

10 & 11 APR '19

STATION BERLIN

[WWW.BIG-DATA.AI](http://WWW.BIG-DATA.AI)

CALL FOR SPEAKERS

# Big-Data.AI Summit 2019



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# 1 What the #BAS19 is About

## 1.1 Mission Statement

The Big-Data.AI Summit 2019 (**#BAS19**) is Europe's leading summit for artificial intelligence and big data. #BAS19 is shaping up to become a gathering venue for 5,000 like-minded experts keen on going beyond the hype and diving into the depths of the big data and AI revolution. Over the course of two days, the summit will feature over 100 presentations, workshops and keynotes. Sessions will focus on three key areas:

Cross-industry big data and AI strategies, technologies and trends

Applications of big data and AI in leading industries

Ethical and political questions on big data and AI

This Call for Speakers will reach thousands of leading experts from companies, R&D departments and research institutes. We aim to encourage a wide-range of submissions. The **#BAS19 Council of Experts** will review and evaluate submissions with a laser-sharp focus on quality. Bitkom will make the final decision on any submission based on the recommendations of the #BAS19 Council of Experts. The deadline for submissions is **14 December**. The results will be announced end of **February**.

Due to the large number of submissions we receive, we will only consider complete submissions uploaded via our [online tool](#). Email submissions will be disregarded.

The highest criterion for evaluation is the submission's relevance to practice. We explicitly prefer solution-focused approaches. **#BAS19** is not the appropriate forum for presenting theoretical concepts.

## 1.2 New Setting

#BAS19 will join hub.berlin – Europe's interactive two-day business festival. By combining both events, we bring #BAS19 to a larger, international audience and open the summit to new target groups.

