS, BRANDS & BUSINESS CASES

13:30 - 13:55 | Auditorium
3D PRINTING IN SMART INDUSTRIES
Frits Feenstra - Department of Rapid Manufacturing Business unit Design & Manufacturing TNO, Smart Industry Agenda, European technology Sub-platform in Additive Manufacturing

13:55 - 14:20 | Auditorium
GETTING TOWARDS STANDARDS
Gerrit Kool - Senior R&D manager at The National Aerospace Laboratory (NLR)

14:20 - 14:45 | Auditorium
SWEET SPOTS FOR 3D PRINTING - RECOGNISING PROFITABLE AND DURABLE APPLICATIONS
Maarten Valckenaers - Sales Manager Northern and Southern Europe at Materialise

14:45 - 15:10 | Auditorium
ADDITIVE MANUFACTURING - FROM PROTOTYPING TO INDUSTRIAL PRODUCTION
Ludwig Shultheiss - Key Account Manager, Medical/Dental, EOS GmbH, Germany

15:10 - 15:35 | Auditorium
3D PRINTING: HYPE AND MYTHS
Rene Groothedde - Director Rapid Manufacturing Center

15:35 - 16:00 | 2nd floor BREAK

16:00 - 16:30 | Auditorium
THE BUSINESS CASE OF 3D PRINTING
Onno Ponfoort - Senior Consultant Berenschot

16:30 - 17:00 | Auditorium
WRAP UP & CLOSING

17:00 | 2nd floor DRINKS & NETWORKING