



Further information at: www.porsche-leipzig.com/events, events@porsche-leipzig.com, tel. +49 341 999-13555

As a child, you always enjoyed the carousel. And probably still do.

The latest attraction at the Porsche Leipzig track is the Carousel, an accurate copy of the legendary banked 'Karussell' bend at the Nürburgring Nordschleife. So how about a driving event, butterflies in your stomach included? The activities alongside your meeting or conference at the Customer Centre are sure to add interest to the agenda.



PORSCHE

On talking with managers of long-standing companies in traditional industries, questions often arise about the ubiquitous and increasing levels of digitization. I not infrequently encounter a sense of uncertainty. This radical transformation, which will probably proceed at a much faster pace than did the Industrial Revolution, calls for us to enter uncharted territory. That means leaving well-trodden paths and the comfortable feeling of standing on solid ground. As we do so, new perspectives acquire greater significance. Can our products and services hold their own in a digital context? Have our major competitors gained a technological edge? Are digitally savvy newcomers entering our sector? Are disruptive innovations from start-up companies posing a risk to our business model? Do we have the right employees on board to shape our own digital transformation?

My aim is not to stoke fears, but rather to quell them. Digitization offers enormous opportunities. This is very evident in the automotive industry. Technological developments will

loosen traffic gridlocks, protect the environment, and further enhance our quality of life. They will lighten workloads and inject new life into economies.

I anticipate similar benefits for every other industry as well. As consultants, our job is to guide companies through processes of change in ways that invite employee participation and encourage an openness to digitization. We can also help companies as a whole gain the fitness they need to continuously increase their performance and maintain their competitive advantage in changing environments.

As usual at Porsche Consulting, we rely on methods that are tried and true. Our laboratory, so to speak, is right next door. With our clients both at Porsche and elsewhere within the Volkswagen Group, we acquire new experience every day in how digital changes are becoming reality. And we are pleased to share our expertise with our clients from different industries.

This issue of our magazine focuses on the many facets of digitization. What do business lead-

ers have to say about it? What should be at the top of our agenda? How does China compare to Europe in this regard? We also turn to heretofore unexamined contexts to ask whether soccer players will soon be required to swallow microchips to further the winning strategies of their teams.

I would be pleased for you to explore the exciting content of our magazine. I would also like to recommend the articles about our clients' companies, which are active in areas including aviation, civil engineering or automotive, like the Porsche plant in Leipzig where our colleagues make the Macan, Cayenne, and Panamera. You may well find some stimulating new ideas for your own pursuits. And I certainly wish you much reading pleasure!

Eberhard Weiblen
Chairman of the Executive Board
Porsche Consulting GmbH

