Big Data and B2B platforms: the next big opportunity for Europe

FINAL CONFERENCE

Thursday 26 November 2020, 10:00 – 16:30

The **Executive Agency for Small and Medium-sized Enterprises** (EASME) is conducting the study "**Big Data and B2B platforms: the next big opportunity for Europe**" with the objective to analyse how to accelerate the growth of the data-based economy and to support the development of B2B platforms in Europe focusing on two sectors: automotive and healthcare.

Under this study two pilots are being developed, one for each sector being analysed (automotive and healthcare). On the one hand there is the **sector of automotive** that is covered by Work Package 1 (WP1), namely "**provide the business case for 'fair and equal' data sharing for cooperative, connected and automated mobility**". This work package is centred around the design and implementation of a pilot to prove the concept of a possible solution that can help **improving fair and undistorted competition,** notably **equal access for all market participants to in-vehicle data,** through the use of **shared data platforms**.

And on the other hand, there is the **sector of healthcare** that is covered by Work Package 2 (WP2), namely "**explore the feasibility of a pilot that promotes and stimulates strategic investments in high-impact healthcare related projects**". The aim of this work package is to design and implement a pilot to build a pan-European, high-quality, diabetes-related data repository by using the latest technologies and big data breakthroughs.

The final conference aims to **present the final results of the study** and discuss the main lessons learned with policymakers and stakeholders. The conference will serve as the ultimate dissemination of the study and, next to presenting the final outcomes, will also promote the policy recommendations and action plans identified by the study team. This conference will be adapted into an online meeting due to the COVID-19 pandemic and will be supported by the ZOOM conferencing system.

Hereunder is the detailed **Agenda** for the online final conference.

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Online meeting – 26 November 2020 – 10:00 – 16:30

10:00	10:05	5 min	**Welcome speech** General information about the conference.	Wavestone
10:05	10:20	15 min	**Keynote speech 1** Recap on the objectives and aims of the study. Topics to be covered: • Long term plans/initiatives within the European Commission; and • The vision and strategy of EU on secondary use of data.	**Joanna Szychowska** (TBC) Head of Unit, Automotive and Mobility Industries, DG GROW
10:20	10:35	15 min	**Keynote speech 2** Expert perspective from outside the EU. Topics to be covered: • Different approached for handling secondary use of data; and • Pros and cons from the different approaches.	**Juergen Imhoff** Senior Digital Adviser, Microsoft
10:35	10:50	15 min	**Q&A keynote**	Moderated by CEPS
10:50	11:00	10 min	**Break - Bring your own tea/coffee**	
11:00	11:30	30 min	**Big Data and Digital Platforms in the Automotive sector** Presentation of the shared Server in the automotive sector: A workable data platform for undistorted sector development by innovative and efficient service provisioning.	ICCS
11:30	12:00	30 min	**Big Data and Digital Platforms in the Healthcare sector** Technical presentation and demonstrations of the pan-European, high-quality, diabetes-related data repository in the healthcare sector, and the challenges and opportunities of a type 2 diabetes (T2D) health data marketplace.	TNO
12:00	12:05	5 min	**Break - Bring your own tea/coffee**	
12:05	12:35	30 min	**Q&A** Allowing all participants in the event to contribute to the discussion and address questions to the experts from the consortium. Topics to be covered: • The most important lessons learned from both sectors; • Data sharing facilities in EU - policies must support further openness/exchange of data; • How to make policy recommendations more concrete, incentives/penalties; and • Suggestions for future actions, what solutions do the participants envisage?	Moderated by CEPS
12:35	14:00	**1h25 min**	**Lunch break**	

14:00	14:10	10 min	**Recap and summary of the morning discussions**	CEPS
14:10	15:10	60 min	**Expert Panel** The panel session will include up to five high-level experts who will: • Provide an overall assessment of the study; • Share perspectives on general big data and content specific challenges and opportunities in both sectors (eHealth/automotive); and • Present ideas and recommendations for future actions and research.	Moderated by CEPS **Stephane Dreher** Senior Manager – Connectivity, Automation and Blockchain, ERTICO **Ricardo Jardim-Gonçalves** Professor, Faculty of Sciences and Technology, Lisbon University **Jaana Sinipuro** Project Director responsible for the Human-driven data economy focus area, Sitra **Jelena Malinina** Digital Health Policy Officer, BEUC **Anastasia Dimou** Post-Doc Researcher in Semantic Web and Linked Open Data Technologies, Gent University
15:10	15:50	40 min	**Q&A Expert panel**	Moderated by CEPS
15:50	16:00	10 min	**Break - Bring your own tea/coffee**	
16:00	16:20	20 min	**Next steps** Topics to be covered: • Follow up on these initiatives and studies within the Commission, long term plans; and • How these studies could be used for future strategy and policy action.	**Andrei Bunis** Policy Officer, DG for Internal Market, Industry, Entrepreneurship and SMEs (DG GROW), European Commission **Raul Zaharie** Project Officer, Executive Agency for Small and Medium-sized Enterprises (EASME), European Commission
16:20	16:30	10 min	**Concluding remarks and thank you for the participation**	Wavestone