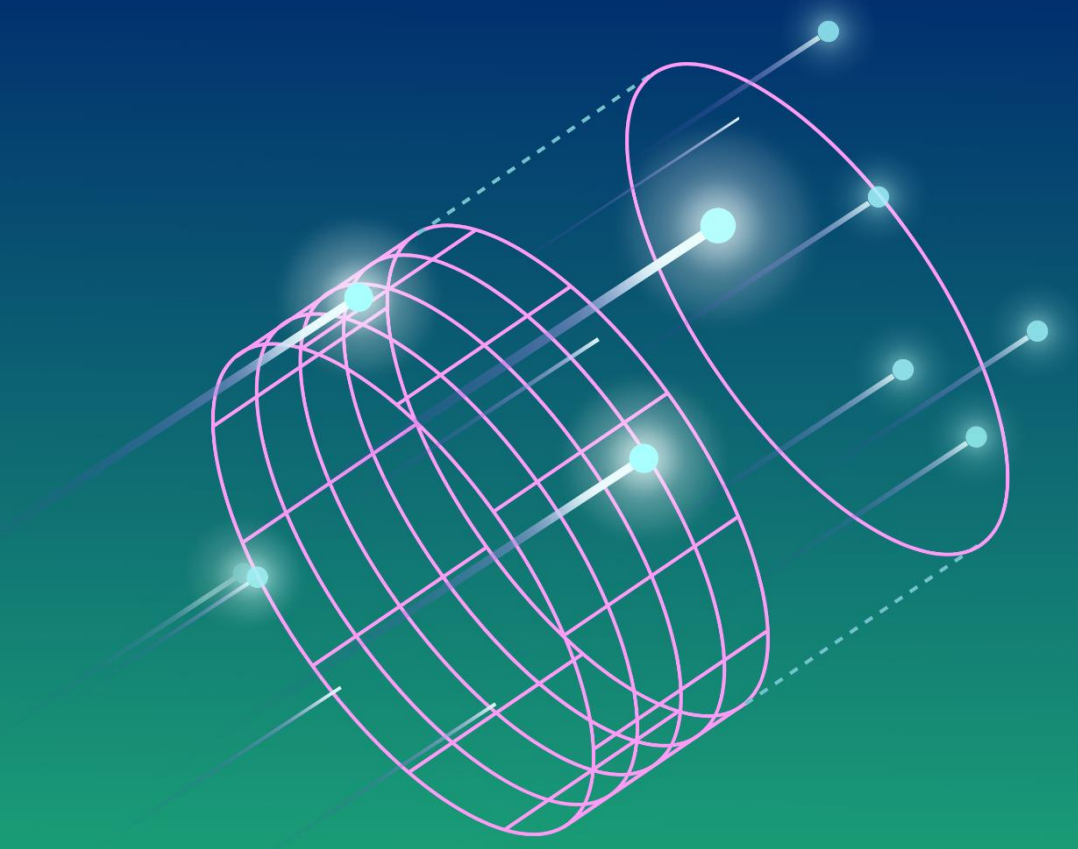
EUROPEAN
BIG DATA VALUE FORUM

Event report



ORGANISED BY:

BDV BIG DATA VALUE ASSOCIATION

IN COLLABORATION WITH:

European Commission

Plan4all

VSB TECHNICAL UNIVERSITY OF OSTRAVA | IT4INNOVATIONS NATIONAL SUPERCOMPUTING CENTER

UNDER THE AUSPICES OF:

EU2022.CZ

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INTRODUCTION

The European Big Data Value Forum (EBDVF) is the flagship event of the **European Big Data and Data-Driven AI Research and Innovation community** organised by the BDVA[1] and the European Commission. The 2022 edition was organized under the Czech European Council presidency auspices and the event was held in Prague, taking place from the 21st to the 23rd of November.

With its theme **"At the Heart of the Ecosystem for Data and AI"**, EBDVF 2022 brought together over 400 attendees (industry professionals, business developers, researchers and policymakers) from all over Europe and other regions of the world creating a fruitful environment to celebrate achievements, form new collaborations and plan directions for data-driven innovation. This report introduces the key numbers and highlights of the EBDVF 2022.

[1] Legal name: Data, AI and Robotics Aisbl (DAIRO)

EVENT STRUCTURE AND CONTENT

46	450	48	218
SESSIONS	ATTENDEES	SPONSORS	SPEAKERS

The overall program between 21st November – 23rd November included plenaries, high level panels, parallel sessions and visits to the testbed for Industry 4.0 at the Czech Institute of Informatics Robotics and Cybernetics CTU. The sessions were divided into the 11 following tracks:

- Data Spaces
- Industrial and Trustworthy AI
- Technology, Platforms, and impact
- EuroHPC
- New technical paradigms and challenges
- Data, AI and the new society
- Smart Cities and communities
- Energy and Green Deal
- Healthcare
- Manufacturing
- Data-driven AI solutions powering all sectors in Europe

Marek Havrda, Deputy Minister of European Affairs on Monday's morning Plenary

The EBDVF 2022 main topics discussed the way forward for big data and data spaces, illuminated how businesses can harness the power of Trustworthy AI and took a look at the role of high-performance computing as an enabler for digital transformation. The 11 tracks took a comprehensive view of these topics from the perspective of many European economic sectors not forgetting the societal implications of the rapidly advancing technologies.

