

Press Release  
TUM TALK IN HEILBRONN

**"Think, understand, manage":**

**TUM TALK on October 30th, 2024: "The future won't wait for us!"**

Pioneering thinkers are in demand - and they are being challenged. **There has rarely been greater uncertainty in Germany in recent decades:** the impact of war, inflation, demographics and technological developments are leading to major upheavals in society. Discussions about Germany as a place to do business and its future characterize the business media.

Yet at the same time, the future will not wait for us. Opportunities present themselves especially in difficult times. **This is the time for pioneering thinkers in business, politics and society who drive innovation with new ideas and courageous decisions.** Anyone who forges ahead with confidence can find answers to the big questions: For example, climate change, globalization, mobility and the working world of tomorrow

There are enough people in business and science who are aware of how to approach the project of the future. However, they are not proceeding naively: They recognize the limitations, they understand the hurdles. Yet **they want to and can shape tomorrow and the day after tomorrow - for themselves, their company and society.**

Not only are the crises complex and diverse, but so are the potential solutions on offer. It sometimes depends on the perspective taken as to what is seen as a burden and what is viewed as an opportunity. An example of this is the future topics of digitalization and data. **Visionaries are harnessing the possibilities of artificial intelligence to utilize technology as a powerful helper** - to sort data in a way that makes sense and to free employees from tedious routine tasks.

*All information can also be downloaded at:*

[Information for press and media | TUM Campus Heilbronn](#)

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