hub.berlin

Future Visions,  
Tech Leaders, Politics

Big-Data.AI Summit  
Deep Dive, Science, Experts

STATS @BAS | 28 FEB & 01 MAR '18

1,200+

Participants

200+

Speakers

>30%

Technology Users

30+

Partners

800+

Companies &  
Organisations

30+

Journalists

STATS @HUB.BERLIN | 28 NOV '17

3,000+

Participants

190+

Speakers

>45%

C-Level

80+

Partners

2,000+

Companies &  
Organisations

100+

Journalists



STATS @BAS X HUB.BERLIN | 10 & 11 APR '19

5,000+

Participants

350+

Speakers

>35%

Technology Users

120+

Partners

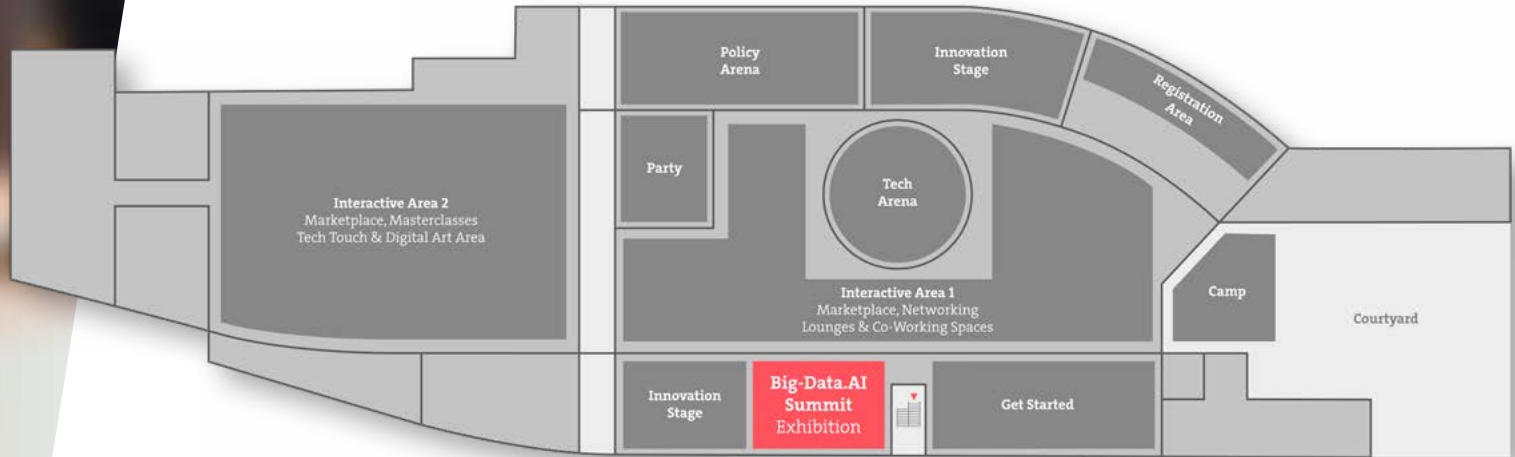
3,000+

Companies &  
Organisations

120+

Journalists

## GROUND FLOOR



## FIRST FLOOR



Both events will take place at STATION Berlin. The hub.berlin will occupy the ground floor while #BAS19 will play out – for the most part – on the first floor. Visitors with a #BAS19 ticket will be able to attend the hub.berlin festival and vice versa.

*Exemplary setting. Subject to change.*



## 1.3 Summit's Format

Presentations will occupy the majority of the summit's programme. They will be presented on four stages. **Stage 1** will be dedicated to the cross-sectoral strategies, technologies and trends of the digital transformation. **Stage 2** and **3** will feature big data and AI applications in industry branches. **Stage 4** will focus on elaborating on ethical and societal questions. Should you be interested in presenting an interactive workshop, please get in touch with [Johanna Wohlgemuth](#).

Over the course of two days,  
#BAS19 will feature three formats

- + Over 100 presentations of 20-minutes each
- + Interactive workshops for hands-on experience
- + Keynotes by guest stars from business and politics

## 1.4 Target Groups

Big data and AI are cross-sector, enabling technologies that empower a number of industries: from retail and logistics to health to smart manufacturing. Their disruptive nature shapes businesses. Their socio-economic impact is felt throughout society. Keeping this in mind, #BAS19 primarily seeks to address four audiences:

- C-level business leaders interested in implementing big data and AI strategies tailored to their business needs
- Experts keen on exploring new possibilities of applying big data and AI in their field of work
- Policy-makers, business leaders and social commentators interested in defining a sustainable and workable ethical framework for big data and AI
- Scientists – especially from research institutes for applied sciences – seeking fruitful dialogues

## 2 How to Submit Abstracts?

1. Prepare an abstract of 3,000-3,500 characters
2. Prepare a short abstract of no more than 1,000 characters
3. Fill out the [online form](#)

Please keep in mind:

1. The deadline for submission is **14 December**
2. Email submissions will be disregarded without notification
3. We will inform you of our final decision **end of February**



# 3 Key Topics

## 3.1 Overview

We have clustered the key topics of #BAS19 into three groups. For each key topic we have formulated five questions. Those questions should serve as a guideline for the kind of submissions suitable for the summit. **We expressly welcome interesting submissions that go beyond the scope outlined below.**

Each topic has a number of reviewers responsible for evaluating the quality of submitted abstracts. The final decision on any submission will be taken by Bitkom.



## 3.2 Digital Transformation

### 3.2.1 Conversational AI

#### Reviewers

- **Kenza Ait Si Abbou Lyadini**, Deutsch Telekom IT
- **Dr Aljoscha Burchardt**, German Research Center for Artificial Intelligence (DFKI)
- **Andreas Klug**, ITyX
- **Dr Christian Thureau**, Twenty Billion Neurons
- **Dr Susan Wegner**, Deutsche Telekom
- **Prof Dr Stefan Wrobel**, Fraunhofer IAIS & University of Bonn

#### Guiding Questions

- How can customers embed and integrate AI services from different providers in their own ecosystem?
- How can intelligent workflows facilitate automating routine business processes?
- How can companies employ conversational interfaces and virtual customer assistants to interact with customers?
- How can firms utilize AI-based customer analytics to anticipate customer needs and develop personalized offerings?
- How can AI empower streaming analytics in a wide variety of areas (from gaming to online business)?

## 3.2.2 Intelligent Automation

### Reviewers

- **Stephanie Fischer**, datanizing
- **Dr Sebastian Klenk**, 5Analytics
- **Andreas Klug**, ITyX
- **Gudrun Scharler**, Unitymedia
- **Jan Oliver Schmitt**, Hessen Trade & Invest
- **Dr Tanja Sieber**, Liebherr-EMtec
- **Prof Dr Stefan Wrobel**, Fraunhofer IAIS & University of Bonn

### Guiding Questions

- How are big data and AI transforming business processes?
- Which business departments do benefit from intelligent automation?
- What concrete advantages could be achieved by applying intelligent automation? Best-practice examples!
- How can companies develop successful strategies to introduce intelligent automation?

