Big Data & Analytics Innovation Summit

September 6 & 7 2017 | Shanghai

"Embed Data to Exploit Business Potentials"
Overview

September 6 & 7, 2017

Shanghai Marriott Hotel Parkview, 333 Guang Zhong
Road West, Jing’an District Shanghai, 200072 China

#DataAsia

Big Data & Analytics Innovation Summit

The main themes for this year’s discussion are:

• Big Data Analytics
• Data Science
• Big Data Strategy
• IOTs & Smart Cities

By covering the hottest topics within Big Data & Analytics
we create a platform for senior level executives to obtain
real action points and useful connections to better support
their business goals.
Confirmed Speakers

Janusz Marecki, **Senior Research Scientist**, DeepMind
Jia Kunyang, **Senior Data Mining Expert**, Alibaba Group
Ray Xiao, **Head of BI & Analytics**, Adidas
Lee Liu, **Chief Information Officer**, Chery
Elena Grewal, **Head of Data Science**, Airbnb
Charles Cai, **Chief Data Officer**, Dalian Wanda Group
Ben Ye, **Head of Information Technology**, GSK
Eddie Cai, **Senior Director of CRM**, GAP
Esteban Remecz, **CIO, APAC**, ZF Group
Jeans Cai, **Head of IT**, DHL
James Lee, **Director, Integrated Media**, Kraft Heinz
Xiaojian Dong, **Chief Technology Officer**, Tong Ban Jie
Roy Chen, **Vice President**, International Standards for Information Security
Sanddeep Sreekumar, **Business Process Owner, Manufacturing & Operations APAC**, Henkel Corporation
Marijn Ten Wolde, **Project Leader, Automation and Industry 4.0**, BSH
Nawal Roy, **Founder and CEO**, Holmusk
Africa Perianez, **Head of Game Data Science**, Silicon Studio
Zahid Muhammad, **Senior Manager, Risk**, Riyad Bank
“Usually I’m exhausted at the end of a presentation. This time, I’m energized!”
Charles Cai  
Chief Data Officer  
DALIAN WANDA GROUP

Disrupting Traditional Industries with Blockchain

With the experience building up a world class BlockChain CoE with 50+ experts, ranging from finance, cryptography, digital currency, p2p to distributed computing etc, landing massive use cases that will disrupt commercial banking, healthcare and supply chain etc, Charles is now one of the members leading the block chain development in China. After the development of Blockchain Technology in China in the last two years, there have been successful projects launched not only to improve the business performance but also to bring better social impacts. Charles will share some of the projects he has been involved in with the an outlook of blockchain.

Elena Grewal  
Head of Data Science  
AIRBNB

Connect Data Science with Other Business Functions

The development of data science is a long journey. Airbnb has been through the development for almost ten years. During the ten years, the team grows very fast and data science is playing a more essential role in the decision making process. This process will cover the following areas including:- How we data science is characterised in Airbnb- How it is involved in decision-making- How Airbnb scaled it to reach all sides of the company

Sandeep Sreekumar  
Business Process Owner, Manufacturing & Operations APAC  
HENKEL CORPORATION

Factory Digitalization and Process Automation

Henkel initiated Smart Factory program late 2013 with a vision to Digitalize factories across Asia Pacific. Pilot project on Dragon site in China (Worlds Largest Adhesive Plant) with production capacity of 480Tons per year was successfully completed on 2014, followed by more than 10 plants across China, Korea, Japan, Thailand, Indonesia, Vietnam, Malaysia and Australia later. The projects achieved great results in terms of Operational performances.
Marijn Ten Wolde  
Project Leader, Automation and Industry 4.0  
BSH  

**B/S/H/ Smart Manufacturing & Automation**  
Marijn will share the smart manufacturing experiences he had in China. Results of this include the achievement of consumer-oriented approach, the assurance of an optimum end-to-end value chain approach, the optimisation of QCD (quality-cost-delivery) and the improvement of customer satisfaction through smart IoT and connectivity solutions.

Jeans Cai  
Head of IT  
DHL  

**Fireside Chat: Values Created by Big Data**  
DHL has been working on how to create values with big data. Data visualisation and innovations on business models with big data has been successfully implemented in DHL. These not only improve the clients satisfaction but also increase the profitability by increasing the revenue and reducing the cost.

Ben Ye  
Head of Information Technology  
GSK  

**Evolving Role of Data for Pharmaceutical Industry**  
The emergence of big data, as well as advancements in data science approaches and technology, is providing pharmaceutical companies with an opportunity to gain novel insights that can enhance and accelerate drug development. More than the impacts of big data on R&D, big data is also changing other function departments to improve the business efficiency. Ben will share some projects implemented in GSK and the lessons they have learned on the journey.
Keynote Speakers

James Lee
Director, Integrated Media
KRAFT HEINZ
Fireside Chat: Big Data for Marketing Campaigns

With tens of years experience on digitalisation and data-driven marketing, James will share how big data is changing marketing to achieve better RoI for businesses.