During the first day of the event, keynotes were given by the Czech Deputy Minister of European Affairs Marek Havrda, Yvo Volman (Director of the Data directorate at DG CNECT) and Thomas Skordas (Deputy Director General at DG CNECT), discussing the importance of data in times of crisis and introducing the 4 initial keys the EU needs to emphasize to build on “open digital sovereignty” and EU’s strategic planning for the accomplishment of the latter.

As of the second and third days, discussions full of engaging and topical sessions were delivered by the community, European projects and sponsors. Some of the highlights of EBDVF were the BDVA i-Spaces ceremony, and the signature of collaboration between BDVA and Digital for Planet. A social dinner organized in the picturesque historical centre of Prague on Tuesday allowed the attendees to continue the discussions in a relaxed setting.

As the EBDVF 2022 was an associated Czech EU Presidency event, it was organised in Prague at Grandior hotel. The event was organised in collaboration with the European Commission (DG CNECT), Charles University in Prague, Plan4all, and IT4Innovation (Technical University of Ostrava).

Vit Vondrak, Chairman of IT4Innovation, on Monday's morning Plenary

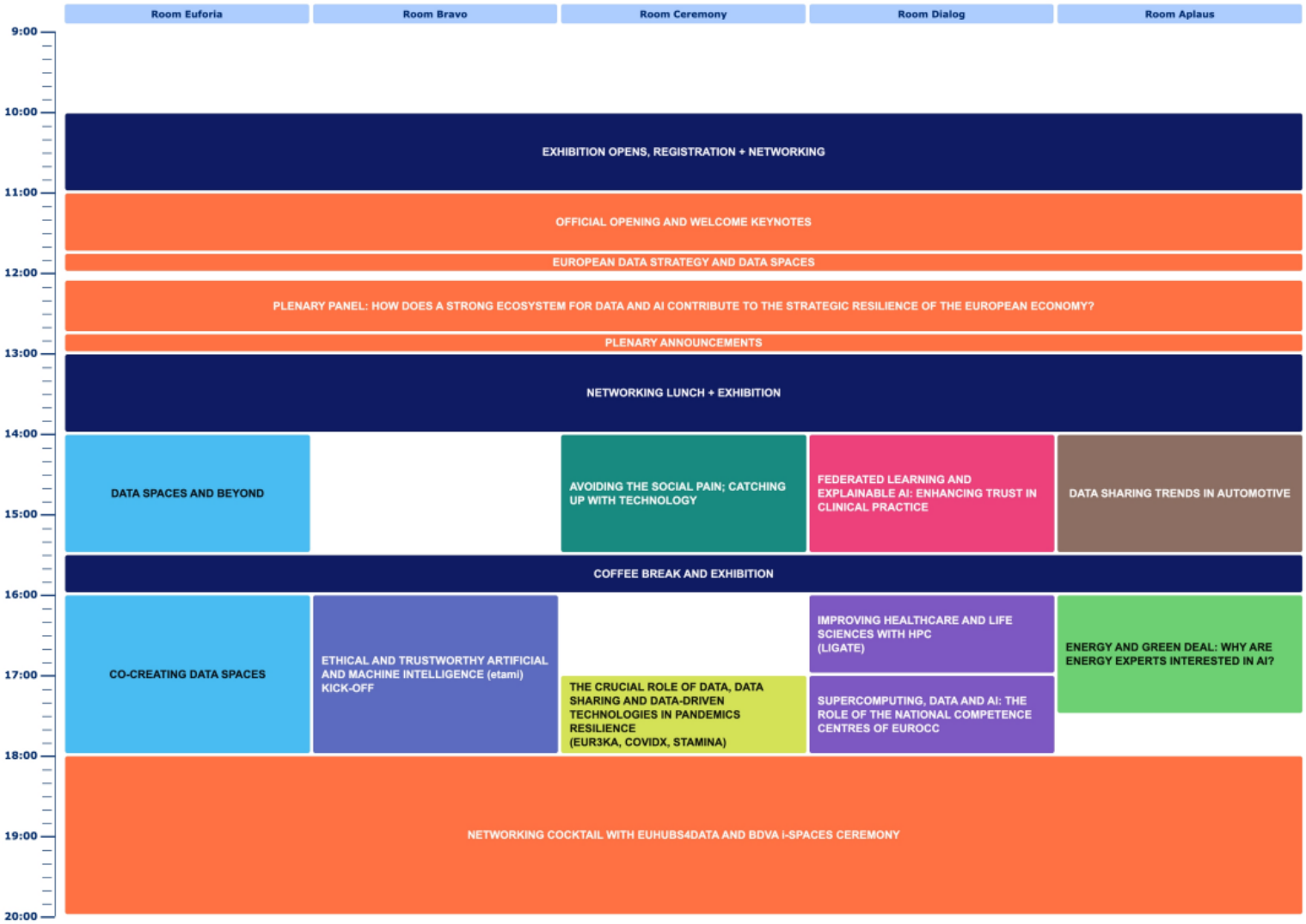
Thomas Skordas, Deputy Director General DG CNECTs, on Monday's morning Plenary

