

RESEARCH NEWS

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Fraunhofer at TRANSFORM 2025

Harnessing AI to Enhance Competitiveness

Rapid developments in recent years have shown that companies must keep up with technology to remain competitive. In doing so, they need to implement the European AI Act as efficiently as possible while harnessing the new possibilities of AI to find innovative business models. At the Bitkom TRANSFORM conference on March 19 and 20, 2025, at STATION Berlin, seven Fraunhofer institutes under the umbrella of the Fraunhofer ICT Group will show how they can support companies with solutions in the fields of the internet of things, industrial metaverse and artificial intelligence.

The Fraunhofer booth at TRANSFORM 2025 will focus on the application of AI models and their integration into business processes. To remain globally competitive and strengthen European sovereignty, it is essential for companies and researchers to work more closely across borders and pursue a common strategy for AI development. Holger Hanselka, President of the Fraunhofer-Gesellschaft, explains: “We need to advance the development of a European AI ecosystem, invest in it and create conditions that support innovation. Here we should focus on developing sovereign models based on European values — as a safe alternative for our companies and as a basis for competitive AI business models. With its expertise in applied language models, transfer learning and its cross-border industry network, the Fraunhofer-Gesellschaft has an important role to play here.” In a [video interview](#) given in the run-up to the trade show, Axel Müller-Groeling, Fraunhofer Executive Vice President of Research Infrastructures and Digital Transformation, outlined what a European AI roadmap could look like.

Fraunhofer on various stages at TRANSFORM 2025

On March 19 at 11:30 a.m., Fraunhofer's president Holger Hanselka will give a keynote speech on the Transformation Stage concerning digital transformation made in Germany. Among other things, his speech will outline why now is the time to expand technological expertise in close collaboration with research, industry and government. At 12:00 noon on the Solution Stage, the Fraunhofer Institute for Intelligent Analysis and Information Systems IAIS will present Teuken-7B, their multilingual AI language model. This is an open-source model for companies that can be integrated into their value-added processes so they can implement their GenAI projects in compliance with data protection regulations, even in specialized applications.

Showcases and cube classes: multi-faceted program at the Fraunhofer booth

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The joint trade show booth under the umbrella of the Fraunhofer ICT Group serves as a platform for dialogue and information. Various showcases provide insights into new technologies: mioty® is used for efficient, scalable communication in the internet of things for smart cities, logistics, Industry 4.0 and agriculture. The intuitive VR/AR solution CoLEDWallLite allows groups of people to make collaborative decisions in the Industrial Metaverse.

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The cube classes on AI for quality inspection and software engineering will be another highlight at the Fraunhofer booth. In these insightful tutorials, participants receive practical tips and can talk directly to the experts. The aim is to impart knowledge that can be used in daily work and enables companies to successfully implement digital transformation.

On various TRANSFORM 2025 stages, Fraunhofer researchers will also be presenting practical solutions for data ecosystems, New Work in the metaverse, business process management, cybersecurity and the entry into quantum computing.

An overview of all Fraunhofer contributions to TRANSFORM 2025 can be found here: [Transform 2025](#). Visitors who have already registered can use the [trade show's conference app](#) (external link) to register for presentations and workshops and arrange meetings with the experts on site.