EIRMA CTO Forum 2023

The ROLE/RELEVANCE of a CTO - in an AI driven world

Digital Transformation Strategy, Value Creation & Collaborative Intelligence (Human & AI)

WHERE: Arcelik Global, Istanbul, Turkey, GARAGE Innovation Center (Arcelik Cayırova Campus)

WHEN: _19 October 2023_

CURRENT LANDSCAPE:

In today's work landscape, we've seen and experienced many changes to the digital workplace - remote work, globally distributed teams, hybrid teams. Digital transformation has become inevitable for industry. New technologies such as big data, the IoT (Internet of Things), Cloud computing and Artificial Intelligence are entering every sector of activity.

CTO DUTY:

Traditionally, the Chief Technology Officer (CTO)'s responsibilities include:

- Technology Strategy Development,
- Driving Innovation,
- Managing Technology Infrastructure,
- Fostering Collaboration, and Talent Management.

In a world where the **CIO** and **CVC**'s role becomes more and more crucial, what's the CTO's place and responsibilities in the digital transformation we are experiencing?

The CTO plays a crucial role in leading these changes, ensuring that the organization is ready to embrace the opportunities that digital transformation presents.

E I R M A

THE EIRMA CTO FORUM - WILL EXPLORE:

- The key responsibilities of a CTO in the digital transformation (by setting the vision and strategy)
- His place in identifying and implementing the right technologies (technology infrastructure and operations)
- How to drive the innovation culture : innovation opportunities to disrupt traditional business models and capitalise on digital advancements
- Collaboration and leadership with company's personnel and other C-suite executives
- Technology-related risks management and ensuring the organisation's cybersecurity (Ensuring data security and privacy)
- The importance of the CTO's involvement in the organization's digital transformation journey and share some best practices

OUTCOME - NAVIGATING COMPLEXITIES AHEAD:

This 2023 EIRMA CTO Forum will examine the importance and relevance of the CTO's role and

involvement in navigating the complexities of the digital era, will outline their key responsibilities, skills, and impact on business success as well as share best practices to YOUR success.

Target Audience
Chief Technology Officers, Chief Scientists, Corporate Venture Capital
This event is on **<u>invitation only</u>** and limited to **30 participants**.

Chairman
Ernst Lutz, Chief Technology & Innovation Officer, N.V. Bekaert S.A., EIRMA President

PROGRAMME

Thursday 19 October

8.15   Meeting at the hotel lobby for departure

8.45 – 9.00   **Welcome coffee**

9.00 - 9.15   **Welcome to the CTO Forum 2023 by EIRMA President**
                Ernst Lutz, Chief Technology & Innovation Officer, N.V. Bekaert S.A., EIRMA
                President

9.15 – 9.30   **Welcome by Arcelik (and house rules information)**
                As Garage Innovation Hub, Arcelik creates sustainable values for innovation with
                its expertise in the field and with its powerful relationships within the
                ecosystem. Innovative ideas are brought to life here- thanks to cutting-edge
                technology and new business models it possess. (final outline to come soon)

9.30 – 9.40   **Presentation by EIRMA Secretary General – Setting the scene**
                Alex Nussem, Secretary General, EIRMA

9.40 – 10.10   **Presentation by OECD**
                -        The characteristics of firms using AI
                         o   Firm size, age, sector, possibly pointing at different data
                              sources/types of adopters
                -    The role of complementary assets for AI and digital technology diffusion
                         o   Focusing on human capital, technologies, digital infrastructure and
                              intangibles
                -    The links between AI use and (firm) productivity
                Jens Lundsgaard , Deputy Director for Science Technology and Innovation,
                OECD, **Flavio Calvino**, Economist & Team Leader, OECD

10.10 – 10.50   **Leading the way to digital transformation with Data & AI Platforms, by IBM**
                In less than a decade, the proliferation of digital technologies — social, mobile,
                hybrid cloud, and AI — has revolutionized relationships between customers and
                businesses, and produced new ways of creating and delivering innovation and
                value. Interactions between brands and consumers are now constant,
                instantaneous and multidimensional.
                The first chapters of Digital Transformation have enabled businesses with digital
                capabilities that enhance collaboration, productivity, customer service, and
                business agility. However, the extent, and full potential, of such capabilities vary

largely across enterprises and sectors depending on how such a transformation is being carried out. Most businesses have realized "point" transformations at the business process level while a few others have built digital platforms which serve as the enterprise integration layer that integrates users, processes, and systems to enable horizontal agility and innovation. The lifeblood of such platforms is data. The more integrated an enterprise is, the more data quantity and quality is generated, and the more insights and benefits are achieved, at scale, beyond silos.

