

DRAFT  
PROGRAMME

## WORKSHOP

### Standards for digital transformation

29 June 2016, Brussels - The Hotel

## WHY?

Digital is set to revolutionize the world. Industries have always adapted to changes in the market. But digital transformation presents a **new set of challenges** that require novel approaches to integrate new technologies including internet of things, cloud computing, cybersecurity and big data. **Engage and learn** how senior level executives are making the digital shift in the **energy, manufacturing and transport** sectors.

## WHAT?

**Contribute** to an intensive 1 day event with key-notes, workshop break-outs, audience engagement, and panel discussions.

Your contribution will:

- **Define** the state of play and challenges for digital transformation in energy, manufacturing and transport.
- **Establish** a clustering of potential solutions and priorities.
- **Outline** standards and standardization solutions missing to complete the digital shift

Your input will **shape** the CEN-CENELEC **standardization roadmap for digital transformation**.

## WHO?

This conference is designed for industry's transformation leaders, digital enablers, innovators, standardizers and policy makers. Participants will contribute their expertise and provide **practical recommendations** to meet their industry's standardization needs for digital transformation.

## 5 Questions we will address:

1. How are industries adapting to the digital change?
2. Which digital challenges are the energy, manufacturing and transport sectors facing?
3. What are the implications for standardization in light of digital transformation?
4. What standards and standardization solutions are missing to complete the digital shift?
5. What additional measures do these industries need to achieve their digital goals?

[Register here](#)

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8.00 – 9.00	<i>REGISTRATION AND COFFEE</i>
9.00 – 9.45	<p><b>OPENING SESSION</b></p> <ul style="list-style-type: none"> <li>▪ WELCOME AND INTRODUCTION Wim DE KESEL, CENELEC Vice-President Policy <i>Why we talk about digital transformation?</i></li> <li>▪ DIGITAL FUTURES Scott SMITH, CHANGEIST CEO, Futurist and Design Strategist <i>How will the digital revolution impact the way we live and work?</i></li> </ul>
9.45 – 10.45	<p><b>INDUSTRIES POINT OF VIEW ON DIGITAL CHANGE</b></p> <ul style="list-style-type: none"> <li>▪ SMART ENERGY <ul style="list-style-type: none"> <li>○ JEAN-JAQUES MARCHAIS – GLOBAL STRATEGY DIRECTOR, SCHNEIDER ELECTRIC</li> </ul> </li> <li>▪ DIGITAL FACTORIES <ul style="list-style-type: none"> <li>○ ROLAND ULLMANN – DIRECTOR INDUSTRY AFFAIRS – BUILDING AUTOMATION, SIEMENS</li> </ul> </li> <li>▪ SMART MOBILITY <ul style="list-style-type: none"> <li>○ ANTULIO RICETTA – DIRECTOR SYSTEMS AND TRANSPORTATION, IBI GROUP</li> </ul> </li> <li>▪ DIGITAL ENABLER <ul style="list-style-type: none"> <li>○ JOCHEN FRIEDRICH – TECHNICAL RELATIONS EXECUTIVE, IBM</li> </ul> </li> </ul>
10.45 – 11.15	<i>Coffee Break &amp; Networking</i>
11.15 – 12.00	<i>Breakout session : industrial round tables with all participants on their sectorial interest - energy, manufacturing or transport</i>
11.15 – 12.15	<p><b>BREAKOUT SESSION 1: IMPACT OF DIGITAL TRANSFORMATION</b></p> <ul style="list-style-type: none"> <li>▪ How is your industry adapting to digital change?</li> <li>▪ What challenges is your industry facing in going digital?</li> <li>▪ What business models do you need to adapt to make the digital shift?</li> </ul>
12:15 – 13.15	<i>Lunch &amp; Networking</i>

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13.15 – 15.15	<i>Breakout session : industrial round tables with all participants on their sectorial interest - energy, manufacturing or transport</i>
13.15 – 14.15	<p><b>BREAKOUT SESSION 2: PRIORITIES FOR DIGITAL TRANSFORMATION</b></p> <ul style="list-style-type: none"> <li>▪ What challenges is your industry already addressing?</li> <li>▪ What is missing to support a smooth transformation?</li> <li>▪ What priorities does your industry have to reach digital transformation?</li> </ul>
14.15 – 14.45	<i>Debrief of industrial round tables to form a common position per sectorial interest - energy, manufacturing or transport</i>
14.45 – 15.15	<p><b>INDUSTRY PANEL</b></p> <p>Which digital <b>challenges</b> are the energy, manufacturing and transport sectors facing? What are the <b>key priorities</b> of the energy, manufacturing and transport sector in executing the digital transformation? What are the <b>common trends</b> across the three industry sectors? Moderator – W. De Kesel, CENELEC Vice-President Policy</p>
15.15 – 15.45	<i>Coffee Break &amp; Networking</i>
15.45 – 16.30	<p><b>BREAKOUT SESSION 3: OPPORTUNITIES FOR STANDARDIZATION IN DIGITAL TRANSFORMATION</b></p> <ul style="list-style-type: none"> <li>▪ What are the implications for standardization in light of digital transformation?</li> <li>▪ What standards (eg for internet of things, cloud computing, cybersecurity or big data) and standardization solutions are missing in order to complete the digital shift?</li> <li>▪ Is a standardization scoping and mapping needed at European level?</li> </ul>
16.30 – 17.00	<p><b>CLOSING PANEL DISCUSSION - The CEN and CENELEC standardization roadmap for digital transformation</b></p> <p>What are the standardization needs for smart energy, digital factories and smart mobility to fully embrace digital transformation to shape the CEN-CENELEC standardization roadmap? Industry Representatives, Digital Enablers, European Patent Office, Standardizers and Policy Makers Moderator – Maurice Buckley, CENELEC Vice-President Technical</p>