KPMG

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's new 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	The art of human and machine symbiosis — **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 The case for Digital Transformation in the Insurance Industry; Insurtech and beyond — **Yannis Vasilatos,** Chief Digital Transformation Officer, Eurolife ERB
11:30 – 12:00	**Coffee Break**
Case Study	Discovering the business model of Blueground — **Haris Makryniotis,** Chief Strategy Officer, Blueground
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 — **Damianos Charalampidis,** Group Chief Digital Officer & Head of Retail Products, AlphaBank 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