

# IOTWeek

Dublin — June 20-23, 2022

## Macro Trends that will change the strategy of your organization *22<sup>nd</sup> June 2022, Dublin*

**GLOBAL VISION:**

**IoT TODAY AND BEYOND**

**IOTForum**

# The Program

- Intro: a view on **global trends & investment predictions** (Nuria de Lama, Consulting Director IDC)
- **Warming the audience: initial reflections** (Max Lemke, European Commission, Head of Unit for Internet of Things in Directorate General CONNECT)
- **Future of Work: redesigning cooperative workspaces** (Irene López de Vallejo, Co-founder DisCO.coop)
- **Future of Connectedness: hyper-connected ecosystems** (Joann O'Brien, Vice President TM Forum)
- **Future of Digital Infrastructure: digital sovereignty principles** (Giorgio Micheletti, Consulting Director IDC)
- **Future of Intelligence: what can we expect from AI** and ethical implications (Laure Le Bars, Research Project Director at SAP, Vice-President of BDVA and President of QuIC)
- **Future of Sustainability: digital investments for Sustainability-related Goals** (David Langley, Professor of Digital Transformation and Strategy, Faculty of Economics and Business, University of Groningen, the Netherlands)

# The Speakers



**Nuria De Lama**

**Moderator**

IDC  
Consulting Director



**Max Lemke**

**Keynote speaker**

European Commission  
Head of Unit for Internet of  
Things in Directorate General  
CONNECT



**Giorgio Micheletti**

**Speaker**

IDC  
Consulting Director



**David Langley**

**Speaker**

University of Groningen  
Professor of Digital  
Transformation and Strategy,  
Faculty of Economics and  
Business