## 3.2.3 Digital Business Strategy

### Reviewers

- **Klaus Bürg**, Amazon Web Services
- **Florian Buschbacher**, Ernst & Young
- **Prof Dr Andreas Gadatsch**, Bonn-Rhein-Sieg University
- **Ralph Kemperdick**, Microsoft Germany
- **Dr Tanja Sieber**, Liebherr-EMtec
- **Dr Sebastian Wieczorek**, SAP
- **Miriam Wohlfarth**, RatePAY

### Guiding Questions

- What challenges face companies aiming to implement an AI / big data strategy? What practical solutions should they employ to overcome internal resistance and harness support? Best practice examples!
- How can companies deploy AI to automate decision-making? Which areas are best suited for decision-making automation? Could cognitive systems someday become part of the decision-making group?
- How should companies develop data-driven business models?
- How can companies successfully enlist the help of external service providers to develop and implement AI / big data strategies?
- What new approaches are there in the area of data and algorithm market places? How can companies protect their proprietary assets?

## 3.2.4 New Big Data and AI Technologies

### Reviewers

- **Jörg Besier**, Accenture
- **Guido Falkenberg**, Software AG
- **Andreas Hufenstuh**, PricewaterhouseCoopers
- **Dr Sebastian Klenk**, 5Analytics
- **Dr Liliana Guzmán Rehbein**, Fraunhofer IESE
- **Dr Matthieu-P. Schapranow**, Hasso Plattner Institute
- **Dr Christian Thureau**, Twenty Billion Neurons
- **Dr Susan Wegner**, Deutsche Telekom

### Guiding Questions

- What are the latest developments underlying the next wave of AI technologies (machine learning, deep learning, natural language processing, image and object recognition, and distributed AI)?
- How can AI take human-computer interaction to the next level? Real-life examples from the areas of conversational interfaces, human data interfaces, social and mobile AI applications
- What are the latest research results in the area of emotion-focused AI? Is it feasible to conceptualize and implement artificial emotions? Evidence from psychology, neuroscience, and cognitive science research!
- What are the newest developments in the field of native AI architectures (Lambda, Kappa, etc.)?
- How do cloud platforms for cognitive services, serverless AI, and AI as a service empower the AI revolution?



## 3.2.5 Science Fiction

### Reviewers

- **Dr Nabil Alsabah**, Bitkom
- **Jörg Besier**, Accenture
- **Klaas Wilhelm Bollhoefer**, Birds on Mars
- **Prof Dr Joachim Fetzer**, University of Applied Sciences Würzburg-Schweinfurt
- **Dr Thorsten Gressling**, ARS Computer and Consulting
- **Dr Johann P. Prenninger**, BMW Group

### Guiding Questions

- Science fiction is at its best when authors intellectually push the boundaries of today's science in creative ways. They inspire experts and, thereby, help shape tomorrow's world. What are the greatest ideas from science fiction literature that will probably become reality in the next five years?
- Why do science fiction scenarios about AI and robots tend to be gloomy and negative? Insights from psychology!
- Isaac Asimov developed his influential Three Laws of Robotics in 1942. The Laws were supposed to ensure machine subordination to humans. In the decades thereafter, Asimov and others explored the Laws' limits. Should AI-powered machines be equipped with a code of conduct they cannot violate? How should it look like?
- Some of science fiction greatest works explore the impact of new technologies on tomorrow's societies. What insights does social science fiction offer about future societies?
- What are the most provocative questions posed by sci-fi authors in the areas of AI and big data?

## 3.3 Industries

### 3.3.1 Digital Health, Medical Research, Diagnostics and Therapy

#### Reviewers

- **Julia Hagen**, Bitkom
- **Thomas Kleine**, Pfizer Germany
- **Nicole Ofenloch-Wendel**, IBM Germany
- **Dr Matthieu-P. Schapranow**, Hasso Plattner Institute
- **Dr Christian Thureau**, Twenty Billion Neurons

#### Guiding Questions

- What role can big data and AI play in prevention and the early detection of health problems?
- How can big data and AI increase the efficiency and quality of diagnosis? Think, for example, of AI-based applications for radiologists and expert systems
- How can data-driven research take the medical and pharmaceutical research to the next frontier?
- How will smart hospitals, AI-driven administrative processes and AI-based therapies change our healthcare experience? What role will smart assistants play?
- How will big data and AI help tailor therapies to individual needs and conditions?

