



# LUX FORUM

April 4 | BRUSSELS



8:30 AM – 9:00 AM

*Welcome & Coffee Networking*

9:00 AM – 9:10 AM

**Morning Remarks**

**Yuan-Sheng Yu**

*Managing Director, Research at Lux Research*

9:10 AM – 9:40 AM

**Retooling Industry: Manufacturing for the EU Green Deal**

**Ian Rinehart**

*Associate Research Director at Lux Research*

The ambitions of the EU Green Deal are poised to transform the technological makeup of European industry. Manufacturers that have supported the successful rise of the region must now evolve their organizations in an EU Green Deal world. Policies promoting decarbonization and material circularity will inevitably lead to stranded assets — or will they? Mastering strategies to future-proof operations and the workforce will become increasingly important.

This presentation will draw on insights from leading manufacturers, highlighting their biggest challenges, and outline strategies necessary to thrive through the transformation of industry.

9:40 AM – 10:10 AM

**Decarbonization of Industry: Transformational Technologies Shaping the Future of Industry**

**Runeel Daliah**

*Principal Analyst at Lux Research*

**Mukunda Kaushik**

*Analyst at Lux Research*

The industrial sector, encompassing steel, cement, and chemicals, is currently undergoing a profound transformation driven by the urgent call for decarbonization. While the industry is actively pursuing near-term solutions, a fundamental reshaping of industrial processes will be indispensable as industry journeys toward 2050.

This presentation will put Lux’s Industrial Decarbonization Framework to the test, highlighting the often-conflicting technological pathways and challenges of integrating solution solutions in the industrial sector.

10:10 AM – 10:40 AM

*Networking Break*

10:40 AM – 11:20 AM

**Client Panel: Future-Proofing Innovation — Integrating Long-Term Technologies into Today’s Strategies**

**MODERATOR: Yuan-Sheng Yu**

*Managing Director, Research at Lux Research*

**CLIENT PANELISTS: Paolo Bavaj**

*Chief Innovation and Development Officer at Stahl*

**Laurent Lelait**

*Open Innovation Senior Catalyst at EDF*

**Josje van der Wielen**

*Global Business Innovation Director at Arcadis*

In a rapidly evolving landscape of disruptive technologies, staying ahead of the curve is more critical than ever. Join our panel of innovation executives as they share their experiences and strategies for incorporating cutting-edge, long-term technologies into their organization’s operations and strategies. Learn about the challenges and opportunities of their future-focused objectives and how they leverage the potential of these innovations to drive growth.

11:20 AM – 11:50 AM

**Taking Flight: The Future of Aviation in Europe**

**Chris Robinson**

*Senior Director at Lux Research*

**Anirudh Bhoopalam**

*Analyst at Lux Research*

European airlines account for nearly one-third of all airline passenger traffic in the world. However, the future of short-haul flights in the region faces intriguing challenges due to Europe’s extensive and efficient rail network. Amid this, the aviation industry is embracing the promise of low-carbon fuels, yet Europe is uniquely positioned for the next-generation of aviation with both electric and hydrogen-powered planes.

This presentation will delve into the cutting-edge aviation options, explore drivers and barriers, and offer a preview of the market outlook as developers look to shape the future of European aviation leading up to 2050.

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11:50 AM –  
12:00 PM

**Closing Remarks**

**Yuan-Sheng Yu**

*Managing Director, Research at Lux Research*

12:00 PM –  
14:00 PM

***Networking Lunch***