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Top stories in this newsletter



Track 3 - Nurturing the Data Economy



A Rich Agenda with Industry-Leading Speakers



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Track 3 | Nurturing the Data Economy for Sustainable Value Creation



Join Track 3 for an in-depth exploration of the common challenges posed by fragmented data within data ecosystems. [Fabrice Noel](#) will kick off the session by unveiling ABB's unified data product strategy, designed to drive sustainable business value. [Alexander Borek](#) from Zalando will share his insights on transforming sustainability data within a fast-paced industry. [Daniel Brückner](#) from Roche Diagnostics will then delve into the trusted, scalable reuse of medical diagnostic data. A panel discussion led by [Jose Parra Moyano](#) from IMD and [Tobias Pentek](#) from the Competence Center Corporate Data Quality, will focus on the key barriers to data collaboration and practical strategies for overcoming them.

A Rich Agenda with Industry-Leading Speakers | Get Ready!



Your Symposium journey starts now! Build your ideal agenda from our rich program. Our Symposium hosts an engaging agenda comprising three tracks, housing 14 sessions and 4 panels. Comprehensive information about each session, including speaker bios and abstracts, can be accessed on [our website](#). With impressive lineup of **30+ speakers and panelists**, along with our esteemed keynote presenters, we offer an unparalleled array of subjects and insights. Get ready to be part of a unique blend of knowledge and perspectives.

If you have not registered yet, request [your invitation](#) now.

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Organizations are under intense pressure to leverage AI as a competitive advantage. However, using AI without proper governance or visibility and control of the underlying data can lead to model bias, inaccuracies, legal and compliance implications, trust issues and more. \$15.7T - Potential contribution to the global economy by 2030 from AI; €35M - EU AI Act penalty for noncompliance; and 93% of CDOs who agree that data strategy is crucial for getting value out of generative AI. From our point of view, there are three key initiatives: reliable AI, traceable AI, and compliant AI. [The Collibra Data Intelligence Platform](#) can help to cover all three key initiatives.

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Enter the era of Enterprise AI. As innovations continue to emerge at breakneck speed, we expect even broader adoption, with substantial investment. At the same time, organizations will take concrete steps to modernize and simplify their data infrastructure and operations. The imperative has never been greater to break down organizational silos, streamline governance policies, and adapt the power of AI innovations to an enterprise environment. [Enterprise AI](#) is about delivering context-specific intelligence efficiently and securely. For example, general-purpose chatbots will yield to more enterprise-tuned functional models. Read more about [enterprise AI trends](#), and join Snowflake at the CDOIQ Symposium in September.

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