To take advantage of recent advances in AI and automation, CTOs and CIOs play a central role in defining and delivering platform strategies and architectures that enable smarter integrations and faster adaptation to market disruptions. That is easier said than done, as several challenges need to be addressed along the way, ranging from setting up a sound Data & AI strategy and technical foundation, to developing the right skills, development practices, and governance policies across the platform stack.

Abdel Labbi, Program Director, Data & AI Platforms, IBM Research – Europe

10.50 – 11.20 **Coffee Break**

11.20 – 12.00 **Accelerating Scientific Discovery, by Microsoft**
The world is facing massive challenges like climate change, food and material scarcity, and Quantum Computing will soon play a significant role. In this discussion Leopold will highlight how the quantum supercomputer of the future, and HPC and AI today, can accelerate scientific innovation.

To help realize our mission to compress 250 years of chemistry into 25, Leopold will share more about Azure Quantum Elements, a system that boosts productivity for chemistry and materials science R&D. Researchers and product developers can screen candidates, study mechanisms, and design molecules and materials through state-of-the art computing capabilities and enterprise-grade services. Azure Quantum Elements includes simulation workflows optimized for scaling on Azure HPC clusters, AI-accelerated computing, augmented reasoning using AI, integration with quantum tools to start experimenting with existing quantum hardware, and access in the future to Microsoft's quantum supercomputer.

Leopold Talirz, Senior Software Engineer - Azure Quantum, Microsoft

12.00 – 12.40 **The Lab of the Future and the Changing Role of the CTO, by AD Little**
Artificial intelligence (AI) has been hyped for many years as a technology that will radically transform business. AI enables companies to analyze much larger and more variable unstructured data sets and information – and to encode tacit knowledge from many sources alongside structured data – to enable better insights and intelligence. However, it is fair to say that AI applications have not yet become as commonly used as many had predicted, with a recent Arthur D. Little survey showing that only 16% of AI users believe they are gaining full potential from their use of it. In many organizations, AI applications remain stuck at the pilot stage, or else are limited to specific applications such as customer interaction and intelligence. More widespread adoption of AI for key management decision making is often hindered by the lack of an adequate

strategy, as well as concerns regarding loss of control, lack of transparency, and the perceived threat of job losses. (final outline to come soon)
Ben Thuriaux, Partner, AD Little

12.40 – 13.20 Presentation by Arcelik
Arcelik designs intelligent and networked products at the intersection of AI, software and hardware. As a result of their cooperation with global and competetent partners in research and development, they develop cloud-based platforms in the fields of voice, vision and health and are supported by machine and deep learning techniques. (final outline to come soon)

13.20 – 14.00 Lunch Break

14.00 – 15.15 Arçelik Visit (Both factory and R&D)

15.15 – 15.55 A view in the back mirror: the CTO role in a changing world, by Bekaert
When looking back at my own career, what did prepare me for the job, what was relevant then? And are these the same traits that are needed now? What did make the difference from good to great?
It will be much less a stringent and coherent presentation than a dialog with you. Did you see analogies? And what can and should we do to set the right levers for a successful Technology and Innovation roadmap that will make all the difference, for our companies and shareholders, for our colleagues, for society?
Ernst Lutz, Chief Technology & Innovation Officer, N.V. Bekaert S.A., EIRMA President

15.55 – 16.35 BEYOND Bonding – Innovation and Value Creation with smart and sustainable solutions, by Lohmann
The active use of adhesive bonding is becoming a rapidly growing trend in various industrial segments. The advantages of adhesive technology are clear: it is light, clean and above all safe. Thanks to the precise adhesive strength, individual components are bonded efficiently and with unprecedented accuracy, ensuring customers receive the best possible solutions. For more than 170 years, the Lohmann Group is actively pushing boundaries and setting new standards in the field of adhesive bonding. Recently, a new chapter has been addressed by introducing smart features in our products smoothing the path towards flexible sensors and wearables which efficiently detect various stimuli relevant to specific environmental and biological conditions. These smart bonding solutions show great potential for the Internet of Things (IoT) and wearable electronics applications. The application of flexible and stretchable electronics to device-engineering technologies has enabled the fabrication of smart products on an industrial level. Within our strategy Lohmann Beyond, aspects of Innovation, Culture and Sustainability are merged in order to deliver further value to our customers and business partners and stay relevant for the future.
Carsten Herzhoff, CTO/COO, Lohmann GmbH

16.35 – 17.00   **Coffee break**

17:00– 17.40   **Presentation by Air Liquide: Digital transformation: above all, a human odyssey**
As the digital revolution transforms every business sector, including industry 4.0, robotics and artificial intelligence, Air Liquide offers a people-centric approach that places new technology at the heart of its digital transformation. The result is improved performance, along with an enhanced customer and employee experience. (final outline to come soon)
Fabien Mangeant, Scientific Director Computing & Data Sciences, Air Liquide