Tomas Mildorf Chairman of Plan4all, on Monday's morning Plenary

EBDVF 2022 Agenda

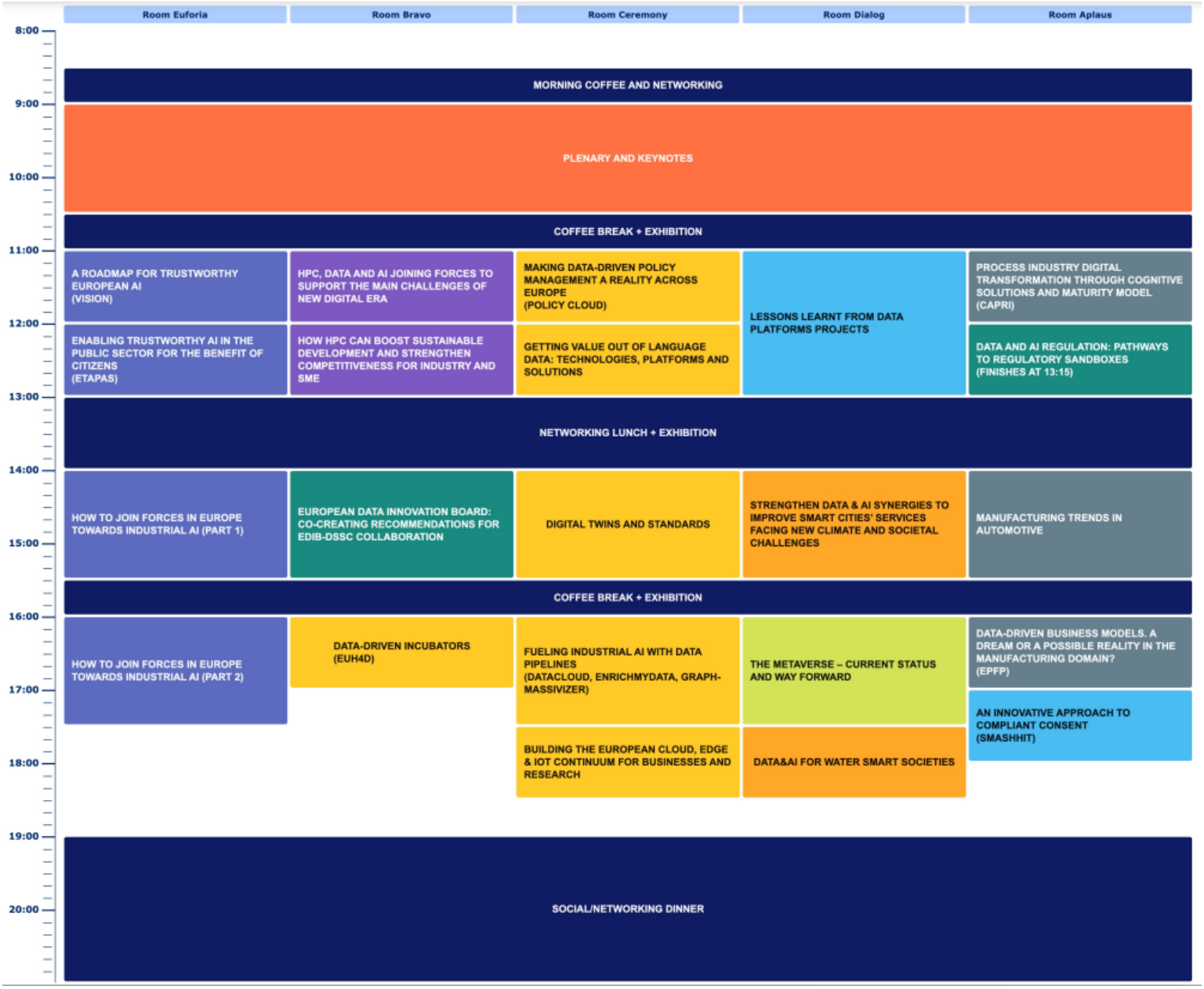
● Industrial AI ● Manufacturing ● EuroHPC ● Data, Ai And The New Society ● Data-Driven Ai Solutions ● Technology, Platforms And Impact ● Data Spaces ● New Technical Paradigms ● Healthcare ● Energy and Green Deal ● Smart Cities And Communities ● Plenary

DAY 1 21st of November 2022



For the detailed view and sessions description, visit the online agenda

DAY 2 22nd of November 2022



For the detailed view and session descriptions, [visit the online agenda]

