



1st Annual

GLOBAL LEADERS DATA, DISRUPTION AND TECHNOLOGY FORUM

This global Data, Disruption and Technology forum will bring together companies and advisors from around the world to discuss issues and trends. The programme will balance international legal insights with a high-level global business and economic overview provided by decision makers and industry players. Topics will include:

- When Internet of Things (IoT) changes the corporate mission and the role lawyers have in this re-calibration.
- Data and algorithms as new core business assets: How lawyers and contracts assist creation of sustainable value or erode it.
- How are traditional infrastructures such as cities, airports, and ports reinventing themselves by integrating IT and IoT in a secure fashion to manage assets?
- Artificial Intelligence & Data: When the machines take over.
- International data flows and privacy rights - has the irresistible force met the immovable object?

Afternoon and evening programme

Monday 7 November 2016

Event Co-Chairs

Nathalie Lethbridge, Founder-Owner, ATonik Media, UK

Peter Leonard, Partner, Gilbert + Tobin, Australia

Event Moderator

Clara-Ann Gordon, Partner, Niederer Kraft & Frey, Switzerland

12:00 – 13:00 **Registration / Refreshments**

13:00 – 13:10 **Welcome from event Co-Chairs**

13:10 – 13:40

Keynote address: When IoT prompts changes to the corporate mission

Technology as a business enabler, or even as a disrupter, isn't news. What has changed is that advances in data analytics and Internet of Things (IoT) sensor capabilities have rapidly escalated the scale and pace of disruption. If these changes don't cause boards of directors and CEOs to take notice, it is unclear what will. We are in an era where change leadership is perhaps more important than it's ever been. Cultures accustomed to a more traditional pace are going to have to recalibrate to a new normal of 'disrupt yourself, fast, or be disrupted'.

Assuming this message is understood, businesses need to take the next steps in determining the strategic direction and course of action. This presentation will explore:

- **Doing more with less.** How has technology evolved to enable a smarter approach to creating value? How should companies think about the internal benefits in relation to potential external, customer-facing benefits? What role do lawyers have in this re-calibration?
- **Ecosystem.** The competitive landscape, including opportunities for collaboration and interworking, has a significant impact on the approach that businesses take in addressing data driven opportunities. What factors should businesses consider in determining their strategy, including whether to go-it-alone or partnering?
- **Navigating change.** How to get started, learn and adjust using a minimum-viable product approach.

Ronald Zink, former Director, Mobile and Digital Applications, John Deere, USA

13:40 – 14:30

Data and algorithms as new core business assets

- How advanced data analytics affects business value and markets.
- Value from customer segmentation, customisation and personalisation.
- Lessons from the media sector on applying data analytics and responding to disruption.
- Optimising value creation and protection: challenges and practical strategies.
- How lawyers and contracts assist creation of sustainable value or erode it.
- New data driven new businesses in retail, finance and agriculture.

Moderator

Peter Leonard, Partner, Gilbert + Tobin, Australia

Speakers

Nathalie Lethbridge, Founder-Owner, ATonik Media, UK

Camila Borba Lefevre, Partner, Vieira Rezende, Brazil

Nuno Sanches, Group Head of Fixed Product Development, Vodafone Global, UK

Aki Tsuchiya, Founder and Managing Director, Streamhub, UK

14:30 – 14:50 **Coffee / tea break**

14:50 – 15:40

“Smart”

Traditional infrastructures (such as cities, airports, ports) are reinventing themselves by integrating IT and Internet of Things solutions in a secure fashion to manage the infrastructure's assets. The goal is to improve quality by using data and technology to improve the efficiency of services and meet residents' needs. ICT allows officials to

Afternoon and evening programme

interact directly with the community of citizens or users and to monitor what is happening in the city. Through the use of sensors integrated with real-time monitoring systems, data are collected from people and devices - then processed and analysed. The information and knowledge gathered are keys to tackling inefficiency.

- What are the latest developments? Industry speakers provide perspective.
- Valuable data is produced in running a smart city or infrastructure. To what extent should this data be public and accessible to industry?
- Are smart infrastructures also smart from a privacy perspective?
- How vulnerable are these hyper-connected infrastructures?
- What is the potential and what are the concerns from a regulatory, economic and political perspective?

Moderator

Joost Linnemann, Partner, Kennedy Van der Laan, Netherlands

Speakers

Simone Davina, General Counsel and Company Secretary, Siemens, UK

Vagn Thorup, Partner and Chairman of the Board, Lundgrens, Denmark

Albert van Veen, Chief Information Officer, Schiphol Group, Netherlands (invited)

Henriette van Eijl, European Commission, Directorate General for Mobility and Transport (invited)

15:40 – 16:00 **Coffee / tea break**

16:00 – 16:50

Artificial Intelligence & Data: When the machines take over

This session will consider how artificial Intelligence and machine learning are impacting our everyday lives and challenging existing legal concepts.

Driverless cars, medical diagnostics and weather forecasting are just some of the very real applications of AI technology starting to have an impact. In this session, you will hear from leading experts at leading players in the AI sector, such as Google DeepMind and IBM Watson, as well as the academic point of view.

How do our current laws, such as data protection and product liability laws, allocate responsibility and liability in circumstances when it is a machine that is really calling the shots?

Moderator

Mark Watts, Partner, Bristows, UK

Speakers

Christopher Millard, Professor of Privacy and Information Law, Queen Mary, University of London, UK

Trevor Callaghan, General Counsel, Google DeepMind, UK

Nuzhat Sayani, Senior Counsel, Watson Internet of Things, IBM, UK (invited)

Thomas C. Bell, Partner, Perkins Coie, USA

16:50 – 17:10 **Coffee / tea break**

17:10 – 18:00

International data flows and privacy rights - has the irresistible force met the immovable object?

Challenges in transferring data internationally. What are organizations expected to do? How are regulators expected to oversee such?

Case study - Microsoft and the New York warrant case. Applying long-standing rules of law to the digital realm. The balance between addressing appropriate law enforcement measures and respect for core principles of comity. Issues in asserting extraterritorial jurisdiction.

Is the EU-US Privacy Shield more than Safe Harbour 2.0? Are consumers expected to trade privacy in return for desirable online services from market disruptors?

Will the new General Data Protection Regulation bring much needed clarity and certainty? What can we expect from this regime?

Moderator

David Cullen, Partner, William Fry, Ireland

Speakers

John Frank, Vice President, European Union Government Affairs, Microsoft, Belgium

18:00 – 19:30 **Drinks reception**

19:30 – 22:00 **3 course dinner / after dinner speaker, Sub-Treasurer, The Inner Temple**