

## Digital Single Market

Event Dublin, Ireland 9 April 2013 to 10 April 2013

# European Data Forum 2013

The European Data Forum (EDF) is the annual meeting-point for data practitioners from industry, research, the public-sector and the community, to discuss the opportunities and challenges of the emerging Big Data Economy in Europe.

EDF 2013 will take place on **9 & 10 April 2013** in **Dublin**.

What do the following organisations have in common?

An oil company dealing with complex engineering technologies and strong marketing intelligence needs, a publisher establishing new innovative content businesses, an NGO building global awareness on sustainable development or a national government enabling more transparency and realising cost savings at the same time.

All of these organisations are working in data intense sectors and thereby facing the challenge of how to deal with an efficient and sustainable (big) data management as a key factor for success as well as competitive advantage!

'Data has swept into every industry and business function and is now an important factor of production, alongside labour and capital.' a [study](#) [1] by the McKinsey Global Institute stated in May 2011. 'The amount of data in our world has been exploding, and analysing large datasets — so-called big data — will become a key basis of competition, underpinning new waves of productivity growth, innovation, and consumer surplus.'

These challenges and opportunities around big data management, the single steps of the data value chain, technological innovations and innovative business models, as well as the legal framework for a sustainable European data economy will be discussed at the European Data Forum 2013, the meeting place for a growing EU-wide Data Community.

## Interesting insights from prestigious speakers

With prestigious keynote speakers (Knut Sebastian Tunglund (Chief Engineer IT at Statoil), Richard Benjamins (Director of Business Intelligence at Telefonica Digital), Fiona Williams (Research Director at Ericsson)), a moderated CIO discussion panel with participants of Daimler, Telefonica, SAP (tbc) or ATOS, technology-, academic-, open data- and best practise presentations by invited and selected experts and last but not least a comprehensive exhibition/demo, the EDF2013 programme contains something for everyone.

See the EDF2013 programme information for further details: <http://2013.data-forum.eu/program> [2]

## European Data Innovator Award

In order to recognize outstanding enterprises and individuals, who have shown extraordinary vision and execution in the field of linked enterprise data management for their use of linked (open) data to start more efficient data management, EDF2013 is delighted to launch the European Data Innovator Award. The 2013 European Data Innovator award was made possible by eccenca, a spin-off of Brox IT Solutions and AKSW Research group from University of Leipzig.

See more information here: <http://bit.ly/EDF2013-Data-Innovator-Award> [3]

## Become a sponsor

EDF 2013 will be a focal point for the top leaders and advocates of Big Data technology and will present a key opportunity to increase the visibility of your company or organization. Spread your message through advertising and networking to a wide range of attendees within the Big Data industry, researchers, policy makers and users alike. A number of sponsorship and media packages are available. More information on how to become a sponsor is available on the website (<http://2013.data-forum.eu/join/sponsor-information> [4]).

## Follow the EDF on Twitter:

Should you not be able to come to Dublin, follow the event on Twitter - search for the **hashtag #EDF\_13**

Organiser

European Data Forum

[5]

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### Links

[1]

[http://www.mckinsey.com/insights/mgi/research/technology\\_and\\_innovation/big\\_data\\_the\\_next\\_frontier\\_for\\_innovation](http://www.mckinsey.com/insights/mgi/research/technology_and_innovation/big_data_the_next_frontier_for_innovation)

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[3] <http://bit.ly/EDF2013-Data-Innovator-Award>

[4] <http://2013.data-forum.eu/join/sponsor-information>

[5] <mailto:>

[6] <http://2013.data-forum.eu/>