



digitising europe: International Summit Hosted by the Vodafone Institute on the Digitisation of Education and Work

Experts from politics, business and science will be discussing the existing potential and the framework for digitisation in Europe / Chancellor Angela Merkel will open the conference; further speakers include Vodafone Group CEO Vittorio Colao, Intel President Renée James, start-up founder Dupsy Abiola and machine learning expert Michael A. Osborne

Berlin, 13 November 2014. The Vodafone Institute for Society and Communication is hosting a summit on “digitising europe – Opportunities for the Next Generation” on 4 December 2014 in Berlin. Experts from politics, business and science will be discussing how the worlds of education and work are likely to change as a result of the progressive digitisation of all areas of our lives. German Chancellor Angela Merkel will open the conference with a keynote speech. The conference is an initiative of the Vodafone Institute, Vodafone’s think tank in Berlin, and it is supported by the Vodafone Foundation (London).

“digitising europe” is a platform for dialogue about the potential, opportunities and framework for digitisation in Europe. At the summit, the Institute for Strategic Dialogue will present a study conducted on behalf of the Vodafone Institute which, on the basis of interviews, analyses the next steps which are necessary to fully exploit the potential for digitising Europe.

Vodafone Group CEO Vittorio Colao and host Jens Schulte-Bockum, CEO of Vodafone Germany, will welcome the around 350 guests who are attending the summit to participate in the dialogue. Intel President Renée James will be talking about the potential associated with big data, and Professor Michael A. Osborne will be explaining the changes taking place in the world of work as a result of automation. Dupsy Abiola (CEO and founder of Intern Avenue) and Dr Ijad Madisch (CEO and founder of ResearchGate) will demonstrate how digital tools have already changed labour markets and work methods. Further speakers include Dr Jörg Dräger (member of the Bertelsmann Foundation’s executive board), Professor Gerhard Fettweis (5G Lab at the Dresden University of Applied Sciences), Rich Hume (General Manager IBM Europe), **Ulf Ewaldsson** (Senior Vice President & Global CTO, Ericsson) and high-ranking representatives of governments. Further information about the speakers and the programme are provided on www.digitising-europe.eu.

The Vodafone Institute developed the concept and content of the summit in collaboration with other institutions. The European Youth Forum will be contributing the voice of the younger generation. Startup



**Vodafone Institute
for Society
and Communications**

Europe, a European Commission initiative, the Institute for Strategic Dialogue and the International Journalists Programmes (IJP) are also conference partners.

The conference will be live streamed on www.digitising-europe.eu (#digitisingEU). Participation is by invitation only.

Journalists can now request accreditation by e-mail from Christian Rapp (christian.rapp@vodafone.com, Tel. +49 (0)30/20617614).