17.40 - 18.30   **Interactive session led by AD Little**
Ben Thuriaux, Partner, AD Little

18.30 – 18.45   **Conclusion and wrap-up**
Ernst Lutz, Chief Technology & Innovation Officer, N.V. Bekaert S.A., EIRMA President

19:00   Transfer to the restaurant

19:30   Dinner at the restaurant

22:00   End of CTO Forum 2023 and transfer to the hotel

E I R M A

PRACTICAL ARRANGEMENTS

Venue **GARAGE Innovation Center**
Arcelik Cayırova Campus
Şifa, Arçelik Fbr., 34950 Tuzla/İstanbul, Turkey
Phone : +902165858585
Contact : Güneş Aybek (gunes.aybek@arcelik.com)

Accommodation **Crowne Plaza Istanbul Tuzla Viaport Marina**
Cami Mh. Balıkçılar Sokak U Blok 20, 34940 İstanbul, Turkey
Phone : +902165600660
https://www.ihg.com/crowneplaza/hotels/gb/en/istanbul/isttv/hoteldetail

A block booking with special rates have been secured in Crowne Plaza
Istanbul for the nights of 18 October and 19 October 2023.
The rate for a single room is **120 €** (breakfast included, taxes not
included)

The group rate is secured **until October 2nd 2023**.
*To book your room please click here (Make sure that the group rate
code DL5 is selected under the "Rate Preference")*

Transportation **To Crowne Plaza Istanbul Tuzla Viaport Marina**
Plan route, click here

To GARAGE Innovation Center - Arcelik Cayırova Campus
Plan route from the hotel
A shuttle service will be provided on October 19 from the hotel to the
venue at 8.15 (see program) and at 19.00 from the venue to the
restaurant.

Dinner at a local restaurant (more information to come)

EIRMA

Registration	Registration cost for the event: **340 €**
	Please register as soon as possible but certainly **before 9 October 2023**.
	Online registration: click here
	You can also send the completed registration form to events@eirma.org.
	Registration will be closed after the **limit of 30 participants** is reached.
	As per usual, we prioritize in-person participation. For special participation options, please contact events@eirma.org for more information.
Payments	Payment by bank transfers is preferred but we can also accept credit card (MasterCard).
	All participants will receive a confirmation letter and an invoice or receipt as appropriate.
Cancellations	Please give as much notice as possible if you are obliged to cancel. We will refund 50% of the registration fee for cancellation received 1 week before the meeting.
	Names may be substituted at any time without charge.

EIRMA

REGISTRATION FORM

EIRMA 2023 CTO Forum
October 19, 2023
GARAGE Innovation Center Arcelik Cayırova Campus
Istanbul, Turkey

Please register online here or send the form below to events@eirma.org **before October 9, 2023.**

PLEASE FILL IN CAPITAL LETTERS

Title: (Prof./ Dr./ Mr./ Mrs.): ………………………………………………..……………….

First Name: …………………………………………………………………………….

Last Name: ……………………………………………………………………………..

Position: ………………………………………………………………………….....

Company: ……………………………………………………………………………

VAT number of the paying entity (mandatory for European companies):

…………………………………………………………………………….

If no VAT nr, Official registration number……………………………………………………

Address: ……………………………………………………………………………..

ZipCode: ………………City: …………………………………Country:………………………

E-mail: …………………………………………………………… Cell: ………………………

Assistant's e-mail: …………………………………………………………………….

I will ☐ /will not ☐   attend the CTO Forum on October 19, 2023

I will ☐/ will not ☐   attend the CTO Forum dinner on October 19, 2023

I will ☐ /will not ☐   enjoy the shuttle to and from the hotel to the CTO Forum venue

Dietary requirements:……………………………………………………………………………

Event's fee: 340,00 € (VAT excluded) for members excluded Belgium

           411,4 € (VAT included) for Belgian members

The meeting registration fee covers the administrative costs, refreshments and dinner.

To be paid by Bank Transfer or Credit Card.

Our invoices are to be paid within 30 days from date of invoices.

Mode of Payment

☐ Bank Transfer

    Account N° 363-1073576-20

    ING – Rond Point Robert Schuman 8 – 1040 Brussels - Belgium

    IBAN: BE28 3631 0735 7620 - BIC: BBRUBEBB

☐ Credit Card (Eurocard, MasterCard)

       Card Number: __I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__

       Exp. Date: ____/____   *Security Code:* __I__I__I__

    EIRMA, as an international association of Belgian law, is subject to VAT

    (nr: BE 0847 677 159)

E I R M A