# The TAL 2025 Conference Confirms That Digitalisation Just Initiates – Response Capability Decides

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**How can you navigate the uncertainty and rapid change in automotive logistics to establish truly resilient processes today and tomorrow? Trends in Automotive Logistics 2025, held on 20 May at Parkhotel Pilsen, sought answers to precisely these questions. Experts from BMW Group, Bosch and more shared their experiences and presented concrete solutions from daily practice to the attending logisticians, IT professionals, digitalisation managers and CEOs.**

*“I hope that, working together, we will replace the question mark in the ‘Digital. Future-Proof?’ conference tagline today with an exclamation point,”* said Richard Brunner from IHK Regensburg. Bernard Bauer from the German-Czech Chamber of Industry and Commerce also confirmed the importance of cross-border cooperation and exchange: *“TAL shows us how Czech and German companies can collaborate. It’s a space for sharing ideas on developing both talents and digital platforms.”* This year’s TAL – the 24th – focused on subjects like developing and using AI in logistics and standardisation, and the changes brought by the new generation’s entry into the job market. Expert panel discussions enriched the programme as well.

## Artificial intelligence: Buzzword or game changer?

*“Don’t invest in artificial intelligence by yourself. Use the power of open-source projects, where companies share their know-how, increasing the effectiveness of AI deployment,”* Thilo Jörgl urged in his introductory speech. Jörgl, who is a journalist and the head of impact media projects GmbH, also pointed out several ways AI can be used in practice in logistics and production.

Mojmír Barák from Škoda Auto described the gradual integration of artificial intelligence and new technologies into logistics processes – from materials transport to packaging to everyday communication. Selim Caluwaerts of Safran Cabin demonstrated AI’s use in checking output quality, including a comparison of its success rate to human checks.

## A sustainable future must begin today

What will automotive logistics look like in 2030? The panellists discussed this topic in our “Digital. Future-Proof?” discussion. These experts agreed that besides radical growth in AI integration, we need to prepare for more frequent cyberattacks. Quality data that logistics can build upon will retain its key role. The second panel discussion focused directly on Czech logistics. What’s the best way to put together an automation project, or choose the right partner? Representatives of the companies in the SKLAD association spoke on what you can and can’t do in a project.

Tobias Mayr of BMW Group discussed the challenging rollout of standardised platforms. This company – among the first to move to cloud-based SAP – aims to unify 30 plants worldwide and about 90 end-to-end processes.

## Real factories = real problems and their solutions

Standardisation is expensive. To keep it going, you need both resources and an experienced team. Tomáš Brotz of Siemens presented a framework to save companies’ time and prevent common mistakes when adopting standards.

Jiří Maršík from Bosch and Zdeněk Bečvář from the Czech Technical University in Prague (ČVUT) showed how a university and a technology company can work together successfully. One of the first planned industrial deployments for a private, and thus entirely secure, 6G network spans the factory and brings ultra-fast wireless communication within an enterprise.

## You have to lean on a robust system and technologies

Behind every smart logistics solution stand the technologies enabling its flexible development – from sensor technology to robust ERPs. As the talks showed, these systems truly drive successful automation, and the event’s Zebra Technologies and SAP partnerships confirm it. *“TAL regularly attracts key players in logistics and manufacturing, making it an ideal space for sharing experiences and forming partnerships. What really excited us this year was BMW’s iFactory talk, where SAP was mentioned as an integral part of its digital transformation. We’re pleased that together, we and Aimtec can contribute to innovation projects like these,”* stated SAP’s Tomáš Soudský.

Technologies evolve, but humans remain on the main stage. You just have to take the understanding of their role to a new level. *“Logistics is changing, and TAL is a great platform for sharing our innovative solutions with both experts and customers. Decisions that were managed by humans without proper foundations before are now based on intelligent automatic triggers, sensor technologies and data flows,*” said Zebra Technologies’ Jan Flodrman.

## Vinyl automation with a harmonious ROI

The conference concluded with a session on logistics automation far outside automotive. Where? In the music industry. In 1993, the Czech manufacturer GZ Media produced a mere 365 vinyl records. Today every third record in the world comes from its plant. Michal Štěrba, the director of this company founded back in 1951, detailed its expansion to the USA and Canada, as well as how music media have become valued artefacts. “*Czech companies are rightly proud of what they can achieve. It’s great that under Aimtec’s leadership, we’re sharing at this conference and learning from each other. Community-building is what’s missing in society today,”* Štěrba closed out his presentation, thus inspiringly framing Trends in Automotive Logistics 2025 overall.

TAL 2025 – Digital. Future-Proof?

Tuesday, 20 May 2025 / 8:30–17:00 + evening networking, Parkhotel Pilsen (U Borského parku 31, 301 00 Pilsen, Czech Republic)

The full programme is available at the conference website:  
<https://www.talconference.com/en/agenda/>.

**Main partners:** SAP and Zebra Technologies

**Conference partners:** AIM PARTNERS, Akkodis, Alpega, Asprova, Bayern Innovativ, Beratungsbüro Oberpfalz, Bosch, European Region Danube-Vltava – Lower Bavaria Consultancy Office, South Bohemian Chamber of Commerce, KUKA Robotics, LogTech, Mediterranean Shipping Company, the Pilsen Region with the support of the European Union and the Ministry of Education Youth and Sports, Siemens, SKLAD (Spolek Kompetentních Logistiků a Dodavatelů), STILL, UWB eRacing Team Pilsen and Happenee.

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**Organisers:** Aimtec, Chamber of Industry and Commerce in Regensburg (IHK Regensburg für Oberpfalz / Kelheim) and the German-Czech Chamber of Industry and Commerce.

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