## 3.3.2 Data-Driven Financial Services

### Reviewers

- **Torsten Hartmann**, Avantgarde Labs GmbH
- **Prof Dr Andreas Gadatsch**, Bonn-Rhein-Sieg University of Applied Sciences
- **Andreas Hufenstuh**, PricewaterhouseCoopers
- **Dr Sebastian Klenk**, 5Analytics
- **Dr Eberhard Schnebel**, Commerzbank
- **Miriam Wohlfarth**, RatePAY

### Guiding Questions

- How can we employ big data and AI to systematically analyse complex data in the finance and insurance sector? Think here, for example, of risk management, fraud detection and prevention, credit scoring, and automatic monitoring of insured risks
- How can machine learning be used to detect suspicious patterns in high-frequency real-time financial data streams?
- How are big data and AI changing asset and wealth management? Think here, for example, of machine traders, algorithmic trading and AI-powered sentiment analysis
- How will big data and AI change customer experience in the financial sector? Think, for example, of chat bots, conversational interfaces and API banking
- What role will AI and big data play in future identification and authorization processes? e.g., facial recognition, voice recognition, and biometric identification

### 3.3.3 Industrial Internet (Industry 4.0)

#### Reviewers

- **Klaus Bürg**, Amazon Web Services
- **Guido Falkenberg**, Software AG
- **Nicole Ofenloch-Wendel**, IBM Germany
- **Dr Liliana Guzmán Rehbein**, Fraunhofer IESE
- **Dr Fritz Schinkel**, Fujitsu
- **Dr Ulli Waltinger**, Siemens
- **Sven Zehl**, Bitkom

#### Guiding Questions

- What is the next step for AI applications beyond predictive maintenance?
- How can AI systems support intelligent machine configuration?
- How can AI help collect and analyse factory data to reliably obtain filtered results?  
Think here, for example, of real-time analysis, cross-vendor data analysis, and cross-platform analysis
- How can AI help foster human-machine-interaction in the connected factory?
- Will AI take over the smart factory? How will such a future look like?

## 3.3.4 Information Security

### Reviewers

- **Dr Nabil Alsabah**, Bitkom
- **Sven Jacob**, Federal Office for Information Security
- **Prof Dr Michael Meier**, Fraunhofer FKIE & University of Bonn
- **Thomas Tschersich**, T-Systems International
- **Sven Zehl**, Bitkom

### Guiding Questions

- How can machine learning be used to detect anomalies in network data? Best-practice examples!
- How can AI systems augment human potential in the area of threat detection (e.g., through task automation)?
- For decades, antivirus programs relied on a signature-based approach to detect malware. How can antivirus developers apply ML-based methods to flexibly look for malware characteristics instead of specific signatures?
- ML (especially, deep learning) is becoming an indispensable weapon in the arsenal of phishing mail detection tools. What are the newest approaches in this area?
- Hackers and cybercriminals are increasingly relying on ML. What are the newest threats on the horizon? Think here, for example, of AI-powered phishing mail generators, data poisoning, and defeating Captchas with machine vision

## 3.3.5 Intelligent Mobility

### Reviewers

- **Dr Thomas Beer**, Continental Automotive
- **Prof Dr Sibylle Gierschmann**, TaylorWessing
- **Dr Johann P. Prenninger**, BMW Group
- **Dr Eberhard Schnebel**, Commerzbank
- **Dr Jack Thoms**, DFKI
- **Mario Sela**, Bitkom

### Guiding Questions

- What new potential for mobility business models does AI unlock? Think here, for example, of the sharing economy, vehicle fleet management, and mobility platforms
- How does AI support human drivers? How far can AI go in taking over human tasks?
- How should AI-driven autonomous cars decide in dilemma situations? What guidelines for ethical behaviour should they follow?
- How can synergies be realized between connected cars and smart cities?
- What business opportunities are there in the area of vehicle data analysis?

