



# 2nd European Tool Day

Wednesday, 1 June 2022

Online via MS Teams

## Agenda

- 10:00** Welcome by Stefan Horst, General Secretary CEO
- 10:05-12:00** **Digitalization and automation for the hand tool factories**  
*Hosted by ESKUIN*
- OMROM: "Automation for Hand Tool factories" by Jesús Cadenas  
IMMERSIA: "Digital Twin" by Seda Tosun  
NUAVIS: "Augmented Reality" by Andrés Navarro
- 14:00-16:00** **Fit for e-Commerce**  
*Hosted by FWI*
- 14:00-15:00** e-Commerce 4.0 - How a good customer journey positively influences buying behavior  
*Speaker: Alexander Haim, Nexmart*
- 15:00-16:00** ETIM-classification standard for product data for flawless exchange of product data  
*Introduction on the structure and practical use of ETIM for the hand tool industry*  
*Speakers: Thorsten Ludewig, Board member ETIM International  
Thomas Holland-Letz, FWI*