DAY 3 23rd of November 2022

For the detailed view and session description , visit the online agenda

Keynotes speakers

Marek Havrda
Deputy Minister of European Affairs

Thomas Skordas
Deputy Director General DG CNECT

Yvo Volman
Acting Director for Data at EC (DG CNECT) at European

Inmaculada Velasco
Project Manager at Publication Office of the European Union

Thomas Hahn
BDVA President, Chief Expert Software

Tomas Skopal
Professor, vice-vector for IT at Charles University

Tomas Mildorf
Chairman, Plan4All

Vit Vondrak
Chairman, IT4Innovation

Josef Sivic
Distinguished Researcher at Czech Institute of Informatics, Robotics and Cybernetics

SPONSORING

The EBDVF 2022 was supported by 48 sponsors; 33 of them were European projects and 15 industry representatives, research organisations and academia. Based on the example of the previous years' events the sponsoring packages were developed to offer sponsor visibility, exhibition booths and opportunities for sponsored sessions or sponsored talks.

Diamond sponsors

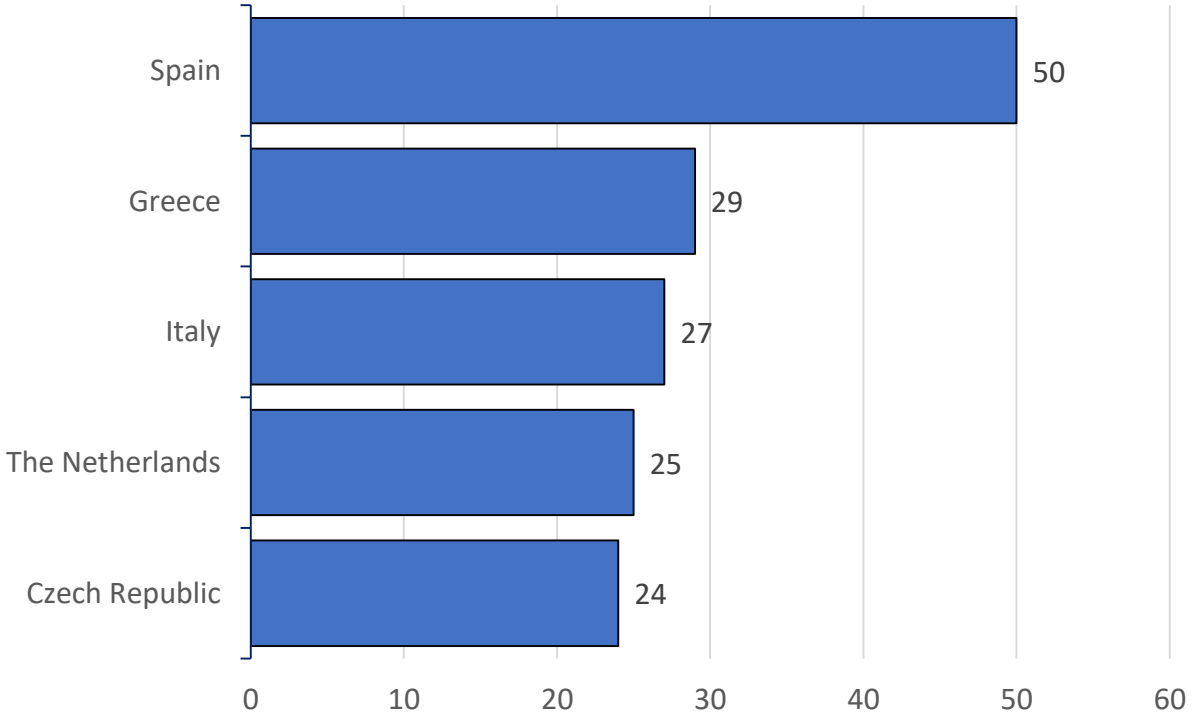
Gold sponsors

Silver sponsors

Project sponsors

ATTENDANCE

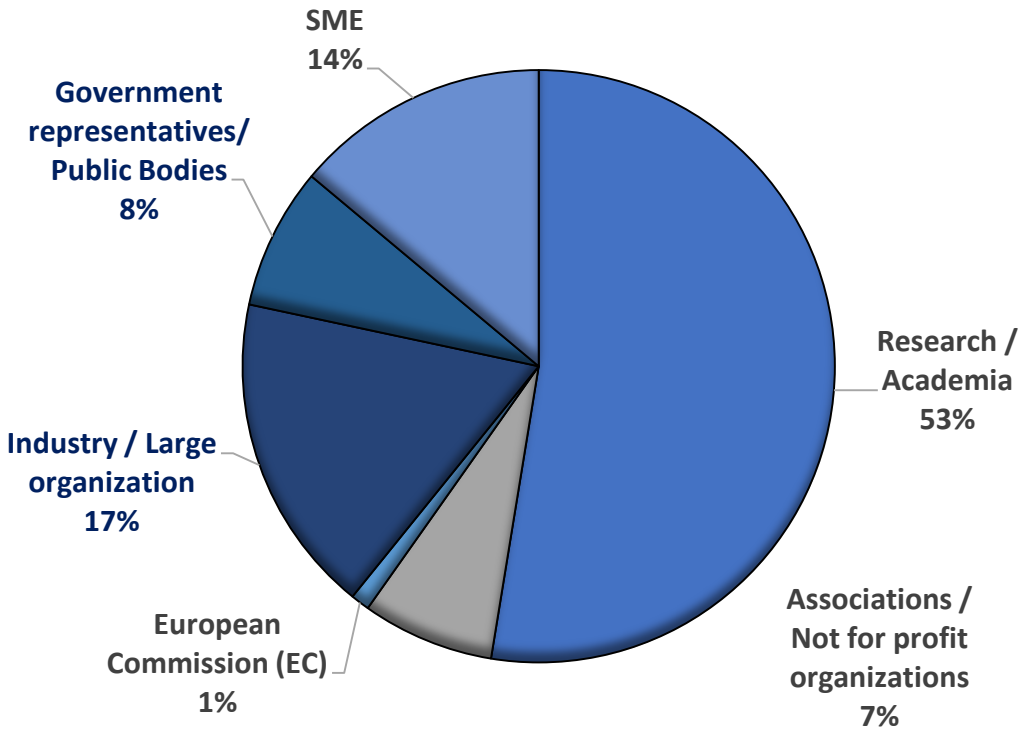