## 3.3.6 Retail and Logistics

### Reviewers

- **Prof Dr Andreas Gadatsch**, Bonn-Rhein-Sieg University of Applied Sciences
- **Torsten Hartmann**, Avantgarde Labs
- **Dr Mark Mattingley-Scott**, IBM Germany
- **Julia Miosga**, Bitkom
- **Dr Fritz Schinkel**, Fujitsu
- **Dr Jack Thoms**, DFKI

### Guiding Questions

- How does big data and AI help optimise processes along the value chain in the retail and logistics sector? Use cases include sales forecast, price optimization, merchandise planning, fraud prevention, and real-time product management
- How will AI-based systems change client communication and redefine customer experience? Think, for example, of sales robots, after-sales services, and deep shopping bots
- What new business models are developing thanks to the use of big data and AI in the retail and logistics sector?
- How will AI influence multi-channel-management?
- What are the benefits of using AI in the supply chain?

## 3.3.7 Utility 4.0 and Smart Energy

### Reviewers

- **Dr Thomas Beer**, Continental Automotive
- **Florian Buschbacher**, Ernst & Young
- **Prof Dr Sibylle Gierschmann**, TaylorWessing
- **Dr Mark Mattingley Scott**, IBM Germany
- **Dr Fritz Schinkel**, Fujitsu

### Guiding Questions

- What challenges do AI and big data technologies address in the area of smart energy? What are the most promising use cases and pilot projects?
- How can AI be used to optimise the management of critical infrastructures?
- How can data science be applied to improve smart metering (from the standard load profile to modern consumption forecasts)?
- How can energy providers enhance efficiency using AI and big data? How can those technologies be employed to improve forecasting procedures?
- How can smart data empower service platforms for the energy system of the future?



## 3.4 Ethics and Society

### 3.4.1 Data Protection

#### Reviewers

- **Susanne Dehmel**, Bitkom
- **Prof Dr Joachim Fetzer**, University of Applied Sciences Würzburg-Schweinfurt
- **Prof Dr Sibylle Gierschmann**, TaylorWessing
- **Dr Martin Sauer**, Robert Bosch
- **Rebekka Weiß**, Bitkom
- **Dr Sebastian Wiczorek**, SAP

#### Guiding Questions

- How can companies apply AI and still abide by new data protection regulations, like the GDPR? What is the legal basis for data processing, transparency, and data use?
- How can we apply machine learning in a transparent way? How can we address the challenges posed by GDPR and ePrivacy?
- Does AI create solutions or rather problems for privacy by design? Do new anonymization techniques help? What conflicts arise in the context of AI and the principle of data minimization?
- How to balance data protection for end-users, corporate digital responsibility and the application of big data and AI?
- Data protection does not work without data security. How can we secure the use of AI and big data with technical and organizational measures? Best-practice examples!

## 3.4.2 Ethics

### Reviewers

- **Natalie Barkei**, Bitkom
- **Dr Aljoscha Burchardt**, German Research Center for Artificial Intelligence (DFKI)
- **Dr Thorsten Gressling**, ARS Computer and Consulting
- **Ralph Kemperdick**, Microsoft Germany
- **Jan Oliver Schmitt**, Hessen Trade & Invest
- **Rebekka Weiß**, Bitkom

### Guiding Questions

- The development and application of artificial intelligence underlie legal requirements. Management decisions and internal guidelines beyond these requirements can support the development of ethical directives. Best-practice examples!
- Under which circumstances would it be unethical not to use AI?
- What does a responsible application of automated decisions require? Is self-regulation adequate? What role does the open discourse with employees and society play?
- How much room for experimentation does development need? Are there sectoral limits that should be preventively defined by the state?
- Can the safety of critical AI applications be guaranteed by leaving the final decision to humans? In which areas would that be necessary? What are the red lines for the use of automated decisions?

## 3.4.3 Social Consequences and Work 4.0

### Reviewers

- **Natalie Barkei**, Bitkom
- **Jörg Besier**, Accenture
- **Klaas Wilhelm Bollhoefer**, Birds on Mars
- **Prof Dr Joachim Fetzer**, University of Applied Sciences Würzburg-Schweinfurt
- **Stephanie Fischer**, datanizing
- **Dr Martin Sauer**, Robert Bosch

### Guiding Questions

- How can humans and machines successfully cooperate in the context of cognitive systems? How do different challenges (acceptance, skill development, group culture) play out in the everyday life of organisations?
- What kind of guidelines and codes of conduct for the use of big data and AI exist for enterprises?
- What factors do influence society's trust in AI? How can we improve it?
- How do AI and big data affect our society's democratic institutions? How can they play a positive role in limiting the spread of fake news?
- How much decision-making freedom should be given to algorithms in important areas, such as health, education, and personal finances?