Lee Liu
Chief Information Officer
CHERY JAGUAR LAND ROVER
Big Data Driving the Automotive Industry

The last two years have seen disruptive changes to Automotive Industry. With the development of Big Data, Artificial Intelligence, Machine Learning and IoTs, successful implementations have been seen with the quick development of autonomous vehicles. What do these changes mean for our future life? What improvements can these bring to business performance? Lee will use the case studies of Chery Jaguar Land Rover to provide audience with a blueprint of the changes.

Ray Xiao
Head of BI & Analytics
ADIDAS
Leverage Big Data to Drive Physical Store Performance

Ray will share a project implemented by Adidas to improve the physical store performance across China. This will cover what data can be used for insightful analysis and how the analytics can be used for further actions.
Janusz Marecki
Senior Research Scientist
DEEPMIND

Cognitive Computing and Applications for Augmented Human Intelligence

Janusz will use some research results and implications to provide audience with an insight on cognitive computing and Augmented Human Intelligence. With some real case studies, he will present how these disruptive technologies are realised with big data and what impacts they can bring to our daily life.

Africa Perianez
Head of Game Data Science
SILICON STUDIO

Game Data Science: The State of the Art

In the last few years, we have witnessed a true revolution in the video-game industry, as both traditional video-game platforms and emerging mobile games have become always connected to the Internet. This has contributed to widen the audience for video games (casual gamers) and to the appearance of new economic models (in-app purchases, free-to-play) that are gaining more and more importance in a sector traditionally monetized by expensive one-time purchases or subscriptions. More importantly, this recent paradigm shift allows game developers to collect a huge amount of data in real time while maintaining an active relationship with the players. This has created a broad range of new challenges and opportunities for both data science research and business applications, as demonstrated by the quickly growing number of job openings for data scientists in game companies. To fully take advantage of this new scenario, it is paramount to develop adequate statistical and learning methods that model and predict player behavior, scale to large datasets and

Esteban Remecz
CIO, APAC
ZF GROUP

Embed IoTs to Traditional Manufacturing Industry

Esteban will share his experience on leading ZF’s Digitalisation Strategy. The experiences will cover the best practices ZF group has achieved on Industry 4.0, Machine Learning and Artificial Intelligence for the Automotive Industry.
Since Google launched the first version of its knowledge graph (KG) in 2012, the research area of KG has been attracting a lot of attention from both academia and industry. Major internet companies in China also followed up, and gradually applied KG to their respective systems.

Initially, KG was applied in the field of information retrieval, which enhanced the search experience, such as searching for a celebrity with the return of the social relations, previous achievements, relation persons along with normal search results. With the driving of big data, the scale of KG is exploding, and the application field is expanding more widely, such as network analysis, anti-fraud, precision marketing, among many others. Through the extraction of entities and relationships, we have embedded the prior knowledge to KG in the constructing process. However, there are some implied inter-entity relationships that are missing. Only after careful reasoning will they appear. This leads us to an important area of the KG: knowledge inference.

Digital diabetes control beats drugs For the first time in human history, more people die from chronic disease than infectious disease. This major failing of us as human society and current healthcare systems need to be patient centric with focus on “early detection and prevention”. This calls for scalable, clinically effective, patient centric digital health solutions - using technology and data sciences.
Cross-border data security is a big challenge for multi-national companies. As the CISO of Philips China, Roy will share his experience on how to overcome these challenges and how to manage data security in various regions.

Roy Chen
Vice President
INTERNATIONAL STANDARDS FOR INFORMATION SECURITY

With more than 110,000 SME and 3.7 million individual clients, risk management is a big challenge for Tong Ban Jie’s online asset management businesses. Embedding innovative technologies of Big Data, Cloud Computing and Blockchain into every business process including portfolio management, registration, assessment and payment, Tong Ban Jie has built up a leading intelligent risk management system.

Xiaojian Dong
Chief Technology Officer
TONG BAN JIE

Zahid is currently part of ‘Risk Data Aggregation Implementation Team’ in Riyad Bank (RB), KSA. RB (a D-SIB in KSA) is implementing the requirements of Risk Data Aggregation. He has rich experience of working in Risk, Compliance, Governance & Banking Examination areas and is instrumental in working on Risk Data Capabilities from technical, infrastructural/architectural and governance aspects to interpret (with a proper context) and benchmark the requirements of BCBS-239, enabling the bank to identify the gaps and implement the requirements of Risk Data Aggregation and Risk Reporting capabilities.

