

# EIRMA CTO Forum 2023

## The ROLE/RELEVANCE of a CTO - in an AI driven world

### Digital Transformation Strategy, Value Creation & Collaborative Intelligence (Human & AI)

WHERE: Arcelik Global, Istanbul, Turkey, GARAGE Innovation Center (Arcelik Cayirova Campus)

WHEN: 19 October 2023

#### CURRENT LANDSCAPE:

In today's work landscape, we've seen and experienced many changes to the digital workplace - remote work, globally distributed teams, hybrid teams. Digital transformation has become inevitable for industry. New technologies such as big data, the IoT (Internet of Things), Cloud computing and Artificial Intelligence are entering every sector of activity.

#### CTO DUTY:

Traditionally, the Chief Technology Officer (CTO)'s responsibilities include:

- Technology Strategy Development,
- Driving Innovation,
- Managing Technology Infrastructure,
- Fostering Collaboration, and Talent Management.

In a world where the **CIO** and **CVC**'s role becomes more and more crucial, what's the CTO's place and responsibilities in the digital transformation we are experiencing?

**The CTO plays a crucial role in leading these changes, ensuring that the organization is ready to embrace the opportunities that digital transformation presents.**

### **THE EIRMA CTO FORUM - WILL EXPLORE:**

- The key responsibilities of a CTO in the digital transformation (by setting the vision and strategy)
- His place in identifying and implementing the right technologies (technology infrastructure and operations)
- How to drive the innovation culture : innovation opportunities to disrupt traditional business models and capitalise on digital advancements
- Collaboration and leadership with company's personnel and other C-suite executives
- Technology-related risks management and ensuring the organisation's cybersecurity (Ensuring data security and privacy)
- The importance of the CTO's involvement in the organization's digital transformation journey and share some best practices

### **OUTCOME - NAVIGATING COMPLEXITIES AHEAD:**

This 2023 EIRMA CTO Forum will examine the importance and relevance of the CTO's role and involvement in navigating the complexities of the digital era, will outline their key responsibilities, skills, and impact on business success as well as share best practices to YOUR success.

#### **Target Audience**

Chief Technology Officers, Chief Scientists, Corporate Venture Capital  
This event is on **invitation only** and limited to **30 participants**.

#### **Chairman**

**Ernst Lutz**, Chief Technology & Innovation Officer, N.V. Bekaert S.A., EIRMA President

# PROGRAMME

*Thursday 19 October*

- 8.15 Meeting at the hotel lobby for departure
- 8.45 – 9.00 **Welcome coffee**
- 9.00 - 9.15 **Welcome to the CTO Forum 2023 by EIRMA President**  
**Ernst Lutz**, Chief Technology & Innovation Officer, N.V. Bekaert S.A., EIRMA President
- 9.15 – 9.30 **Welcome by Arcelik (and house rules information)**  
As Garage Innovation Hub, Arcelik creates sustainable values for innovation with its expertise in the field and with its powerful relationships within the ecosystem. Innovative ideas are brought to life here- thanks to cutting-edge technology and new business models it possess. (final outline to come soon)
- 9.30 – 10:10 **Presentation by Arcelik**  
Arcelik designs intelligent and networked products at the intersection of AI, software and hardware. As a result of their cooperation with global and competent partners in research and development, they develop cloud-based platforms in the fields of voice, vision and health and are supported by machine and deep learning techniques. (final outline to come soon)
- 10:10 – 10:50 **Presentation by AD Little**  
Artificial intelligence (AI) has been hyped for many years as a technology that will radically transform business. AI enables companies to analyze much larger and more variable unstructured data sets and information – and to encode tacit knowledge from many sources alongside structured data – to enable better insights and intelligence. However, it is fair to say that AI applications have not yet become as commonly used as many had predicted, with a recent Arthur D. Little survey showing that only 16% of AI users believe they are gaining full potential from their use of it. In many organizations, AI applications remain stuck at the pilot stage, or else are limited to specific applications such as customer interaction and intelligence. More widespread adoption of AI for key management decision making is often hindered by the lack of an adequate strategy, as well as concerns regarding loss of control, lack of transparency, and the perceived threat of job losses. (final outline to come soon)  
**Ben Thuriaux**, Partner, AD Little

