



28 OKT T/M 02 NOV 2019

www.denboschdataweek.nl

#datavorjou

The city 's-Hertogenbosch (The Netherlands), the Jheronimus Academy of Data Science (JADS) and the province Noord-Brabant are organizing the Den Bosch Data Week (DBDW).

We want to invite you for the international opening of the Den Bosch Data Week at October 28, 2019. In the impressive chapel of the Jheronimus Academy of Data Science we will bring a mixed audience of entrepreneurs, strategic board members, government and representatives of citizen organizations together to be inspired by how you create a successful data driven future. Click [here](#) for registration.

A line-up of international speakers will challenge you on different subjects concerning the application of data on behalf of a better life for all inhabitants of a city, including entrepreneurs, students and employees. International insights will complete your vision on how we use data in a responsible way, and how digital economy is link to that insight in relation to datasharing between B2B and B2G.

Let us show you what we can do now to build a happy future. This is not about the latest technologies or what robots are able to do. It is about the impact of using data for human benefits. You can see, feel, hear and experience how we can use data for a better life. Our future is not just a goal at the horizon. We can adjust the outcome in the future when we apply data not only in a responsible way but also in a disruptive way with happiness in mind.

We would be honoured if you will attend this day.

The following program is composed:

12.30	Welcome, including an introduction by the chairman of the day, Simone van Trier .
12.55	Official opening by Jack Mikkers , Mayor City 's-Hertogenbosch in combination with a video message of Secretary of State Raymond Knops , Ministry of Interior and Kingdom Relations.
13.05	Commissioner of the King of the province Noord-Brabant, Wim van de Donk .
13.15	Marc Teerlink , Global Vice President Intelligent Enterprise Solutions SAP <i>Topic: The Challenge of applied Data</i>
13.35	Chris Salter , International philosopher Concordia University Montreal. <i>Topic: What about tomorrow?</i>
14.00	Prof. dr. Eric Postma , Professor Artificial Intelligence Jheronimus Academy of Data Science. <i>Topic: Business Impact on the wings of Data.</i>

14.20	Yuri van Geest , Expert for Global Future Councils – World Economic Forum <i>Topic: The human factor.</i>
15.05	Short Break
15.35	Tom Berendsen , Member of the European Parliament <i>Topic: Introduction on the European Data mission</i> Followed by the European Data Forum discussion in cooperation with international experts.
16.50	Daphne Feller & Judith Osborn , BrainExplainers <i>Topic: The art of success; an innovative mind-set</i>
17.25	Closing followed by drinks and bites

Registration:

Click [here](#) for registration.

For more information see: <https://www.denbosch.nl/en/denboschdataweek>

On behalf of the city 's-Hertogenbosch, the Jheronimus Academy of Data Science (JADS) and the province Noord-Brabant,

Edwin Teurlincx

EU advisor and representative



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