Top countries participating at EBDVF 2022



European Big Data Value Forum 2022 had a wide reach of over 420 registrants from all European countries, the highest level of participants coming from Spain, Greece, Italy, Netherlands and Czech Republic. In addition, EBDVF 2022 saw participants from many non-EU countries.

In regard to the distribution of the presentation of different stakeholders, the event reached the objectives set for the target audience. Attendee representation was well balanced between large companies (17%), SMEs/startups (14%), academia/ research and technology organisations (53%). EBDVF 22 also attracted many policy-makers – 8% of attendees were representing public authorities and the public sector.

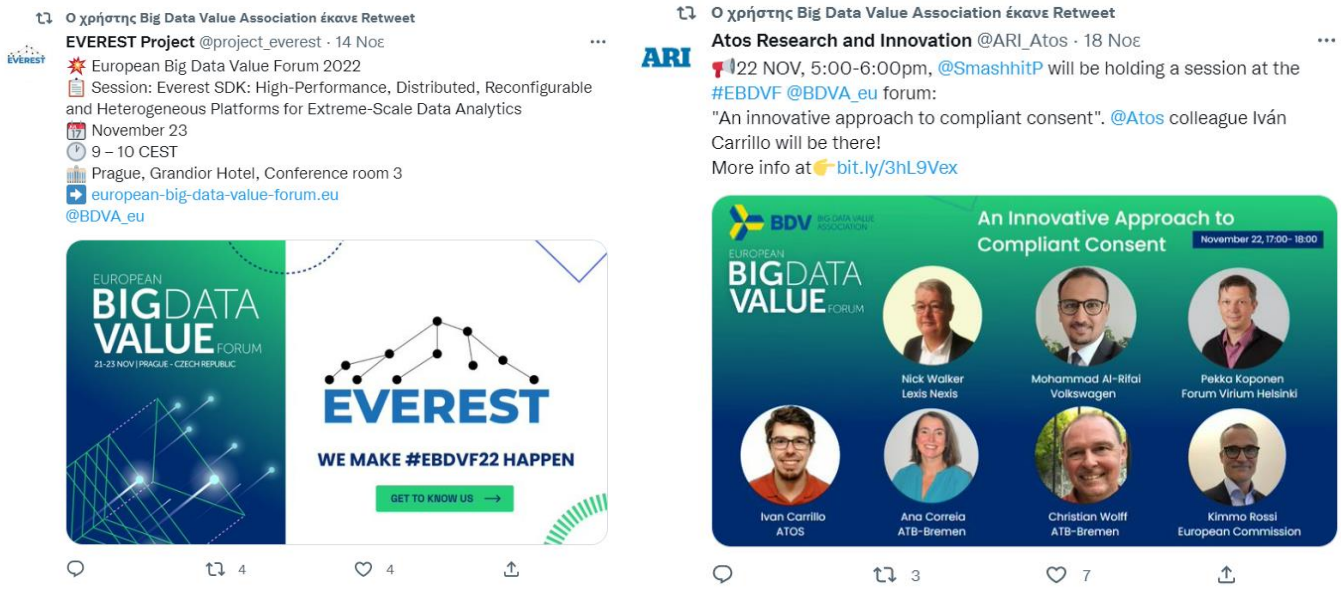
Organisation types of Attendees



COMMUNICATION REACH

From the beginning of the communications campaign of EBDVF 2022, the event-related posts had a reach of nearly **64 000** impressions in BDVA social media channels. Twitter promotion gathered a wide reach organically, boosted by the BDVA community and stakeholders. BDVA newsletters featured the event content throughout the campaign.

