Industrial Decline and the Rise of the Service Sector?
How did Western Europe and North America cope with the multifaceted structural transformations since the 1970s

Organizers:
Sebastian Voigt (Institute of Contemporary History, Munich)
Stefan Hördler (Mittelbau-Dora Concentration Camp Memorial)

Co-convener:
Howard Brick (University of Michigan, Ann Arbor)

Program
Friday, September 16th, 2016

10 a.m.:
Coffee

10.30 a.m.:
Welcoming address (Andreas Wirsching; Institute of Contemporary History, Munich)
Introduction (Sebastian Voigt / Stefan Hördler)

11 – 12.45 p.m.:
Panel 1
Industrial decline? Transnational similarities and differences in economic development
Speakers
- Marjin Molema (Fryske Akademy; Leeuwarden): Look to the Future, Embrace your Past. Regional Industrialization Policies and its Aftermath
- Roberta Garrucio (University of Milano): Mill Closings and Job Loss in Sesto San Giovanni (North Milan), 1985-2015
- Johanna Wolf (University of Leipzig): Between Glocal Tensions: The West German Metalworkers in the Shipbuilding Crisis of the Long 1970s

Chair: Stefan Hördler (Mittelbau-Dora Concentration Camp Memorial)

Lunch
14 – 16.15 p.m.
Panel 2
**Coping with the changes: Collective and individual responses.**
Speakers:
- *Karsten Uhl* (University of Darmstadt): Challenges of Computerization: the Example of the Printing Unions

- *Francesco Petrini* (University of Padova): Deindustrialization and Social Conflict: the Struggle to Regulate Multinationals during the long 1970s


Chair: *Frank Bösch* (Center for Contemporary History, Potsdam)

Coffee break

17 – 18.45 p.m.
Panel 3
**State responses to the challenges**
Speakers:
- *Timur Ergen* (Max-Planck-Institute, Cologne): The American Industrial Policy Debate and the Politics of the Future Economy

- *Daniel Wylegala* (University of Düsseldorf): Changes in R&D Strategies in the German Iron and Steel Industry as Response to the Economic Transformation in the 1970s?


Chair: *Howard Brick* (University of Michigan, Ann Arbor)

Conference Dinner: 19.15 p.m.
Saturday, September 17th, 2016
9 – 10.45 a.m.

Panel 4
Transformations of the labor market and the consumer behavior during the 1970s
Speakers:
- Sina Fabian (Hannover University): Crisis? What Crisis? Mass Consumption in West Germany and Great Britain in the 1970s and 1980s
- Jessica Burch (Harvard University): Good Times: Direct Selling and an Unfamiliar Story of Success in the 1970s

Chair: Andreas Wirsching (Institute of Contemporary History, Munich)

Coffee break

11. – 12.45 p.m.
Panel 5
Business Strategies in the 1970s
Speakers:
- Morten Reitmayer / Christian Marx (University of Trier): Convergence and Divergence in the Economic Development of Western Europe. The Case of the West European Chemical Industry since the 1970s
- Nelson Lichtenstein (University of California, Santa Barbara): Fissuring the Workplace: the Demise of the Vertically Integrated Corporation
- Franziska Rehlinghaus (Center for Contemporary History, Potsdam): Soft skills in the Age of Crises. Vocational Trainings in German Companies as an Adaption Strategy to Economic and Social Changes

Chair: Hartmut Berghoff (University of Göttingen)

Final Discussion

13.30 p.m. Lunch and End of Conference.