Premiere of the new TUM TALK discussion forum in Heilbronn

New opportunities after the crisis: over the past few months, dealing with the coronavirus has challenged society and the economy. The time has now come to draw meaningful lessons from these initial experiences. One general trend is especially evident: the questions being asked in many fields are becoming increasingly complex, and innovation cycles are becoming ever shorter. Everyday life is often shaped by uncertainty. Cutting-edge scientific research can provide an important foundation for making informed decisions.

Knowledge and insight arise from constant exchange between clever minds. With this goal in mind, TUM CAMPUS HEILBRONN has extended invitations for a new discussion platform on the Heilbronn education campus. TUM TALK offers orientation and inspiration on current and relevant issues. The premiere at 6pm on Thursday, September 17, 2020 will be held as a hybrid event: 71 guests will attend the auditorium of the education campus in person while complying with a set of hygiene rules, and more than 70 other participants will follow the discussions on digital channels.

In the future, TUM TALK will bring together scientists, entrepreneurs, and top managers twice a year. The opening event features a top-class podium dedicated to two mega-topics. A discussion moderated by TUM President Thomas F. Hofmann will be held by Professor Ann-Kristin Achleitner, Chief Digital Officer of the Schwarz Group Rolf Schumann, and Google Manager Winfried Holfelder, among other participants. The discussion will critically examine how the German economy is currently facing the digital transformation. Robert Friedmann, spokesperson for the management team of the Würth Group, Baywa CEO Klaus-Josef Lutz, and Professor Claudia Peus will also exchange their ideas on the podium. These speakers will ask how effective leadership must be organized in the new professional world.

The Technical University of Munich is one of Europe’s most renowned universities. Just under 600 professors are conducting research within their fields of expertise to produce results that might change the world of tomorrow. The Center for Digital Transformation and the Global Center for Family Enterprise were founded in 2018 at TUM Campus Heilbronn. These institutions focus on connections with the strong business landscape in the Heilbronn-Franconia region, which is characterized by a large number of small and medium-sized companies. The
second edition of TUM TALK, planned for early March, will accordingly focus on family businesses, among other topics.

More information: https://www.wi.tum.de/tum-talk-in-heilbronn/

All information can also be downloaded under “Press”

Contact:

Kerstin Besemer
Head of Public Relations
Tel.: +49 7131 26418-501
kerstin.besemer@tumheilbronn-gmbh.de

Die TUM Campus Heilbronn gGmbH
Bildungscampus 2
74076 Heilbronn