

Metawolf World Conference 2025

The future of German ceramics – "Made in Germany" as a promise of innovation

The first Metawolf World Conference, held from 26 to 28 November 2025, impressively demonstrated the direction in which German ceramics production must develop: towards an intelligently networked, sustainable and globally competitive industry. The focus was on strengthening the "Made in Germany" brand, transforming the architectural ceramics brand Agrob Buchtal and the vision of fully digitalised Industry 5.0 production. High-ranking political and economic representatives emphasised the importance of the ceramics industry as a driver of innovation for design, architecture and industrial manufacturing to 200 participants from 28 countries. Other highlights of the high-quality event included the presentation of the Walter Gropius Prize, which honoured innovation, services to ceramics "Made in Germany" and design excellence in various categories.

Berlin, 28 November 2025 – The kick-off was entirely devoted to internal exchange within the Metawolf Group. The focus was on the joint strategic orientation and technological projects for the future, including the alignment of ceramic production with Industry 5.0, the use of artificial intelligence, industrial metaverse and intelligent energy systems as key growth drivers, the further development of the "Made in Germany" brand and sales strategies for Agrob Buchtal, and in-depth insights into Ceramic Industry 5.0.

The second day was devoted to even more intensive cooperation on products, innovations and market strategies. The focus was on the further development of the "Made in Germany" product and design identity, key market analyses and research findings for 2026, new potential in the key account business – particularly in the context of "Building Turbo 2026", the investment programme of Deutsche Bahn with guest speaker Dr Tobias Heinemann – as well as AI-based solutions for building permits, which were presented as decisive accelerators for future construction projects.

Future agenda of the German ceramics industry

The third day of the conference, to which customers, partners and architects were also invited, began with the ceremonial opening by Tom Wolf, founder and chairman of Meta Wolf AG, followed by a keynote speech by Parliamentary State Secretary Philipp Amthor, who emphasised Germany's role as a technology and industrial nation. This was followed by a presentation by Meta Wolf CFO André Schütz, who emphasised the economic relevance of domestic manufacturing in "Investing in 'Made in Germany'" (). In his presentation *"Transforming Ceramics: Made in Germany meets Industry 5.0"*, Tom Wolf gave an outlook on how data-driven processes, automation and digital intelligence will shape ceramic production in the future. In addition, CTO Dr Johannes Rostan, together with partners from industry, outlined how next-generation high-tech factories are emerging – efficient, climate-neutral and virtually autonomous.

In this context, a close collaboration with Chinese machine manufacturer Keda was announced. Shortly before the conference, a letter of intent was signed for the joint implementation of a first dark factory production line in Germany.

Agrob Buchtal in transition: tradition, brand and vision

Managing Director Norbert Schäfer took a look at the history and development of the company with *"Transforming Tradition: Agrob Buchtal since 1755"*, from traditional manufacturing processes to a global architecture brand with a clear design identity. In the afternoon, the design and cultural dimensions were explored in greater depth:

- "Ceramics Made in Germany. The Design and Brand Identity of Agrob Buchtal" showed the importance of design for global markets.
- "Creating Identity: German Engineering as a Global Statement" emphasised the role of German engineering in international competition.
- Contributions from partners in trade, crafts and renowned international architects, as well as a panel discussion on "Stronger Partnerships for a Stronger 'Made in Germany'", highlighted the growing importance of strategic cooperation within the construction ecosystem.

The cultural focus was on a lecture by star architect Hadi Teherani and the Walter Gropius Prize award ceremony. The prize was awarded in various categories to partners in trade, crafts and architecture who have rendered outstanding services to architectural ceramics through innovation and excellence. Among others, 4a Architekten, RKW+ Architekten (both Germany) and Glancy Nicholls Architects (Great Britain) were honoured for their outstanding projects. The company Fliesen Röhlich received the award for its quality in the field of tile laying. Stark Germany, Hagebau and Eurobaustoff were honoured with a Walter Gropius Prize as trading partners for consulting quality, supply chain management and innovative exhibition concepts.

A strong signal for the industry

The Metawolf World Conference 2025 showed that the German ceramics industry is ready for a new era: technologically networked, ecologically sustainable and culturally relevant. "Made in Germany" thus stands not only for quality, but also for sustainability.

Approx. 5,400 characters

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Tom Wolf, founder and chairman of the supervisory board of Meta Wolf AG, opened the first Metawolf World Conference in Berlin.



Over 200 participants from 28 countries attended the conference.



Philipp Amthor, Parliamentary State Secretary at the Federal Ministry of Digital and Public Service, emphasised the importance of the digital transformation of industry in his welcoming address and praised Metawolf's investment in Germany as a business location.



Tom Wolf and Export Sales Manager Markus Pavelic emphasise the relevance of the "Made in Germany" label for the German ceramics industry.



Markus Pavelic, Martin Röhlich, Hartmut Goldboom from Hagebau and Roland Alken, Head of Consumer Ceramics, discuss strong partnerships between trade, craft and industry in a panel discussion.



Uwe Reinking, Martin Röhlich, Rachel Wolf and Tom Wolf (from left to right) are delighted about the presentation of the Walter Gropius Prize to the company Fliesen Röhlich.



The winners of the Walter Gropius Prize 2025