



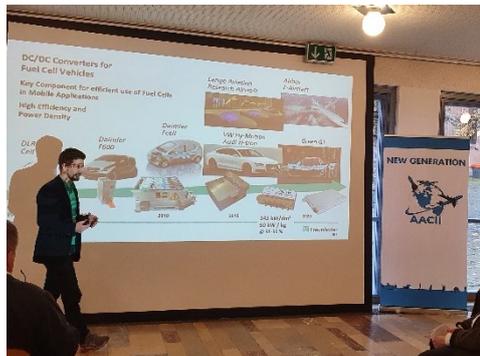
## AACII AEROSPACE MOBILITY NEWS 01 / 2023

### AACII EXPERT TALK NÜRNBERG



From left: Member of School Board of Directors Helmut Krechel, Ulrich Herwanger VDI Willstätter Gymnasium, Klaus Jan Ludwig Netexx, Oliver Biegel Young Talent Promotion, Florian Müller Zukunftspiloten Pilots of the Future VDI, Paul Söhnlein BVMW, Reimond Eitzert NRW, Mr Manns Vice President VDI, Uwe Scholz Thüringen, Ulrike Trapp AACII

The first AACII Expert Talk in Nuremberg was dedicated to the promotion of young people. In the Willstätter Gymnasium, the workplace of the students who, as New Generation Aerospace Experts, exhibited their innovations such as robots and their space projects at the AACII Congress, the guests were taken to their research laboratory, which is run under the direction of Mr. Ulrich Herwanger VDI. Afterwards, experts from science and business used their own examples to show the opportunities open to young people.



Florian Hilpert IISB Fraunhofer



Students of the Willstätter Gym.



Klaus Jan Ludwig Netexx with Astrokid

Barbara Regitz Member of Education Council Bavarian Parliament

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## FOUNDATION OF THE AACII ADVISORY BOARD



The AACII Advisory Board was formally established, consisting of personalities who have made a special contribution to the aerospace industry. With its concentrated expertise, the AACII Advisory Board serves as a source of ideas and impulses for the further orientation of the AACII and defines the thematic priorities of the next AACII Congress in 2024. We congratulate all members of the Advisory Board on their election and look forward to your contribution in the context of this special office.

From left: Prof. Klaus Schilling TGZ Würzburg, Peter Oncken, Florian Hilpert IISB Fraunhofer, Mr Karlheinz Rohrwild Dorfner Group, Mr Florian Müller VDI Nürnberg Zukunftspiloten Pilots of the Future, Ms Ulrike Trapp, CEO AACII

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## INTERVIEW WITH HEINRICH VON PIERER ON HIS BOOK „THE ART OF THE FEASIBLE“



**You are a leading figure: Is there a company, an institution, a country or a personality to whom you would like to show the art of the feasible?**

My book "The Art of the Feasible" should be: On a modest scale, instructive, but also cheerful. It has no greater claim.

**Did you have a role model, a public figure – present or past: who would it be and how did it affect you?**

No, not in the public area. In professional terms: Klaus Barthelt, the boss of the Siemens subsidiary Kraftwerk Union, not only because of his entrepreneurial achievements, but also because of his special ability to deal with people in good times and bad ones.

**How is it that a lawyer runs an engineering company?**

I do indeed have legal training, but I also have a degree in economics. Managing the company was a great physical and intellectual challenge and could only be mastered as a team. Excellent engineers played a prominent role in this. I listened to them, learned a lot from them, sometimes in regular tutoring sessions, and then we made decisions together.

### **Is the variety of technology the secret for stability in a company?**

In the past, the mutual fostering through different technologies and the compensation in the economic result, if things were not going so well in one place, were very much appreciated. So-called pure players are preferred on the financial markets today. Whether this is really the better way for the employees, but also for the shareholders, is something I will leave open.

### **How does it compare to the international competition?**

The intensity of competition has increased, above all due to the penetration of Asian companies. Leading competitive positions can quickly be lost today. Speed, speed, speed – that's what really matters. The fact that a company can earn more than 100 years from a product, like Bayer from Aspirin, is a nice story, but one that can no longer be repeated today.

### **How would you describe the typical Siemens person?**

If he or she even exists! The diversity is already great due to the pronounced internationality and the many different technologies. Long-term thinking, hopefully still today, plus a sense of duty, joy in technology and humanity.

### **Germans have historically shown a stand-up mentality in difficult times. Now game changing is the order of the day. Which dependencies offer a good future?**

We have to make an effort not only to react to unstoppable developments, but also to take things into our own hands as early as possible and initiate and then shape the necessary change process ourselves. In companies, but especially in politics, leadership is called for. The constant squinting at the result of the next election is not very helpful.

### **The market position of Germany in terms of geography: we are in the middle of Europe between major world powers. Are there niches in the market for us?**

Just occupying niches would not be enough for a company dependent on success on the world market and the position of Germany as a whole, neither regionally nor technologically. We have to see that we are not only successful in traditional areas, but especially in those that will secure growth, jobs and prosperity in the future. There is of course still a lot to do.

### **You have proven in the company what is feasible. Can something be transferred to an economy or even to general conditions? What would you advise a chancellor today? – You have experience with it.**

I have always held back when giving public advice to politicians. Understandably, they are not particularly welcome. Politicians will only rarely react to this because they are immediately accused of acting in an interest-driven manner. But I believe, now certainly simplified and summarized, that four things matter. Expanding our ability to innovate while keeping our costs under control is the basis of our commercial success. Our prosperity, our freedom and our place in the world depend on it. Of course, we must not lose sight of social balance, of togetherness. And fourthly, we unfortunately have to accept that in a troubled world it is necessary to significantly improve our country's defense capabilities, preferably in cooperation with our European partners. It was a terrible illusion to believe that unilateral disarmament by Germany would be followed by other countries. The ancient Romans already knew that such an approach is not effective and could even end in catastrophe.

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## AEROSPACE AND AVIATION EVENTS CALENDAR

### MARCH 2023

06	10	SpaceOps	Dubai, UAE
07	08	Paris Space Week	Paris, FRA
16	18	Riad Airshow	Riad, KSA

### APRIL 2023

06	10	AERO Friedrichshafen	Friedrichshafen, GER
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### MAY 2023

23	25	IAF Global Space Conference on Climate Change	Oslo, NOR
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### JUNE 2023

19	25	Paris Air Show	Paris, FRA
21	21	11. Willstätter Technology Exhibition	Nuremberg, GER

### JULY 2023

24	30	EAA Air Venture TU Vienna Expert Talk	Oshkosh, USA Vienna, AUT
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### SEPTEMBER 2023

26	28	World Aviation Days	Amsterdam, NED
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### OCTOBER 2023

25	27	AIRTEC	Munich, GER
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### NOVEMBER 2023

12	16	Dubai Airshow	Dubai, UAE
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