

Big Data and Digital Transformation in an Interconnected World

【Time】 Wednesday, Nov. 23, 19:00-20:30

【Venue】 Room 101, Shunde Building, Tsinghua SEM

【Language】 English

【Host】 Tsinghua SEM Center for Internet Development and Governance (CIDG)

【Chair】 Yubo Chen (Associate Dean and Director of CIDG, Tsinghua SEM)

【Speaker】 Bjorn Bloching (Global Head of Roland Berger Digital)

Prof. Dr. Bjorn Bloching is a Senior Partner with Roland Berger and heads the Global Competence Center Digital as well as "Spielfeld", the Roland Berger Digital Hub in Berlin. Roland Berger Digital supports clients with regard to digitization and digital transformation throughout the whole supply chain. Bjorn Bloching conducted many projects dealing with marketing and sales, sports, the arts and culture. Bjorn Bloching obtained his Ph.D in macroeconomics and he is author of the books "In Data We Trust" and "Smart Data" as well as of several publications and studies.

【Schedule】

Time	Activity	Participants	Duration
17:30-18:40	Dinner	Prof. Yubo Chen Prof. Björn Bloching	70mins
18:40-19:00	Depart for Shunde Building #101		20mins
19:00-19:05	Opening Remarks	(Prof. Yubo Chen)	5mins
19:05-19:50	Invited Speech (Big Data and Digital Transformation in an Interconnected World)	Prof. Björn Bloching	30-45mins
19:50-20:00	Q&A		10-15mins
20:00-20:30	Dialogue with Prof. Björn Bloching Topic: China's Digital Transformation and how it compared to other countries	Host: Prof. Yubo Chen Guest Speaker: Prof. Björn Bloching	30mins
20:30-20:40	Q&A		10mins
20:40-20:45	Concluding Remarks	(Prof. Yubo Chen)	5mins