



ITU Global Innovation Forum 2020

Regional Forum for Europe

Unlock your digital ecosystem's potential

29 October 2020 | Virtual | 13:00–16:30 GMT+1

More information and [registration](http://itu.int/go/EUR_RIF20) at http://itu.int/go/EUR_RIF20

OPENING CEREMONY



Jaroslaw Ponder
Head of the ITU Office for Europe

Mr. Ponder is Head of the Office for Europe at the International Telecommunication Union (ITU) (Geneva, Switzerland), representing ITU in Europe and directing actions, projects, initiatives and expert groups targeting 46 countries of the Europe Region. His portfolio includes set of Regional Initiatives for Europe, designed by the European Member States and focusing on the ICT Infrastructure, Digitization, Digital Inclusion, Accessibility, Innovation and Cybersecurity. Along the professional career, Mr. Ponder held official positions in the public sector and was a contributor to the legislative projects having the impact on the public policy. Since 2014 Mr. Ponder has been working for ITU holding diverse positions in the General Secretariat, Telecommunication Development Bureau, and Regional Presence, addressing complexity of information society development and digital transformation at national, regional, international level, including United Nations level. For several years he has managed ITU's work on the United Nations World Summit on the Information Society (WSIS) process, leading towards the establishment of the annual WSIS Forum, WSIS Prizes, WSIS Stocktaking, others.



H.E. Kyriacos Kokkinos
Deputy Minister to the President, Ministry of Research, Innovation and Digital Policy, Cyprus

Kyriacos Kokkinos is the Deputy Minister of Research, Innovation and Digital Policy, since March 1st, 2020. He previously served as Chief Scientist for Research & Innovation (R&I), Chairman of the Research & Innovation Foundation and Member of the National Board of R&I. He is a distinguished professional with 30 years of experience in Executive Management, Technology and Business Consulting, having served at senior Executive roles in global corporations e.g. IBM Europe and PwC, the Board of many Organisations, including Invest Cyprus, and the recipient of numerous awards for professional excellence, including 'Business Leader of the Year 2016,



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by Cyprus Chamber of Commerce and Industry. His Academic qualifications include Executive MBA in Strategic Management and MSc & BSc in Electrical Engineering.

SESSION 1 - European regional digital innovation ecosystem



Marta Arsovska-Tomovska

Director of the Public Administration Reform team in the Office of the Prime Minister of Serbia

Previously, she was Macedonian Minister for ICT and Public Administration, and a C-level executive in several companies in the IT and telecommunication industry. She is considered to be one of the pioneers of the internet access in the Western Balkans, leading one of the first Internet Service Providers and several cyber security initiatives. Marta is an Executive Board Member of the UN framework organization World Summit Awards and is also serving other boards. Certified by the UN's ITU for building national digital innovation ecosystems, she is now advising governments, organizations and corporations on digital transformation and innovation. BSc. in Electrical Engineering, MSc. in Economy and Computer Science, educated at Kellogg School of Management, Northwestern University, Marta is frequent panellist and speaker on the most prestigious ICT conferences worldwide on topics such as digital transformation, innovation, and eGovernment.



Fabio Pianesi

Head of External Collaboration, European Institute of Technology (EIT) Digital

Mr. Pianesi has more than 25 years of research experience in AI and Human computer Interaction and spent the last 10 years in ecosystem building, start-up support and open innovation across Europe. Fabio Pianesi served first as Deputy-Head and then as Head of the TCC (Cognitive and Communication Technologies) division of Fondazione Bruno Kessler (FBK) from 1998 till 2008 and as President of the Board of Directors of CELCT, a spin-off company devoted to the evaluation of language and communication. From 2008 till 2011, he was the lead the joint FBK-UniTn Computational Cognition Laboratory and the Ambient Assisted Living activities of FBK. In 2009 he joined EIT Digital, serving as Trento Node Co-location Manager, Vice President of EIT ICT Labs Italy Research Director and, more recently, as Head of External Collaboration, taking care of the relationships with the European Commission and of innovation ecosystem building in EU13. He is now Chief Strategists for European Affairs at FBK.