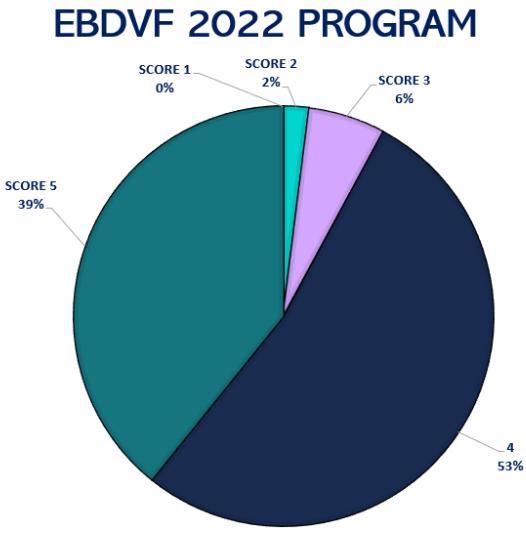
In addition to the BDVA channels, the event got even further exposure through the promotion done by event co-organisers, partners and session organisers. Sponsors were provided with branded materials for publishing on social media. Easy-to-use graphic design templates were given to session organisers for promoting their panels and workshops. This communication effort contributed massively to the final reach of the EBDVF 2022, as the templates and branded materials were actively used by sponsors and speakers prior to and during the event week.



Examples of branded project banners and speaker visuals, done with the distributed templates

ATTENDEES SATISFACTION

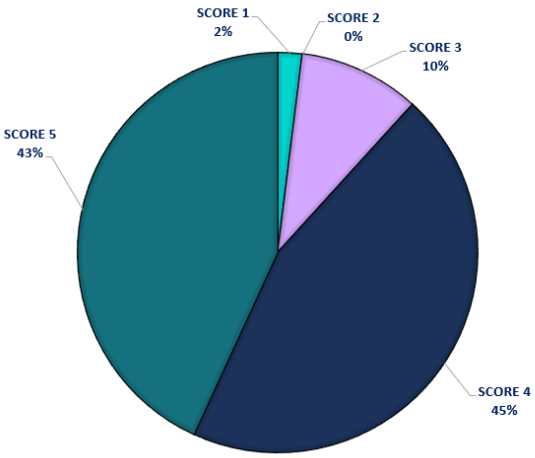
After the EBDVF 2022, a short survey was disseminated to gather feedback for improving the future editions of the event. Response for the survey was overall very positive, attendees giving an event overall score of 4,5 / 5.



Score from 1 (poor) t0 5 (excellent)

39% considered the program to be excellent
53% considered the program to be good

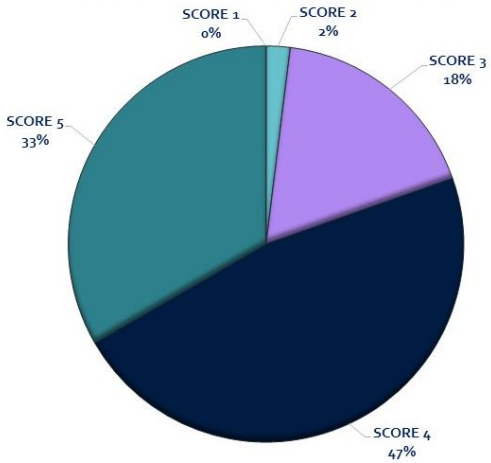
EBDVF 2022 SPEAKERS



Score from 1 (poor) t0 5 (excellent)

43% considered the program to be excellent
45% considered the program to be good

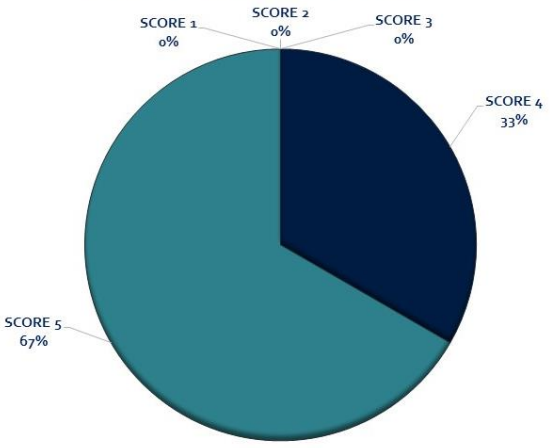
EBDVF 2022 SESSIONS



Score from 1 (poor) to 5 (excellent)

33% considered the sessions to be excellent
47% considered the sessions to be good

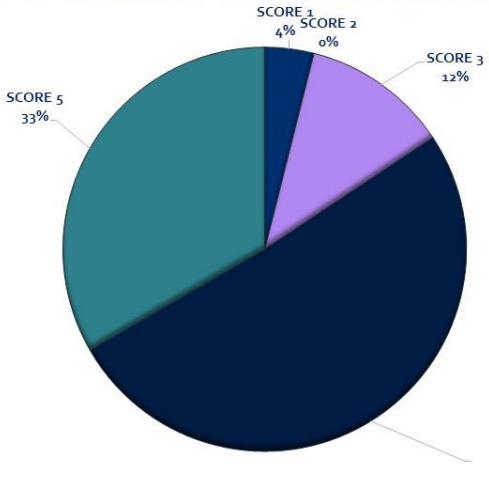
EBDVF 2022 VENUE



Score from 1 (poor) to 5 (excellent)

