



Leaders of Digital Economy 2020

“Time to leave the capsule”

17 March 2020 – Divani Caravel Hotel

Agenda

08:45 – 09:15	Registrations- Coffee
09:15 – 09:30	Opening Remarks
Opening Presentation	Presentation by an institutional representative for the digital business transformation
Keynote Presentation	“What changes in your sales, growth and competition in the platform economy”/ “Why every business will be a platform business” — Professor Anabelle Gawer , Leading Expert on Digital Platforms/EC & House of Lord Advisor on digital environment regulation/ Author of author of “Platform Leadership” and “Platform, Markets and Innovation”
International Speaker	“Why we need art to understand machine learning; The “Human Robot/ Moving Robot” case study — Tuomas Syrjanen , co-founder of the digital transformation agency Futurice/ Artificial Intelligence Expert The do’s and don’ts of Digital Transformation across industries — Sotiris Syrmakezis , General Manager, Chief Commercial Officer
11:30 – 12:00	Coffee Break
Case Study	Case Study Presentation by KPMG Center of Excellence
International Speaker	The real case for blockchain — Arno Laeven , Expert reviewer for the European Commission on Blockchain
14:00 – 15:00	Light Lunch Beyond data visualization: Experience Design for precise insights and effective decision making processes — Matteo Moretti , Information Experience Designer, Sheldon.studio
Fireside Chat	The C-Suite Dialogue between operations and business Discussion between CDO and CFO/COO from large Greek businesses regarding the end-to-end journey of digital transformation Designing the digital future of Greece: Innovation, entrepreneurship and the start-up ecosystem — Representative from egg - enter•grow•go The issue of diverse and inclusive teams in digital transformation TBC
17:30	Closing