Chris Ruff

Director for Political Outreach & Communications, DIGITALEUROPE

Chris leads DIGITALEUROPE’s communications team and coordinates contacts with policymakers in Brussels and across Europe. Before joining DIGITALEUROPE, Chris was communications adviser to Commissioner for Trade Cecilia Malmström and served in her cabinet. He had previously spent two years in the DG Trade media relations team, and one and a half years as an assistant to a member of the European Parliament. His previous experience includes roles in a software start-up in Berlin and at Bristol City Council. As well as an in-depth knowledge of various policy areas, notably trade, he has extensive experience of working in the EU institutions and coordinating with Brussels-based media. He holds a joint M.A. in European studies from Bath University, Sciences-Po Paris and the Humboldt University in Berlin, as well as a B.A. in French and Political Science from Bristol University.



Thomas Hahn

President, Big Data Value Association & Chief Software Expert, Siemens AG

Thomas Hahn, born in 1960, has been Chief Software Expert at Siemens AG since 2011. After studying computer science at Friedrich-Alexander University of Erlangen he joined the company in 1986 and worked as a product developer in the field of industrial networks in Erlangen. In 1993 he moved to Nuremberg, where he worked in product management for SIMATIC and as a project manager responsible for development of SIMATIC STEP 7. From 1997 he worked as Head of Development at Traffic Control Systems in Munich for two years. In 1999 he returned to Nuremberg, where he was Head of Software Development for Industrial Automation Systems. He held this post until 2011. In addition to his function as Chief Software Expert, he was Head of the Business Analytics and Monitoring technology field from 2011 to August 2013. Beyond his activities at Siemens, Thomas Hahn is a member or board member of various bodies, including the OPC Foundation, Big Data Value Association, OpenlabCERN and Platform Industrie 4.0.



Lisa Sophia Zoder

Sector Fund Manager, GIZ Office Sarajevo, Open Regional Fund for South East Europe - Foreign Trade

Lisa Sophia Zoder is the project leader of the GIZ Open Regional Fund- Foreign Trade, a project funded by the German Federal Ministry of Economic Cooperation and Development (BMZ). The regional project has a focus on strengthening trade in goods and services, as well as supporting Startup ecosystems. Being in charge of the project to support the Startup ecosystems in the Western Balkan regions, Lisa has been working with Startups, innovation hubs and other stakeholders for more than 2,5 years. She has been designing and implementing activities aiming to foster cooperation between innovation hubs. She has sound knowledge of challenges Startups are facing and first-hand experience of the benefits of regional cooperation.





Levente Juhasz

Public Policy and Government Relations Manager, Central and Eastern Europe, Google

Levente leads on the topics of digital transformation, economic contribution and sustainability in Central and Eastern Europe as a public policy manager for Google. Previously, he spent five years in the energy sector covering EU affairs, strategy & business development and innovation management where he had helped launch the first open innovation partnership of a corporate player with start-ups. He also worked as a trainee for the European Commission in Brussels. He holds M.A. degrees in International Relations and Political Science from Corvinus and ELTE universities of Budapest, respectively, and studied at Sciences Po Paris.



Phil Budden

Senior Lecturer - Technological Innovation, Entrepreneurship and Strategic Management, MIT Sloan School of Management

Phil Budden is a Senior Lecturer at MIT's Management School, where he focuses on 'innovation-driven entrepreneurship' (IDE) and innovation ecosystems. Phil co-teaches in the successful 'Regional Entrepreneurship Acceleration Program' (REAP), an ExecEd program for regional teams from around the globe interested in accelerating 'innovation-driven entrepreneurship'. Phil is currently on leave from the British Government and joins MIT having worked recently in Boston's private sector for the Royal Bank of Scotland's US subsidiary, Citizens Bank, where he focused on financing transatlantic (especially British-American) trade and investment. In the fall of 2012, while a Visiting Scholar at MIT, Phil had undertaken a project on innovation and entrepreneurship for the British Prime Minister's office at No 10 (and UK Trade and Investment) to inform the UK's Entrepreneurs Campaign. In sum, Phil has held these posts with the British government: British Cabinet Office, London (5/6/2001 - 6/30/2002); British Embassy, Washington DC (7/1/2002 - 8/5/2007); 1st Secretary (UK-US Technology, Science & Innovation) Washington DC; Adviser to the PM at No10 (European/institutional strategy) London, UK.

