



Award for WITTENSTEIN: “Digital Twin Along the Customer Journey” at the STARTUP THE FUTURE event hosted by Allianz Industrie 4.0 Baden-Württemberg

The “Digital Twin Along the Customer Journey” was honored in the “Excellence” category as a solution that not only demonstrates technological excellence but also has the potential to transform the interaction between companies and customers in a lasting way. The award ceremony honors outstanding innovations that significantly drive digital transformation in the industry. A delegation led by Dr. Bertram Hoffmann, Chief Executive Officer of WITTENSTEIN SE, accepted the award.

“This award confirms the innovative strength of our team and our partners,” said Dr. Bertram Hoffmann. “What we have achieved together is the result of genuine collaboration, mutual trust, and the dedication of many colleagues from various departments and projects. Without this strong sense of teamwork, our project would not have been possible. My heartfelt thanks go to everyone involved! For us, digitalization is not just about technology, but above all an opportunity for sustainable optimization. This requires a deep understanding of the customer & market, as well as scalable processes, concrete data, and digital consistency. It is precisely these elements that distinguish our project and make it a true milestone.”

You can find the video about the “Digital Twin Along the Customer Journey” solution here: [VDMA_Wittenstein.mp4](#) – Video

The tenth anniversary of the Industry 4.0 Alliance Baden-Württemberg was celebrated at the anniversary edition of the “STARTUP THE FUTURE” innovation event. A special highlight of the event at the SpardaWelt Event Center in Stuttgart was the ceremonial presentation of the “Allianz Industrie 4.0 Award Baden-Württemberg 2025” by Minister of Economic Affairs Dr. Nicole Hoffmeister-Kraut.

November 7, 2025

The WITTENSTEIN group develops, produces and sells gearboxes, motors and electronics, as well as high-precision drive systems and solutions, nanotechnology and specific software solutions.



The delegation led by Dr. Bertram Hoffmann, Chief Executive Officer of WITTENSTEIN SE, together with Minister of Economic Affairs Dr. Nicole Hoffmeister-Kraut

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The event focused in particular on the topics of artificial intelligence and robotics as key drivers of future industrial value creation in Baden-Württemberg.

Further information on the winners can be found here: [Industry 4.0 Award BW Winners – Excellence – ALLIANZ Industry 4.0 Baden-Württemberg | Industry 4.0](#)

Image (Image source: Allianz Industry 4.0/Ludmilla Parsyak)



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The delegation led by Dr. Bertram Hoffmann, Chief Executive Officer of WITTENSTEIN SE (5th from right), together with Minister of Economic Affairs Dr. Nicole Hoffmeister-Kraut (4th from right)

Texts and photographs in printable quality can be downloaded from <https://www.wittenstein.de/en-en/company/press/>

WITTENSTEIN – one with the future

The WITTENSTEIN group is a globally active family-owned company headquartered in Germany. Around 3,000 employees generated a turnover of 526 mEUR in the 2024/25 fiscal year. As a partner to its customers, WITTENSTEIN shapes the world of cybertronic motion – with passion for innovation, unconditional excellence and an attitude that promotes holistic, sustainable thinking and action.

The WITTENSTEIN group develops, produces and sells gearboxes, motors and electronics, as well as high-precision drive systems and solutions, nanotechnology and specific software solutions. Its products, solutions and services drive motion in mechanical and plant engineering, automation and robotics, aerospace, the electronics and semiconductor industries, and numerous other sectors.

The WITTENSTEIN group has 31 sites in 46 countries. Find out more at www.wittenstein.de.

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