The EEMA Annual Conference is the must attend event of the Summer

The theme for this year’s two-day conference is ‘Maximising Digital Transformation Using Trusted Identities’ and we have prepared a cutting edge educational programme which boasts world leading subject matter experts on the most pertinent, pressing and challenging issues impacting the digital world including:

- The impact of trusted identities on industry
- Maximising mobile identity and trust through eIDAS
- Cross border trusted eID interoperability
- Establishing Trust in a cyber frontier
- Applying Blockchain to digital transformation
- The opportunities and threats of GDPR process transformation
- How artificial intelligence can contribute to effective transformation
- How the Internet of Things can offer a competitive advantage

EEMA’s 31st Annual Conference takes place on 13th and 14th June at Microsoft’s offices in London. Register today and join your peers from around the world, at one of the must attend events of 2018.

I look forward to meeting you there.

For the latest programme information and to register please visit: http://annualconference.eema.org/

Roger Dean, Director Special Projects, EEMA

Speakers already confirmed include Kim Cameron, Microsoft; Luigi Rebuffi, ECSO; John Erik Setsaas, Signicat; Aljosa Pasic, Atos; Julian Ranger, Digi.me and Bharadwaj Pulugundla, Verizon.
Prefering for a cognitive future

In April, EEMA held its latest Fireside briefing in London entitled: “Preparing for a Cognitive Future – Identifying the Business, Ethical and Cultural issues around AI”. Chair of EEMA, Jon Shamah opened the session followed by a welcome from the host organisation Atos. The briefing featured three guest speakers – Rakan Qaimary, Artificial Intelligence and IoT Senior Analyst at Accenture, Alastair Moore, Head of Innovation & Entrepreneurship UCL and Adam West, Head of Marketing at Satalia.

Rakan gave a presentation on Artificial Intelligence (AI) applications in self-driving automated cars. Alastair spoke about the ethical use of AI and how the true impact will be felt by the next generation. Adam West discussed the recent Facebook privacy story and the issues of commercial organisations holding personal data.

Facilitator Stuart McRae summarised the themes and questions posed - companies need to address ethical issues, society's needs are a key component, taxation and the value of data are important and the appropriate use of data by AI must be defined. AI is evolving separately in different countries, there are dangers for security/manipulation of data, business models offer either cheap or secure services and who actually owns the data?

Request to join the EEMA Artificial Intelligence and Cognitive Machines Work Channel LinkedIn group:
https://www.linkedin.com/groups/12086268

Welcome Wim Mintiens

This month we welcome Wim Mintiens the Managing Director of Belgium-based The Key 2 IT, as a new member. Wim has joined EEMA following his attendance of our High-Level Fireside Briefing ‘What is the Future of Digital Identity and Trust’, which took place in Brussels in February. We look forward to seeing him at more EEMA events throughout 2018.

Taking FutureTrust stateside at ConnectID

This year, EEMA is proud to be an Association Partner for connect:ID conference in Washington, DC. On 1st May at 11am, the Chair of EEMA, Jon Shamah, will be presenting ‘An Introduction to FutureTrust and eIDAS’. “FutureTrust is an EU-project with global significance and highlighting its progress and potential to a predominantly US audience is an important step in the progress of the project,” comments Shamah.

Members of EEMA’s Executive Office and Board of Management will be in Washington DC from 30th April until 2nd May, so if you would like to arrange a meeting please do get in touch: info@eema.org

Preparing for a cognitive future

On 10th and 11th April, EEMA visited Belgrade, Serbia, to participate in the FutureTrust General Meeting and General Assembly. EEMA is one of 16 Project Partners from 10 countries, giving its support to this important EU-funded initiative, which is supporting the practical implementation of the eIDAS regulation throughout Europe and beyond.

EEMA would like to say Хвала вам (Thank you in Serbian) to everyone involved in this productive meeting and we look forward to welcoming many FutureTrust Project Partners to the EEMA Annual Conference in London.

For more information about the FutureTrust project visit:
https://www.futuretrust.eu/