SESSION 2 – Good practices accelerating ecosystem development and digital transformation



H.E. Justyna Orlowska

Prime Minister's High Representative for Government Technology, Poland

Expert on managing funds and corporate finance. She gained experience in consultancy companies valued around the world, such as Capital One Advisers, Ipopema Securities, Enterprise Investors or EY, where she implemented a number of projects related to analytics in the area of investment banking, with particular emphasis on the private equity market in the CEE region. In October 2016, she joined the team of advisors to the Minister of Development,



where she was responsible for managing innovative digital projects – MinFinTech and Lektury.gov.pl. She also acted as an adviser to the Prime Minister on innovation and finance. In April, she was appointed the director of the pioneering GovTech Polska programme, whose task is to optimize the conditions for the implementation of the digital revolution in public administration through the involvement of startups and small and medium-sized enterprises.



H.E. Vitalie Tarlev
State Secretary for ICT, Ministry of Economy and Infrastructure, Moldova

Mr. Vitalie Tarlev is acting as a State Secretary for Information Technology and Communications at the Ministry of Economy and Infrastructure of the Republic of Moldova since November 2017. Previously he served as a Deputy Minister of Information Technology and Communications (2013–2017) and as a Director for the European Integration and International Cooperation within the Ministry of IT&C (since 2005). Mr. Tarlev has been involved in numerous high profiled ICT national and international initiatives, his duties and responsibilities being focused on Information Society policy and legal framework development, as well as on the implementation of the related to this projects: eMoldova2010 Strategy; Digital Moldova 2020 Strategy; IT Industry Competitiveness Roadmap 2015-2017; IT Industry and Digital Innovation ecosystem Strategy 2018-2023; Law on IT parks and creation of Moldova IT Park; IT Visa Law; creation of the ICT Excellence Center TEKWILL and promotion of the Tekwill national network; Digital Education Project for Primary Schools; creation of the 112 Service for emergency communications; Digital signature and Electronic Document Law, Cyber Security National Program, National cybersecurity standard - Minimal Cybersecurity Requirements; Implementation of the Digital Terrestrial TV broadcasting; development of the Efficient Radio Frequencies Management policy framework, creation of the Tech Startups and Digital Innovation Fund. Spoken languages: Romanian, English and Russian.



Marten Kaevats
National Digital Advisor, The Government Office of Estonia

Marten Kaevats, is the National Digital Advisor in the Government Office of Estonia or unofficially the Chief Innovation Officer of Estonia. He studies the impact of various scalable technologies on the spatial behaviour of individual people and communities, as he believes that the industrial revolution and the hyperlocal model of life will create reformatory changes to the spatial and social behaviour of people. Marten has graduated from governmental talent management programme in 2017. He is educated as architect and city planner and has been the chief of TAB 2015 “Self Driven City” curatorial team. Marten is also an active member of several civil society organisations; he was also one of the founding members of the Uue Maailma Selts (New World Society) in 2007 which triggered reformatory changes in participatory democracy and a revolution in civil society, also he founded and contributed to the creation of freeware community web platform Community Tools, established in 2008.





Agi Veres
United Nations Development Programme,
Deputy Regional Director,
Deputy Assistant Administrator for Europe and the CIS

Ms. Veres is the UNDP Deputy Regional Director for the Europe and CIS region since 2019. Since 2002 when she joined UNDP, she has served in various capacities at headquarters, regional and country levels. Previous to her current post, she served in management positions as Resident Representative and Country Director of UNDP in China (2015-2019), Deputy Resident Representative of UNDP in Lesotho (2011-2015), Deputy Chief and Senior Programme Coordinator in the Bratislava Regional Centre for Europe and the CIS (2006-2011). Prior to her field experience, she started with UNDP at its Headquarters in New York, where she held positions as UNDP Corporate Reporting and Business Analysis Team Lead (2005-2006), and ICT Communications Officer (2002-2005). She joined UNDP from her private sector career as a management consultant for Accenture, focusing on organizational effectiveness and change management in Hungary and New York (1997 to 2002).



Zuzana Nehajova
InnovEYtion Hub Leader, CSE InnovEYtion Hub at EY

Zuzana Nehajová’s expertise is covering Smart City Agenda providing advisory for cities and regions in implementing smart solutions to their urban challenges and also Innovation Management Services. She manages SMART projects in areas of mobility, waste management, environmental monitoring and data analytics. She designed the concept of Smart Industry for Slovakia and was also leading the development of framework for innovative financial instruments (including establishment of SZRB AM and SIH) in her role as a Director General for Innovation and Business Environment at the Slovak Ministry of Economy and Ministry of Finance. She has established and led the V4 Innovation Taskforce.