# 4 Summit Organisation

## 4.1 Bitkom

#BAS19 is a Bitkom event. Bitkom is the German association of the ICT industry. It represents more than 2,500 companies of the digital economy. Through IT- and communication services alone, our members generate a domestic annual turnover of 190 billion Euros. Our member companies employ more than 2 million people in Germany. They develop a wide-range of software applications, IT-services, and telecommunications. They produce hardware and consumer electronics. They shape the digital media sector. Bitkom champions innovative economic policies, the modernisation of the educational system and a future-oriented digital infrastructure.

Bitkom's working groups **Artificial Intelligence** as well as **Big Data and Advanced Analytics** advice the organisation team and thereby help shape the summit's agenda.



## 4.2 Members of the #BAS19 Council of Experts

**Kenza Ait Si  
Abbou Lyadini**  
Deutsche Telekom IT

**Dr Nabil Alsabah**  
Bitkom

**Natalie Barkei**  
Bitkom

**Dr Thomas Beer**  
Continental Automotive

**Jörg Besier**  
Accenture

**Klaas Wilhelm  
Bollhoefer**  
Birds on Mars

**Klaus Bürg**  
Amazon Web Services

**Dr Aljoscha Burchardt**  
DFKI

**Florian Buschbacher**  
Ernst & Young

**Susanne Dehmel**  
Bitkom

**Guido Falkenberg**  
Software AG

**Prof Dr Joachim Fetzer**  
University of Applied  
Sciences Würzburg-  
Schweinfurt

**Stephanie Fischer**  
datanizing

**Prof Dr Andreas  
Gadatsch**  
Bonn-Rhein-Sieg University

**Prof Dr Sibylle  
Gierschmann**  
TaylorWessing

**Dr Thorsten Gressling**  
ARS Computer  
und Consulting

**Dr Liliana Guzmán  
Rehbein**  
Fraunhofer IESE

**Julia Hagen**  
Bitkom

**Torsten Hartmann**  
Avantgarde Labs

**Andreas Hufenstuhl**  
PricewaterhouseCoopers

**Sven Jacob**  
Federal Office for Information  
Security

**Ralph Kemperdick**  
Microsoft Germany

**Thomas Kleine**  
Pfizer Germany

**Dr Sebastian Klenk**  
5Analytics

**Andreas Klug**  
ITyX

**Dr Mark  
Mattingley-Scott**  
IBM Germany

**Prof Dr Michael Meier**  
Fraunhofer FKIE &  
University of Bonn

**Julia Miosga**  
Bitkom

**Nicole Ofenloch-  
Wendel**  
IBM Germany

**Dr Johann P.  
Prenninger**  
BMW Group

**Dr Martin Sauer**  
Robert Bosch

**Dr Matthieu-P.  
Schapranow**  
Hasso Plattner Institute

**Gudrun Scharler**  
Unitymedia

**Dr Fritz Schinkel**  
Fujitsu

**Jan Oliver Schmitt**  
Hessen Trade & Invest

**Dr Eberhard Schnebel**  
Commerzbank

**Mario Sela**  
Bitkom

**Dr Tanja Sieber**  
Liebherr-EMtec

**Dr Jack Thoms**  
DFKI

**Dr Christian Thurau**  
Twenty Billion Neurons

**Thomas Tschersich**  
T-Systems International

**Dr Ulli Waltinger**  
Siemens

**Dr Susan Wegner**  
Deutsche Telekom

**Rebekka Weiß**  
Bitkom

**Dr Sebastian  
Wieczorek**  
SAP

**Miriam Wohlfarth**  
RatePAY

**Prof Dr Stefan Wrobel**  
Fraunhofer Institute IAIS &  
University of Bonn

**Sven Zehl**  
Bitkom

#BAS19 is free of charge for our speakers

## 4.3 Ticket Prices

### Category

### Price (gross)\*

Price (net)

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**Business Festival Pass | all-inclusive flexible**

Early Bird | 2-Day Pass | transferable

**€ 1,059.10**

€ 890.00

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**Business Festival Pass | all-inclusive**

Early Bird | 2-Day Pass | non-transferable

**€ 940.10**

€ 790.00

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**Second Day Pass**

Early Bird | 11. April only | non-transferable

**€ 464.10**

€ 390.00

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\* incl. legal VAT

# 5 Organisation Team



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