10:50 – 11:20 **Coffee break**

11:20 – 12:00 **Presentation by Bekaert**

Bekaert fosters a forward-looking approach to innovation by looking not only at what the world needs today but also what it might need in the future. They envision solutions that bring long-lasting benefits to their customers while making a positive impact in people's lives. (final outline to come soon)

**Ernst Lutz**, Chief Technology & Innovation Officer, N.V. Bekaert S.A., EIRMA President

12:00 – 12:40 **Presentation by Microsoft**

Discover Azure AI—a portfolio of artificial intelligence (AI) services designed for developers and data scientists—to do more with less. Take advantage of the decades of breakthrough research, responsible AI practices, and flexibility that Azure AI offers to build and deploy your own AI solutions. Access high-quality vision, speech, language, and decision-making AI models through simple API calls, and create your own machine learning models using an AI supercomputing infrastructure, familiar tools like Jupyter Notebooks and Visual Studio Code, and open-source frameworks like TensorFlow and PyTorch—all backed by Microsoft's responsible AI principles. (final outline to come soon).

**Leopold Talirz**, Senior Software Engineer - Azure Quantum, Microsoft

12:40 – 13:30 **Lunch break**

13.30 – 15.00 **Visit of Arcelik Garage**

15.00 - 15:40 **Leading the way to digital transformation**

In less than a decade, the proliferation of digital technologies — social, mobile and cloud computing — has revolutionized relationships between clients and business, and produced new ways of delivering and consuming information. Interactions between brands and consumers are now constant, instantaneous and multidimensional.

These changes provide vast opportunities for companies able to move quickly to exploit these technologies. (final outline to come soon)

**Abdel Labbi**, Head of Data & AI Platforms Research, IBM Distinguished Engineer, IBM Research – Europe

15:40– 16.20 **Digital transformation: above all, a human odyssey**

As the digital revolution transforms every business sector, including industry 4.0, robotics and artificial intelligence, Air Liquide offers a people-centric approach that places new technology at the heart of its digital transformation. The result is improved performance, along with an enhanced customer and employee experience. (final outline to come soon)

AirLiquide tbc

16.20 – 16:50 **Coffee break**

16:50 – 17.30 **Presentation by Lohmann**

Lohmann GmbH & Co. KG is one of the pioneering forces in adhesive tape technology. Lohmann offers the most advanced adhesive solutions to all corners of the globe and is a supplier to the manufacturing industry.

The creative ability of Lohmann adhesive engineers manifests itself in many ways. From the global specification work and individual product development through to innovative adhesive constructions. On-site mechanical integration of the adhesive solution supports and optimizes the customer's production process. (final outline to come soon)

**Carsten Herzhoff**, CTO/COO, Lohmann GmbH

17.30 - 18.30 **Interactive session led by AD Little**

**Ben Thuriaux**, Partner, AD Little

18.30 – 18.45 **Conclusion and wrap-up**

**Ernst Lutz**, Chief Technology & Innovation Officer, N.V. Bekaert S.A., EIRMA President

19:00 Transfer to the restaurant

19:30 Dinner at the restaurant

22:00 End of CTO Forum 2023 and transfer to the hotel

# PRACTICAL ARRANGEMENTS

## Venue

### **GARAGE Innovation Center**

#### **Arcelik Cayirova Campus**

Şifa, Arçelik Fbr., 34950 Tuzla/İstanbul, Turkey

Phone : +902165858585

Contact : Güneş Aybek ([gunes.aybek@arcelik.com](mailto:gunes.aybek@arcelik.com))

## Accommodation

### **Crowne Plaza Istanbul Tuzla Viaport Marina**

Cami Mh. Balıkçılar Sokak U Blok 20, 34940 İstanbul, Turkey

Phone : +902165600660

<https://www.ihg.com/crowneplaza/hotels/gb/en/istanbul/isttv/hoteldetail>

A block booking with special rates have been secured in Crowne Plaza Istanbul for the nights of 18 October and 19 October 2023.