**Joann O'Brien**

**Speaker**

TM Forum  
Vice President



**Irene Lopez de Vallejo**

**Speaker**

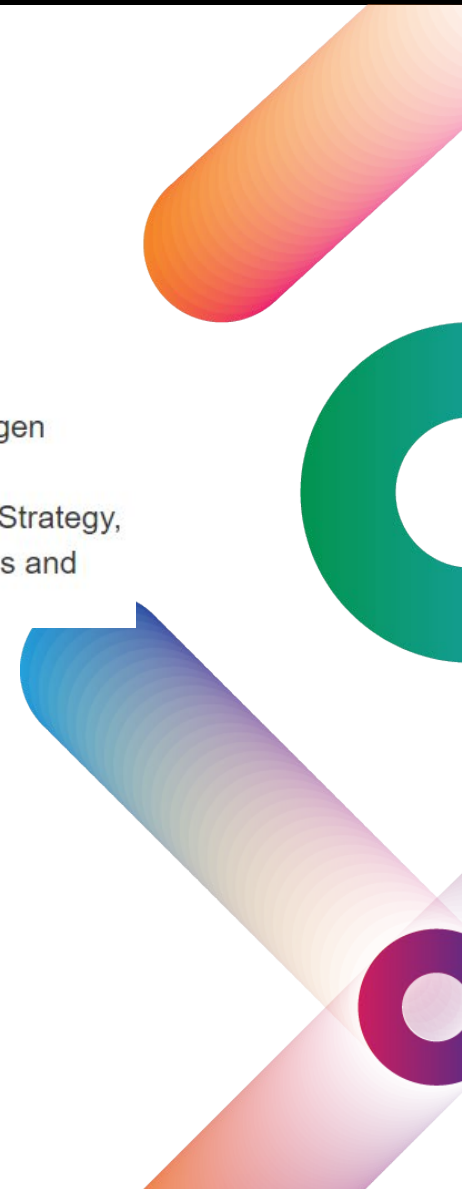
DisCO.coop  
Co-Founder



**Laure Le Bars**

**Speaker**

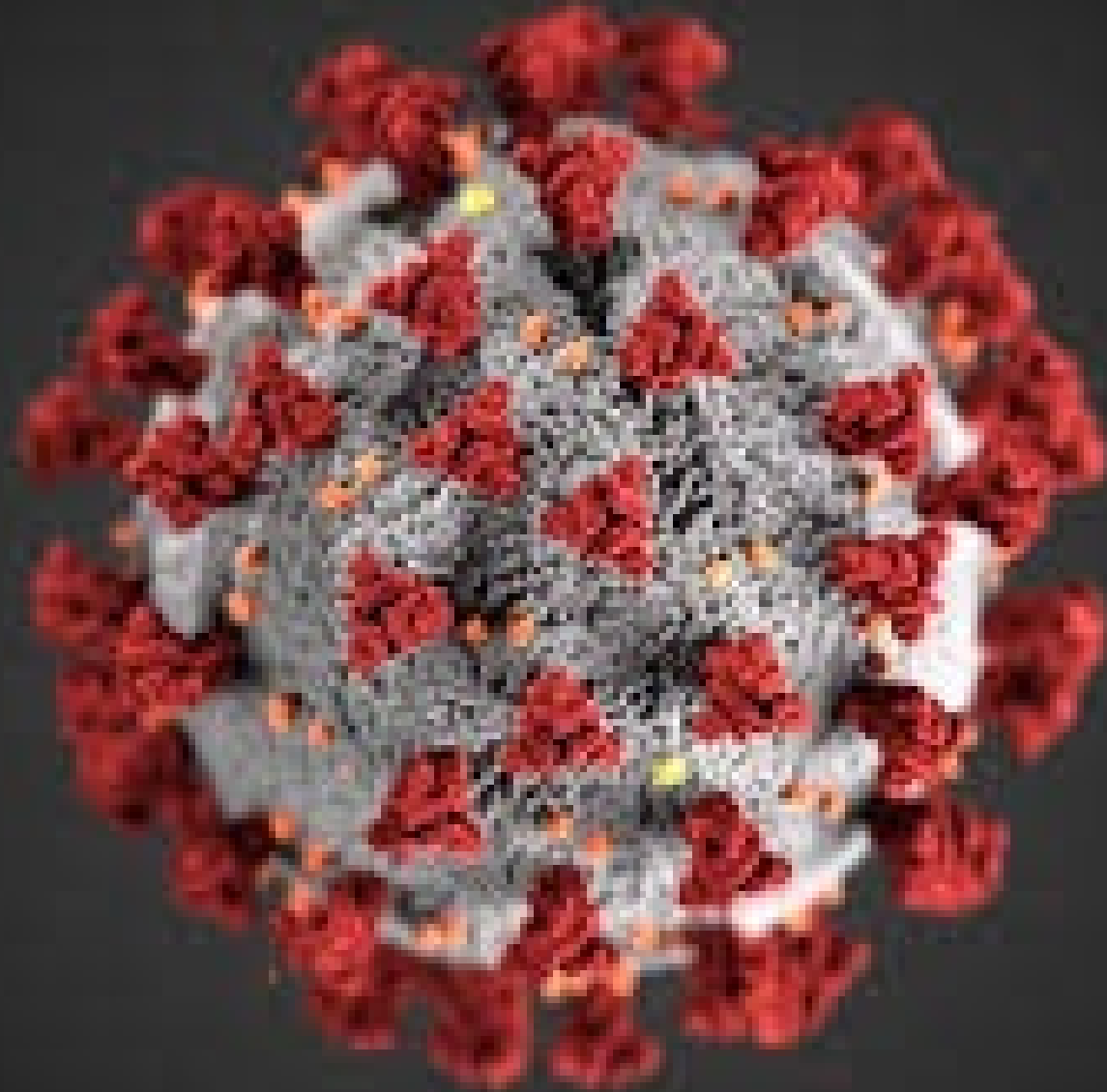
SAP  
Research Project Director at  
SAP, Vice-President of BDVA  
and President of QuIC



**Expect the unexpected**

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# Expect the unexpected





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# Thank you!

Find more:

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[iotweek.org](https://iotweek.org)