67% considered the venue to be excellent
33% considered the venue to be good

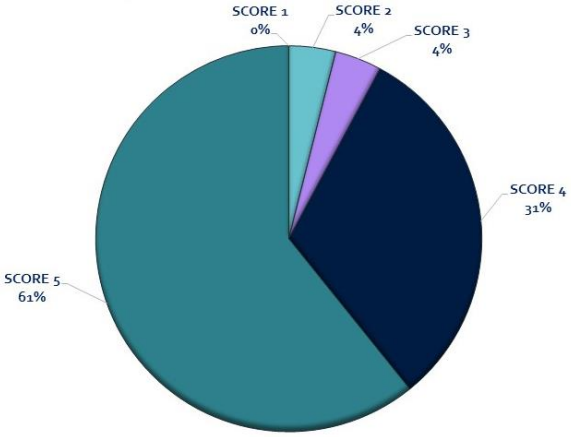
EBDVF 2022 EXHIBITION EXPERIENCE



Score from 1 (poor) to 5 (excellent)

33% considered the exhibition space to be excellent
51% considered the exhibition space to be good

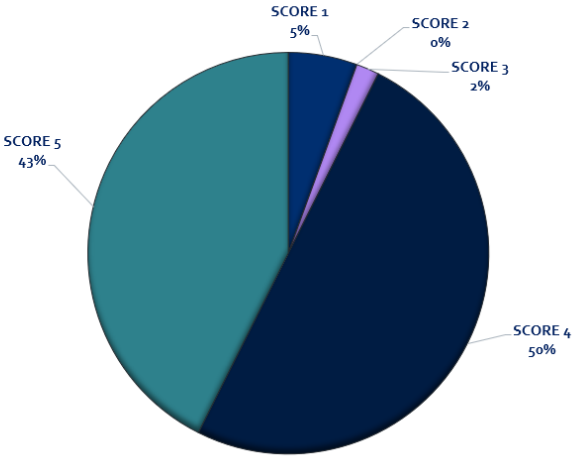
EBDVF 2022 NETWORKING



Score from 1 (poor) to 5 (excellent)

61% considered the networking opportunities to be excellent
31% considered the networking opportunities to be good

EBDVF 2022 overall score



Score from 1 (poor) to 5 (excellent)

43% considered the EBDVF 2022 to be excellent
50% considered EBDVF 2022 to be good

Many attendees also provided written comments and the following points related on how to improve the event were raised by several attendees:

- Event badge needs to include name and organization, instead of name and country
- Stricter time keeping is needed
- Less parallel sessions requested

The venue especially got very good remarks and in the written comments it was highlighted that the size of the venue was perfect. Positive feedback was also given of the fact that the event was held in a hotel, where the attendees could use their hotel rooms when they needed to work.

The exhibition space got overall good remarks, but it was mentioned by few that the space was a bit too small and therefore a bit too packed. Some sponsors also made a wish to have some extra activities (other than coffee breaks) organized at the exhibition space in the future.

Comparison with the results of the previous EBDVF editions

EBDVF 2019 HELSINKI (ON-SITE)

Feature	Rating
Overall score	4,2/5
Program	4,1/5
Speakers	4,1/5
Sessions	4,1/5
Venue	4,6/5
Exhibition space	3,8/5

- 485 attendees
- 137 speakers
- 26 sessions
- 40 sponsors
- 17 replies

EBDVF 2020 BERLIN (ONLINE)

Feature	Rating
Overall score	4,6/5
Program	4,3/5
Speakers	4,5/5
Sessions	4,4/5
Online event platform (Whova)	4,2/5
Exhibition space	3,9/5

- 2000 registered / 600 attendees daily
- +320 speakers
- 55 sessions
- 40 sponsors
- 37 replies

EBDVF 2021 LJUBLJANA (ONLINE)

Feature	Rating
Overall score	4,3/5
Program	4,3/5
Speakers	4,5/5
Sessions	4,4/5
Online event platform (B2match)	3,3/5
Exhibition space	3,6/5

- 1500 registered / 550 attendees per day
- +300 speakers
- 65 sessions
- 46 sponsors
- 15 replies

EBDVF 2022 PRAGUE (ON-SITE)

Feature	Rating
Overall score	4,5/5
Program	4,3/5
Speakers	4,3/5
Sessions	4/5
Venue	4,7/5
Exhibition space	4/5

- 430 attendees
- Over 200 speakers
- 46 sessions
- 48 sponsors
- 51 replies

EUROPEAN **BIG** DATA **VALUE** FORUM

We thank all of our partners, speakers, sponsors, and attendees for making the EBDVF 2022 an outstanding event. The planning of the future EBDVF events has already started, with Valencia being the next destination and Budapest in 2024 – follow our website and social media for updates!

