



MADE IN EUROPE 2026 · ONLINE PITCHING

Physical AI for European manufacturing

Building a European robotics platform — and pioneering how it works alongside people.

Brainport Development
Ingrid van Haaren



WHO WE ARE

Brainport Development

We are the economic-development organisation of the Brainport Eindhoven region — one of Europe's most concentrated deep-tech and high-tech manufacturing ecosystems. We bring industry, knowledge institutes and government together to build new industrial capability for Europe.

10th

worldwide in innovation-cluster density (WIPO)

Top 5

European region for EPO patent applications

7.2%

of GDP invested in R&D — more than 2× the EU target

430+

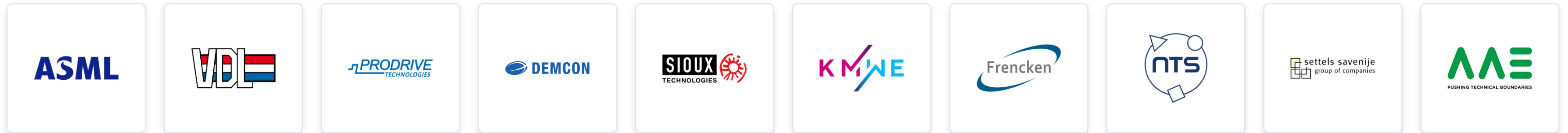
companies in SCSN, Europe's largest operational dataspace

OUR RIGHT TO PLAY

One region with multiple players the full physical AI stack

From the robot body to the AI brain — Brainport already has the players. Logos below show our coalition's reach.

Robotics hardware, mechatronics & systems



Industrial software, integration & scale-up



AI, perception & autonomy



THE OPPORTUNITY

Why a European Physical AI & robotics initiative

The next industrial wave will be physical — and Europe cannot afford to depend on others for it.

Robotics for high-mix, high-complexity manufacturing is not yet solved at scale. **The robots Europe's factories will need are not broadly available yet — so whoever builds them sets the standard and captures the value chain.**

BUILD

Europe builds the platform

- Shape the standard for industrial Physical AI
- Sovereign control over the critical layers
- Capture value across the European supply chain
- Lead the next industrial wave