The rate for a single room is **120 €** (breakfast included, taxes not included)

The group rate is secured **until October 2nd 2023**.

To book your room please click [here](#) (Make sure that the group rate code DL5 is selected under the "Rate Preference")

## Transportation

### **To Crowne Plaza Istanbul Tuzla Viaport Marina**

Plan route, [click here](#)

### **To GARAGE Innovation Center - Arcelik Cayirova Campus**

[Plan route from the hotel](#)

A shuttle service will be provided on October 19 from the hotel to the venue at 8.15 (see program) and at 19.00 from the venue to the restaurant.

## Dinner

at a local restaurant (more information to come)

### Registration

Registration cost for the event: **340 €**

Please register as soon as possible but certainly **before 9 October 2023**.

Online registration: [click here](#)

You can also send the completed registration form to [events@irma.org](mailto:events@irma.org).

Registration will be closed after the **limit of 30 participants** is reached.

As per usual, we prioritize in-person participation. For special participation options, please contact [events@irma.org](mailto:events@irma.org) for more information.

### Payments

Payment by bank transfers is preferred but we can also accept credit card (MasterCard).

All participants will receive a confirmation letter and an invoice or receipt as appropriate.

### Cancellations

Please give as much notice as possible if you are obliged to cancel. We will refund 50% of the registration fee for cancellation received 1 week before the meeting.

**Names may be substituted at any time without charge.**

# REGISTRATION FORM

## EIRMA 2023 CTO Forum

October 19, 2023

GARAGE Innovation Center Arcelik Cayirova Campus  
Istanbul, Turkey

Please register online [here](#) or send the form below to [events@irma.org](mailto:events@irma.org) before **October 9, 2023**.

### PLEASE FILL IN CAPITAL LETTERS

Title: (Prof./ Dr./ Mr./ Mrs.):	.....
First Name:	.....
Last Name:	.....
Position:	.....
Company:	.....
<b>VAT number of the paying entity (mandatory for European companies):</b>	
.....	
If no VAT nr, Official registration number.....	
Address: .....	
ZipCode:	.....City: .....
E-mail:	..... Cell: .....
Assistant's e-mail: .....	

- I will  /will not  attend the CTO Forum on October 19, 2023  
I will  /will not  attend the CTO Forum dinner on October 19, 2023  
I will  /will not  enjoy the shuttle to and from the hotel to the CTO Forum venue

Dietary requirements:.....

**Event's fee: 340,00 €** (VAT excluded) for members excluded Belgium  
**411,4 €** (VAT included) for Belgian members  
The meeting registration fee covers the administrative costs, refreshments and dinner.  
To be paid by Bank Transfer or Credit Card.  
Our invoices are to be paid within 30 days from date of invoices.

#### Mode of Payment

Bank Transfer

Account N° 363-1073576-20

ING – Rond Point Robert Schuman 8 – 1040 Brussels - Belgium

IBAN: BE28 3631 0735 7620 - BIC: BBRUBEBB

Credit Card (Eurocard, MasterCard)

Card Number: \_ \_ | \_ \_ | \_ \_ | \_ \_ | \_ \_ | \_ \_ | \_ \_ | \_ \_ | \_ \_ | \_ \_ | \_ \_ | \_ \_

Exp. Date: \_\_\_/\_\_\_ Security Code: \_ \_ | \_ \_ | \_ \_

EIRMA, as an international association of Belgian law, is subject to VAT  
(nr: BE 0847 677 159)

For any further information please contact our Event Coordinator  
Mobile: +32 (0) 469 18 09 79- - e-mail: [events@irma.org](mailto:events@irma.org)