

Digital Transformation Week conference arrives in Amsterdam

Subtitle- Leading IT Professionals to debate digital transformation strategies in Amsterdam

AMSTERDAM, NETHERLANDS, November 9, 2021 /EINPresswire.com/ -- Taking place on the 23rd-24th November, at the RAI, Amsterdam, [Digital Transformation Week Europe](#), the leading conference and exhibition is set to bring together thousands of IT professionals from across the continent to discuss best practice approaches to digital.

Organised by technology-specialist publishers, [TechForge Media](#) Ltd and running alongside World-renowned enterprise technology conference and exhibition, [TechEx Europe](#), Digital Transformation Week, features leading speakers from the likes of IKEA, JustEat, CitizenM Hotels and The Cookware Company.

Vicky Matthews, Content Director at TechForge Media says “The Covid pandemic has accelerated digital transformation plans for organisations of all sizes. Digital Transformation Week Europe will shine a light on digital strategies that will bring companies closer to the customers, while increasing efficiency and profitability”.

Conference highlights include a keynote panel featuring Binnaz Cubukcu, Ethics and Integrity Leader at IKEA titled The Importance of human-centric digital strategy, as well as a panel discussion featuring Gwenn Réthoret, Director, Just Eat and Gilles Holl, Chief Digital & E-commerce Officer (CDO), The Cookware Company focusing on How to Improve Retention with Personalisation & Digital Experiences.

Running alongside Digital Transformation Week Europe, TechEx Europe consists of five further co-located conferences within the fields of Blockchain, AI & Big Data, Cyber Security & Cloud, IoT,



The graphic is a promotional poster for Digital Transformation Week Europe 2021. At the top, it features the TechForge logo and the event title 'DIGITAL TRANSFORMATION WEEK' in large, bold, orange and white letters, with the dates '23-24 NOVEMBER 2021' below it. A horizontal bar lists five co-located events: TECHEX, IOT TECH EXPO, CYBER SECURITY & CLOUD EXPO, BLOCKCHAIN EXPO, and AI & BIG DATA EXPO. Below this, eight speaker portraits are arranged in a 2x4 grid. Each portrait includes the speaker's name, company logo, and title. The speakers are: Shabiya Younus-Titsing (adidas), Binnaz Cubukcu (IKEA), Ger Janssen (Philips), Gilles Holl (The Cookware Company), Mateusz Jakitowicz (ERGO HESTIA), Rishi Lodhia (EAGLE EYE), Davio Larnout (RADIX.AI), and Oskar Jedynasty (ERGO HESTIA). At the bottom, it says 'SPONSORED BY' followed by logos for control UP, EAGLE EYE NETWORKS, INC., RADIX.AI, and NEUROMATION. The text 'Digital Transformation Week Europe 2021 Speakers' is centered at the very bottom.



"Digital Transformation Week Europe will shine a light on digital strategies that will bring companies closer to the customers, while increasing efficiency and profitability". "

Vicky Matthews

and the virtual only 5G Expo. Attendees that visit Digital Transformation Week will also have access to a large-scale exhibition of leading tech innovators.

Tickets for Digital Transformation Week Europe are available for free, and include access to the 150+ exhibition stands across TechEx Europe, the official end of day 1 Networking Party and the Digital Transformation Week conference.

With over 4,000 delegates expected to attend the event,

the TechEx team have a clear COVID-19 entry policy to ensure the venue is COVID Secure. You can find out more about the entry policy and how the team are minimising risks here.

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About TechEx Events Ltd

The TechEx Event portfolio is an international conference and expo world series showcasing cutting-edge tech innovation in enterprise with events in London, Amsterdam and Silicon Valley. Running for over six years, our co-located events strengths lie within our expert community.

We bring the heroes responsible for pushing game changing tech and strategy together, to craft relationships and creative solutions. Featuring real-life use cases and in-depth industry insights, the Event series delves into the AI, Big Data, Blockchain, Cyber Security, 5G, IoT and Edge Computing ecosystems.

About TechForge Media Ltd

TechForge is a market-leading publishing company, event organiser and digital services provider, focusing specifically on the enterprise application of technology.

We welcome thousands of subscribers and readers to our nine dedicated news sites each week, while our content reaches in excess of 7 million technology professionals directly through social channels. Our events and online executive roundtables are attended by forward-thinking CxOs who are developing and implementing technology strategies for their organisations.

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