

Data-Driven Economy

Challenges and Opportunities



The transformation of data into an independent asset poses new **challenges for companies, regulators and policymakers**. We examine the status-quo of **data-driven business** models and the requirements shaping the process. On the business side, new tools are needed to utilise data as an asset with regard to its quantity and diversity. Regulators and policymakers will have to refine an often inefficient legal and **regulatory framework** to guide this transformation towards the general benefit.

12.30 – 13.00

Registration

13.00 – 13.05

Welcome

Christian Breuer, Editor-in-Chief, Intereconomics, ZBW

13.05 – 13.45

Keynote: Competition and Competition Policy in a Data-Driven Economy

Justus Haucap, Düsseldorf Institute for Competition Economics (DICE),
Heinrich-Heine-Universität

13.45 – 14.45

Session I: Data-Driven Business Models

Moderation: *Jiffer Bourguignon*, Editor, Intereconomics, ZBW

Videesha Böckle, signals Venture Capital, [Data-Based Business Models](#)

Markus Spiekermann, Fraunhofer Institute for Software and
Systems Engineering ISST, [Data Marketplaces - The Next Way to Monetize Data](#)

14.45 – 15.15

Coffee Break

15.15 – 17.00

Session II: Regulation and Governance

Moderation: *Vera Demary*, Head of the Research Unit Structural Change
and Competition, German Economic Institute (IW)

Barbara Engels, German Economic Institute (IW), [Data Governance as an
Enabler for the Data Economy](#)

Bruno Carballa-Smichowski, Chronos, [Data Governance Models: Moving
Beyond One-Size-Fits-All Solutions](#)

Maximilian von Grafenstein, Alexander von Humboldt Institute for Internet
and Society (HIIG), [Data Governance Models and Smart Cities](#)

17.00

Reception