

Automation against a shortage of skilled workers: Minister of State Michaela Kaniber acknowledges advasolutions' innovative strength for the region

Traunstein, January 26, 2026 – Bavarian State Minister for Food, Agriculture, Forestry and Tourism Michaela Kaniber visited advasolutions in Traunstein. The approximately one-hour meeting focused on the use of artificial intelligence in intralogistics – particularly in fresh produce and food logistics – and on how automated processes and precise data analytics can help reduce losses along the value chain. The discussions also addressed the role of modern automation technologies for medium-sized industrial companies and the importance of advasolutions to the regional economy.



v.l.n.r. Max Dhom (Co-Founder & VP R&D Software advasolutions), Rupert Koch (Co-Founder advasolutions), Konrad Baur (Landtagsabgeordneter), Michaela Kaniber (Staatsministerin), Dr. Marcus Englert (Vorstandsvorsitzender advastore SE)

During a tour of the company, the Minister gained insights into advasolutions' technology platform. Particular attention was given to AI-based functions for quality control, route optimization and the early detection of errors and deviations in logistics processes. The systems analyze process and movement data in real time, automatically identify anomalies and help ensure stable and efficient warehouse operations – even as complexity increases and requirements change.

The subsequent discussion with representatives from politics, business and industry explored how AI-powered automation can make logistics processes – particularly in fresh produce logistics – more resilient, energy-efficient and economically predictable. The participants also discussed investment security, scalability and specific use cases from medium-sized companies.

“We live in an era in which it is becoming increasingly difficult to recruit skilled workers – especially in sectors where work also takes place at night, such as fresh produce and food logistics,” said Michaela Kaniber. “With products such as fruit, vegetables and eggs, many processes have to operate around the clock. When there are not enough workers to keep these processes running, the economic consequences can be enormous. This makes it all the more important to counteract these challenges through regional innovation and automation. The goal is to remain competitive while reducing losses and waste.”



Richard Maier, CEO of Maier Fruchtegroßhandel, demonstrated how the technology delivers tangible benefits in practice. His company already uses the systems, enabling him to share first-hand insights into their added value and practical application. The new technology is expected to increase performance by 40 to 50 percent, while providing end-to-end traceability and enabling the company to make better use of the available space within its existing facility. The result: the capacity to serve more customers, improved product quality and greater

availability. According to Maier, the partnership with advasolutions has demonstrated that automation is not only beneficial to large corporations, but also to smaller businesses.

Another item on the agenda focused on career opportunities for skilled professionals and young talent, particularly at the intersection between universities and rural regions. In this context, advasolutions is especially proud of Jana Unterreiner, who progressed from working student to the start-up's new Head of Solution Design within just a few years. Her career demonstrates that start-ups outside major cities can also offer attractive opportunities for young professionals. The participants also discussed the importance of technology-driven companies in strengthening Upper Bavaria's appeal as a business location.

The visit concluded with a smaller, more personal discussion covering topics including funding opportunities for automation technologies in medium-sized businesses, the political framework required to foster innovation and the long-term development of the region as a business location.

"Artificial intelligence and digitalization are fundamentally transforming the world of work. But this does not mean that there will be fewer jobs – jobs are changing, and that presents a major opportunity," said Kaniber. "With its strong high-tech and start-up ecosystem, Bavaria is very well positioned in this area, including in international competition. To ensure that medium-sized companies in particular can benefit from this innovative strength, we need reliable political frameworks and tax incentives. This will enable companies to invest in automation and digitalization."

"The visit by State Minister Michaela Kaniber highlights the importance of technology-driven automation for medium-sized industrial companies, particularly in the food industry. Modern intralogistics is a key driver of competitiveness, resilience and sustainable growth. For us, it is only natural that technologies like these are developed and implemented here in Bavaria – and this is also an important factor for the regional economy," added Dr. Marcus Englert, CEO of advastore SE.

The dialogue between policymakers and industry practitioners will continue in the near future. From February 4 to 6, 2026, advasolutions will showcase its innovative solutions at **FRUIT LOGISTICA in Berlin (Hall B-22, Booth 26)**. One of the highlights of the trade fair will be a visit by State Minister Michaela Kaniber.

About advasolutions

advasolutions is a German provider of proprietary modular automation solutions for intralogistics. With innovative technologies such as the advaShuttle warehouse robot, the scalable advaRack racking system and the flexible advaShelf, the company enables adaptable, optimized and highly precise warehouse automation designed to minimize errors.

By integrating 5G communications, digital twin technology and real-time tracking, advasolutions increases the efficiency of fulfillment and logistics processes and provides companies with a future-proof solution for meeting dynamic market requirements. advasolutions' vision is to revolutionize warehouse automation through modular, data-driven systems – enabling higher productivity, lower operating costs and maximum agility.

Image material is available **here**.

More information: www.advasolutions.com

contact:

advasolutions
Henrike Erb
Kochelseestr. 8
81371 München
+49 1606166 612
henrike.erb@advasolutions.com

Agenturkontakt:

Off The Beaten Track Communications GmbH
Caroline Hagen-Kellerer / Theresa van den Berg
Goethestraße 66
80336 München
+49 151 169 480 31/ +49 151 702 748 67
advasolutions@otbtcomms.com