BUY

Europe imports the platform

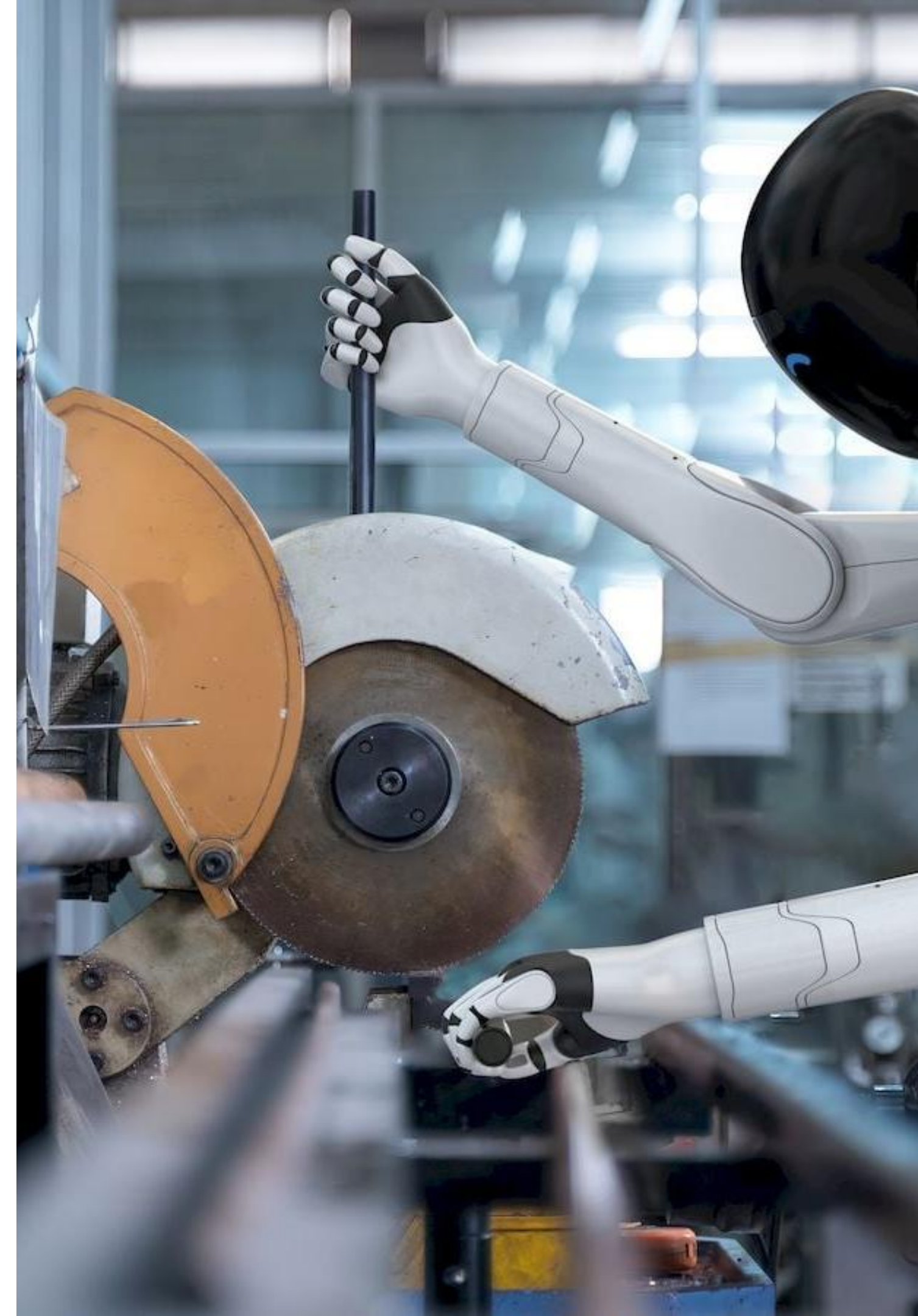
- Depend on US / Asian technology
- Lose control of critical capabilities
- Value and IP captured elsewhere
- Follow instead of lead

Our thesis: We need to start building the platform

THE NEXT CHALLENGE

From building robots to working with people

Building the physical-AI systems is step one. The decisive question for European manufacturing is how they will work **alongside people** — sharing high-mix, high-complex tasks on the factory floor.



WORKING TOGETHER

What we bring — and what we seek

WE BRING

- A full physical-AI & robotics stack in one region — hardware, software, AI and integration
- Real industrial environments and demonstrators — end-users including ASML, Vanderlande, NXP and Philips
- Systems-engineering and integration capability, plus Europe's largest operational dataspace
- Use cases in high-mix, high-complex and dual-use manufacturing

WE SEEK

- Research groups and universities in human–robot interaction, AI for autonomy and haptics
- SMEs and scale-ups in perception, control and interaction software
- Industrial end-users with real human–AI collaboration use cases
- Partners to co-build the broader European physical-AI platform

ROADMAP

From platform to human–AI collaboration

2026

Experiment & validate

Evaluate existing robotics and AI, run factory pilots, and define the technical requirements.

2027

Build the platform

A modular, AI-driven robotics platform with shared components, interfaces and standards.

2028

Human–AI collaboration

First projects on how physical-AI systems work alongside people — **this call**.

TWO INVITATIONS

Two ways to work with us

01 Join the call

Partner with us on **new approaches for human–AI collaboration for the workforce of the future** .

02 Build the platform

Help build the **European physical-AI & robotics platform** — industrial, knowledge and technology partners.

Thank you

Ingrid van Haaren · Brainport Development

i.vanhaaren@brainportdevelopment.nl