SESSION 3 - Session 3 – Innovation journey – stories from the frontlines



Kasia Jakimowicz,
Digital Innovation Ecosystem Expert, ITU Office for Europe

Kasia is an Innovation in Government Fellow at the Harvard Kennedy School Ash Center for Democratic Governance and Innovation and a contributor to Data Smart City Solutions, as well a visiting mentor at MIT Media Lab Global Ventures (Data and AI for the post-COVID world). She focuses on exploring how technology can solve global challenges with a focus on AI, Data and digital transformation.

She is a strategic policy advisor and entrepreneur, guiding the design, development, and implementation of global policies and programs on technology and entrepreneurship in multinational and public service consulting companies, think-tanks, the UN and the European Commission (e.g. EU and associated countries, US, Mexico, Brazil, India and South Africa). Most recently, she was a Senior Program Advisor for the European Innovation Council, responsible for designing a blended finance accelerator program for 41 countries. As an Associate Director at the Lisbon Council think-tank, she supported the VP of the European Commission, Andrus Ansip, at



the Working Group on Digital Entrepreneurship at the UN Broadband Commission for Sustainable Development. Prior to that, she worked in multinational corporations developing and launching brands (eg. PepsiCo, L'oreal, Mars, Henkel). She also founded a successful social enterprise in education. She is a public speaker, judge in innovation challenges, and a co/author of numerous publications.



Ivana Kostic
Co-Founder, Health-Tech Lab, Serbia, 2020 ITU Innovation Challenge Winner

Through events and by tackling specific challenges, Health-Tech Lab is supporting the functioning of the existing linkages in the local, Serbian health-tech ecosystem and building new ones, enabling the successful growth and development of the innovative health-tech solutions. Moreover, HTL is interconnecting Serbian ecosystem with ecosystems of developing countries for mentoring, learning exchange and funding. The aim is to build a network that includes include ecosystems of all developing countries of Africa, South America and Asia and all other emerging health tech markets.



Gyula Kovcsan
CEO & Co-Founder, Linistry, Hungary, #EUvsVirus Hackathon 2020 Winner, Eurowings Innovation Challenge 2020 Winner, Covidea 2020 Winner

Linistry was founded to create an intelligent digital queue management and appointment booking system that can be implemented within days. The COVID ready, easy-to-use virtual queuing improves customer experience, increases profit and solves the social distance challenge, too. After Gyula spent 16 years at Microsoft Hungary in various management positions, he jumped to this startup with his friends to eliminate the timewasting physical waiting. Thanks to that they invented a digital customer journey solution which can spread the world with a fresh approach in queue management.



Magda Baciu
Founder, Growth Savvy, Romania/UK

Magda Baciu is the founder of House Of Progress, a growth agency where the team helps online businesses grow through informed marketing strategies, by leveraging advanced data engineering, data analytics and creativity tactics. She considers herself an engineering & marketing hybrid as she is a big believer in cross-domain expertise. Magda is also the founder of Growth Savvy, an education platform where marketing specialists learn how to leverage data tactics to 2X their online marketing results.





Olivier Jeannel

CEO & Founder, Rogervoice, France, ITU Accessible Europe 2019

AI Captioned Calls for people with hearing difficulties. Hearing difficulties should not prevent you from enjoying phone calls. Simply read the live transcriptions and you'll never miss out again.

Rogervoice is an all-in-one telecommunications platform and mobile application that integrates state-of-the-art accessibility solutions. Rogervoice goes beyond this by using voice recognition technology that is augmented by human editors, in real-time, thereby combining the speed with the accuracy.



Krisztián Imre

Lead Product Designer and CEO, EVA Vision, Hungary, ITU Accessible Europe 2018 Winner

EVA (Extended Visual Assistant) is a wearable mobility assistant for the blind and visually impaired. The device that resembles smart glasses, provides a multitude of services that assist in interpreting and interacting with your surroundings, orientation guidance, and handling phone calls and message services with a paired smart phone.