Zahid Muhammad
Senior Manager, Risk
RIYAD BANK

Panel Discussion
## Schedule

### Day 1
- 07:30 Registration & Light Breakfast
- 09:00 Chairperson Overview
- 09:10 Keynote
- 10:40 Coffee Break
- 11:10 Session
- 12:30 Lunch
- 16:00 Session
- 17:00 Networking Drinks

### Day 2
- 08:00 Registration & Light Breakfast
- 09:00 Chairperson Overview
- 09:10 Keynote
- 10:40 Coffee Break
- 11:10 Session
- 12:30 Lunch
- 16:00 Session
- 17:00 End of the Summit

### Key
- **CHECK IN**: An opportunity to check yourself into the event and meet other leaders in your industry ahead of the day.
- **KEYNOTE**: Listen to actionable case studies largely brought to you by Fortune 500 companies.
- **SESSION**: Listen to actionable case studies largely brought to you by Fortune 500 companies.
- **COFFEE BREAK & LUNCH**: A chance to sit down, network and connect with decision makers within the industry.
- **NETWORKING DRINKS**: A more relaxed environment in which to engage with all attendees and gain valuable connections.
“I can say hands down, you guys do the finest.”
SPONSORS AND PARTNERS

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Featured Start Up

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Media Partner

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lduan@theiegroup.com

+852 5808 1640

REQUEST TO SPONSOR
For sponsorship & partnership opportunities contact me

lduan@theigroup.com
+852 5808 1640
**Who Attends**

The quality of the speakers was extraordinarily high. They had solved difficult problems and told their stories well. Usually I’m exhausted at the end of a presentation. This time I’m energised!

Netflix

As per usual, you guys have done an amazing job curating a phenomenal summit with the very brightest, innovative minds in the media space. I can say hands down, you guys do the finest job of anyone in the media conference space.

Google

98% of attendees would return

96% of attendees are director level and above

93% rated the event excellent

95% would recommend to a colleague

22+ speakers

100+ participants

10+ hours

20+ hours

sharing their insights

expected in attendance

of premium content

of solid networking
## Tickets

**Buy a group of at least 3 passes to receive up to 25% off**

Interested in attending? Register online or contact **Ryan Yuan**

- **ryuan@theiegroup.com**
- **+852 5808 1636**

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<th>Gold Pass</th>
<th>Access All Area Pass</th>
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<td><strong>Access to these co-located summits: Chief Innovation Officer Summit, Digital Marketing &amp; Strategy Innovation Summit</strong></td>
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**GROUP PASSES**

**REGISTER ONLINE**

*Recordings and presentations available subject to speakers consent.

Innovation Enterprise reserves the right to add and remove video content.
## Delegate Information

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## Address Information

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## Payment Options

- [ ] Check
- [ ] Visa
- [ ] Master Card
- [ ] American Express

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## Passes

- Places are transferable without any charge within 12 months of the original purchase

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## Card Holder’s Information

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## Card Holder’s Signature

**Prices are exclusive of VAT. Team discounts are applicable at the point of registration only. Any cancellations within a group registration will in turn incur an increase in registration fee for the remaining group participants. Cancellations before August 07, 2017 incur an administrative charge of 50%. If you cancel your registration after August 07, 2017 you will be charged the full fee. You must notify The Innovation Enterprise in writing of a cancellation, or you will be charged the full fee.**
# 2017 Asia Calendar

<table>
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<th>Month</th>
<th>Event</th>
<th>Location</th>
<th>Expected Attendees</th>
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<td>March</td>
<td>Big Data &amp; Analytics Innovation Summit</td>
<td>Singapore</td>
<td>250+</td>
<td>March 1 &amp; 2</td>
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<tr>
<td>April</td>
<td>Big Data &amp; Analytics Innovation Summit</td>
<td>Hong Kong</td>
<td>150+</td>
<td>April 26 &amp; 27</td>
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<td>Digital Marketing &amp; Strategy Innovation Summit</td>
<td>Hong Kong</td>
<td>100+</td>
<td>April 26 &amp; 27</td>
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<tr>
<td></td>
<td>CFO Rising Summit Hong Kong</td>
<td>Hong Kong</td>
<td>100+</td>
<td>April 26 &amp; 27</td>
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<tr>
<td>July</td>
<td>Chief Data Officer Summit</td>
<td>Singapore</td>
<td>120+</td>
<td>July 4 &amp; 5</td>
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<td>November</td>
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<td>Beijing</td>
<td>150+</td>
<td>November 22 &amp; 23</td>
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<td>November 22 &amp; 23</td>
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**Sponsorship Opportunities**

Lin Duan
lduan@theiegroup.com
+852 5808 1640

**Delegate Invitations**

Ryan Yuan
ryuan@theiegroup.com
+852 5808 1636
Through our key channels - Big Data, Analytics, Strategy, Innovation, Digital, Sports, Finance, & Supply Chain - we connect industry leaders across the business spectrum, from leading Fortune 500 companies to disruptive and exciting new startups, facilitating the sharing of ideas through webinars, articles, white papers, and on-demand video content.

Gain access to our extensive business education library on topics that are important to you. Our summits are recorded and given to you on this unique platform, allowing you to gain actionable ideas, delivered by your peers. Our content is available 24 hours a day, 7 days a week. Learn on the train, at your desk or on your sofa. Business Education On Demand.

A leadership and management training provider, providing practical training courses. Understanding the challenges of keeping pace in a constantly changing world, our courses are specially crafted to help you succeed in business. We offer workshops, immersive onsite programs & online educational programming delivered by industry experts.