ORGANIZING COMMITTEE

Thomas Hahn
BDVA President, Siemens

Valerio Frascolla
BDVA Vice-President, INTEL

Laure Le Bars
BDVA Vice-President, SAP

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BDVA Secretary General

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Deputy Head of Research Laboratory, IT4Innovation

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Chairman, Plan4all

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BDVA Operations Manager

Sinna Rissanen
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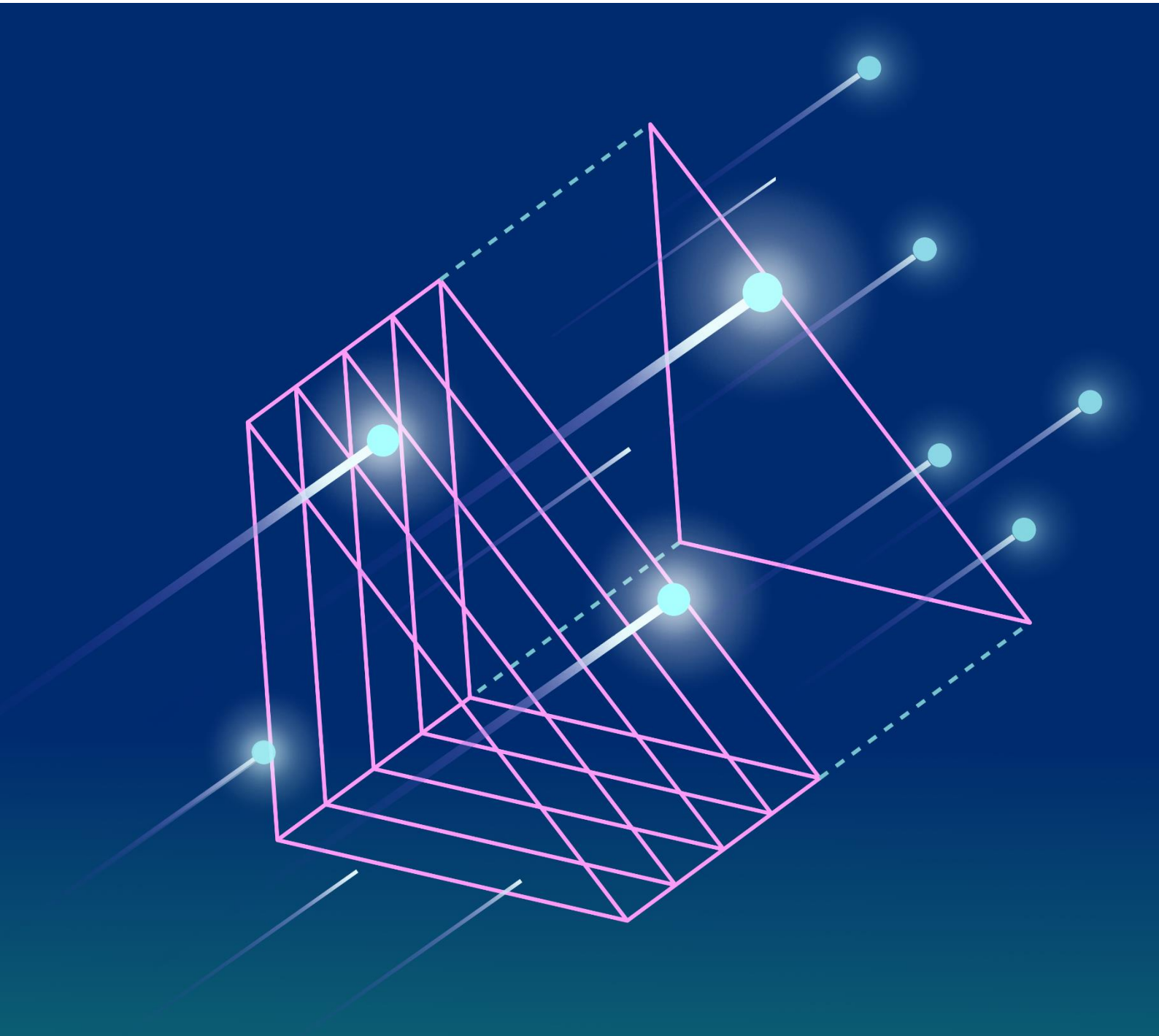
Sinna Rissanen

BDVA Secretariat Officer

ABOUT BDVA

The Big Data Value Association-BDVA, is an industry-driven organization with a mission to develop an innovation ecosystem that enables the data-driven digital transformation of the economy and society in Europe. BDVA has over 240 members all over Europe and a well-balanced composition of large, small, medium-sized industries, as well as research and user organizations. We focus on advancing areas such as big data technologies and services, data platforms and data spaces industrial AI, data-driven value creation, standardization, and skills. In the BDVA Task Forces, our members contribute to the European data, and AI R&I agenda and develop guidelines and strategic roadmaps for industry and policymakers. Our events give opportunities to build collaborations and co-create projects. Through the BDVA community, the members gain higher visibility on the European level. Our services are designed to give timely updates on the latest developments in the fields of data and AI.

Contact BDVA at info@core.bdva.eu.



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