



**Venue**  
**FH Bielefeld** University of Applied Sciences  
 Interaktion 1, Conference center  
 33619 Bielefeld  
 Germany



**Conference webpage / Registration by 26 Nov 2017**  
[www.fh-bielefeld.de/wug/digital-transformation](http://www.fh-bielefeld.de/wug/digital-transformation)



# Digital Transformation of Corporate Business

2 nd International conference  
 5 December 2017  
 9 a.m. - 5 p.m.



Co-funded by the  
 Erasmus+ Programme  
 of the European Union



**FH Bielefeld**  
 University of Applied Sciences

## Programme

- 8:30** Conference registration
- 9:00** **Welcome**, *Presidency of FH Bielefeld*
- 9:20** Keynote speech **A journey of digital discovery & transformation, as told by a black guy from Texas**  
*Samson Williams, Chief Strategy Officer, Axes and Eggs, US*
- 10:00** **A Strategic Partnership for Digital Transformation**  
Erasmus Plus Strategic Partnership consortium –  
*FH Bielefeld, U of Tartu/EST, U of Technology Brno/CZ*
- 10:30 Coffee break
- 11:00** **Poster presentations**
- **Blockchain and smart contracts**, *FH Bielefeld*
  - **Competencies for digital change**, *U of Technology Brno/CZ*
  - **Universities going digital – best practice**, *Dream Apply Ltd, Tartu/EST*
- Q&A incl webcast guests
- 12:30 Buffet lunch
- 13:30** Open space event: **Digitization of corporate business – experience, views and visions**  
*Moderation: Annette Klinkert, CEO, city2science GmbH, Germany*
- 16:00** **Open space wrap-up: results, trends, where do we go from here?**
- 17:00 End of conference

This conference is supported by the Erasmus Plus programme of the European Union under the Erasmus Plus Strategic Partnerships strand.

## Blockchain, Artificial Intelligence, Big Data – From buzzword to learning to collaboration

The change in business and industry is picking up momentum, with the focus still very much on technologies. But most Digital Transformation is about collaboration, we're all finding out. This is why our second conference will explore the impact of potential of technologies on the one hand. On the other, we will be discussing the impact on company organizations, learning and university degrees.

This is also where the Erasmus Plus Strategic Partnership project that our three universities just won will kick in. To make your conference contributions more seizable, we shall be exchanging ideas at an Open Space session in the afternoon. We invite you and your industry and academic colleagues to exchange with us on the impact and possible scenarios of Digitization in your environments.

We are looking forward to an interesting day and to welcoming you in Bielefeld.