

PRESS RELEASE

Industrial AI as Germany's Competitive Edge: Made for Germany and HANNOVER MESSE Chart Germany's Industrial Future

- **High-level panel at HANNOVER MESSE featuring German Chancellor Friedrich Merz and representatives from Airbus, Deutsche Telekom, Siemens, SAP und Isar Aerospace**
- **Siemens, SAP, and Deutsche Telekom issue their first joint "Industrial AI Pledge", placing industrial AI at the centre of European industrial policy**

Hannover, 20 April 2026 – The Made for Germany initiative will today co-host an industrial policy event on Industrial AI with HANNOVER MESSE.

On the main stage, German Chancellor Friedrich Merz will be joined by Roland Busch (Siemens), Tim Höttges (Deutsche Telekom), Sabine Klauke (Airbus), Christian Klein (SAP), and Daniel Metzler (Isar Aerospace) to discuss Germany's industrial future. The participants share the conviction that Germany must lead the next industrial revolution – by deploying AI at scale across industry, building on the strengths of German companies in automation, mechanical engineering, industrial software, and systems integration, and in collaboration with international partners. For the first time, Industrial AI will be at the centre of a joint industrial policy agenda in Europe. The panel discussion will be streamed live today from 11:00 a.m. to 12:00 p.m. CEST: [Link](#).

A central part of the event will be the joint "Industrial AI Pledge" by Siemens, SAP, and Deutsche Telekom. The chief executives of the three companies will set out in concrete terms how Germany can assume a leadership role in AI-driven industry – and what steps are required to get there. Made for Germany's ambition is clear: Germany will lead the next industrial revolution. The initiative is building the infrastructure and applications needed to transform industrial data into a lasting competitive advantage through artificial intelligence.

"Industrial AI is not a promise for the future – it is a competitive advantage today," said Roland Busch, Chief Executive Officer of Siemens AG. "Germany can set the standards in this field once again. Made for Germany aims to further accelerate this, working together with policymakers. What matters is courage, speed, and collaboration. Once people, companies, and government are striving to achieve the same goal, Germany can lead again – and demonstrate that the industrial future is made in Germany."

"Everyone is talking about AI. But without infrastructure, even AI is left without a voice. That is why we are investing in secure networks, sovereign data centres, and AI computing capacity. Where AI and sovereignty converge, value is created. Germany has all the prerequisites: a strong industrial base, engineering excellence, and the ability to combine manufacturing with the latest technologies. If we pursue this consistently, Germany will not merely keep pace with others. We will lead the way," said Tim Höttges, Chief Executive Officer of Deutsche Telekom AG.

"AI will secure Germany's industrial future and help defend our position at the technological frontier. In aerospace, connectivity across companies is the foundation for optimising our highly complex industry with the help of AI. If we move forward boldly here, 'AI made in Europe' will become a catalyst for our sovereignty and productivity," said Sabine Klauke, Executive Vice President Digital Transformation at Airbus.

„Industrial AI becomes a competitive differentiator when it operates directly within the value chain," said Christian Klein, Chief Executive Officer of SAP SE. "Germany has the industrial strength and the data assets to lead in this space. What matters now is execution, shared standards, and speed, to convert potential into measurable results."

“The next industrial revolution will take shape when we think beyond today’s limits. Space is becoming the platform for this development – and AI its engine. If Germany acts now to secure access, we can not only benefit from this new era, but lead it,” said Daniel Metzler, Co-Founder and Chief Executive Officer of Isar Aerospace.

With this event, Made for Germany is drawing attention to Germany’s enormous and largely untapped potential in the field of industrial AI – potential that can be deployed as a strategic lever. With one of the world’s strongest industrial bases, a highly skilled workforce, and an unparalleled concentration of global corporations and mid-sized world market leaders, the ideal conditions are in place to leverage industrial data as a lasting competitive advantage.

Contact Information:

Airbus

Heiko Stolzke
+49 40 74 37 30 16
heiko.stolzke@airbus.com

Deutsche Telekom

Kathrin Langkamp
+ 49 170 2444095
media@telekom.de

SAP

Dana Rösiger
+49 6227 7 63900
dana.roesiger@sap.com

Siemens

Richard Speich
+49 173 1758319
richard.speich@siemens.com

Isar Aerospace

Franziska Kegel
press@isaraerospace.com

For general media enquiries regarding the Made for Germany initiative, please contact M4G@fgsglobal.com.

About Made for Germany

Made for Germany is a cross-industry initiative, in which 129 leading companies and investors join forces for a strong, successful, and future-proof German economy. The initiative aims to foster constructive dialogue between business, the government and society to boost confidence in Germany as an economic hub, attract targeted investment, and stimulate domestic demand. Ultimately, this will create lasting opportunities for future generations.

Further information can be found at www.madeforgermany.net.

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