



The 10<sup>th</sup> Annual Event

# Digital Innovation: Social and Economic Impact

18.–20. March 2020 | Portorož, Slovenia

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## The challenges and opportunities of digital technologies for your business transformation

- 93% of enterprises have adopted some form of IoT technology by the end of 2019.
- Blockchain has become a top 5 critical priority in 53% of the organizations in 2019, compared to 43% in 2018.
- Top 5 technology business investments in 2019: security, big data & analytics, IoT – Internet of Things, Multi-Cloud Strategy and Blockchain.
- 55% of the value AI – Artificial Intelligence generates in industry will be due to productivity improvements.
- 43% of Cyber Attacks still target small business in 2019 and investment in cyber security will grow 10% each year.
- The use of AR/VR among industrial SME will grow 66.40% (CAGR) from 2018 to 2025.

## Join us at the 10<sup>th</sup> event on Digital Technologies, Innovation and Digital Transformation

Share and discover how smart and connected products, digital processes and data help people, communities and companies in sustainable development. Learn about the future of the digital technologies and how can they help to deliver value in industry, society and in our lives every day.

Get answers to your questions about new digital business models, data security and management, privacy and trust and digital innovation. Find out how other companies create their digital businesses and what works and what doesn't work.

Be part of the Digital Innovation Ecosystem!

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## Why attend?

Event targets the **Central and Eastern Europe** and builds the Digital Transformation Community in the region.

**120+** C-level, experts, developers, professionals, policy makers, researchers, entrepreneurs, public initiatives.

**Open, interactive and energizing sessions and workshops** from your ideas to projects, business & cases.

**Relaxing environment** with traditional hospitality, local cuisine and networking.

## Digital Technologies: From IoT to AI – Artificial Intelligence

A development of digital technologies is so fast that organizations and companies have a challenge to keep up and even worse, they can't implement the advantages technologies offer.

Understanding the potential and the value of digital technologies gives you a tool, to start your digitalization and the digital transformation journey. IoT/IIoT, AI/ML, blockchain/DLT, AR/VR, robotics/RPA, MES/MOM are only few of technologies.

Meet and talk to tech companies, which are constantly improving technologies in order to serve you, your organizations and your company. Technologies are getting highly inter-connected to deliver the value to companies.

**How can you take advantage of digital technologies?**

## Digital Data: From cyber security and privacy to trust and digital identity

Digital data is new oil of the industry and business. But the way we can reach, store, manage and use this data makes a lot of difference. Digital identity is going to make business safer and faster.

How is GDPR influencing business and what are the technologies which can help improving privacy and efficiently protect digital business? Are blockchain/DLT technologies right ones to enable the digital identity?

Learn about the danger and cyber security threats we are exposed and find out about the best practices, how to properly and efficiently manage your and other data. Join the workshop and session.

**Why digital data and digital identity matter?**

## How technology improves the value of your business and customer experience?

Many companies have learned going digital is not an easy and simple task, which would deliver results in a short time. On the other hand many have gone through it and succeeded.

Those companies which have defined the digital strategy, created digital vision and set clear KPIs – Key Performance Indicators, are experiencing business growth and improved operational efficiency and higher productivity.

Learn about how both, manufacturing and service companies are using digital technologies to meet their business goals. Beyond technology they improve digital competences, foster open innovation and empower the employees.

**What are the steps for fast and efficient digitalization?**

## Best Digital Practice: How successful companies go digital?

Digitalization and digital transformation are processes and they are very particular for each industry and each company. It is important to understand what work and what doesn't.

Especially for the SMEs the digital transformation is a challenge due to lack of knowledge, experts and time. Digital strategy is only a start, and the digital project implementation is crucial to achieve the results.

Meet the SMEs presenting their digital transformation projects and join the discussion about the Digital Practice Excellence Program 2020. Talk to those who leads the challenging digitalization process and who gained the first results.

**How can you reach digital transformation excellence?**

We are grateful to our partners, supporters and endorsers from previous years

