



smartcon conferences for a smarter world




Why attend smartcon 2016 Istanbul?



World Class Content

World class content, expert opinions and presentations on business applications of big data and disruptive technologies will inspire and equip you with ideas to define smarter strategies for your business. Opinion leaders and trend analysts will share insights and foresights to portray innovative business models that integrate big data technologies. Global business models and trends will be demonstrated and discussed in Turkish Market and specific industries context.

smartcon 2016 Istanbul will host 1000+ attendees in its second year with deep focus on Big Data, Connected World, Internet of Things and Start-up Ecosystem.

|  Big Data, Connected World |  IoT Day |  Start Up Day |
|---|--|---|
| <ul style="list-style-type: none"> • Big data technology landscape <ul style="list-style-type: none"> • Business applications & use cases of big data • Disruptive technologies and new business models • New trends and disruptive models in digital and mobile • New trends and disruptive models in marketing • Data security and privacy • Visualization and power of story telling • Data sciences and analytics and much more... | <ul style="list-style-type: none"> • Trends in internet of things (IoT) and optimization • Industrial revolution with IoT and M2M <ul style="list-style-type: none"> • Smart cities and smart government • Role of Government for Smart Management • Artificial Intelligence Changing everyday lives with IoT and much more... | <ul style="list-style-type: none"> • Regional Growth and Start-up Ecosystem • Disruptive start-ups changing the world economy • Monetization models for start-ups • Ways to get investment in competitive environment • Secrets of regional growth for start-ups • Start-up pitch sessions and much more... |



Great Networking

As in 2015, smartcon 2016 will have a well diversified sectoral involvement with executives and professionals from various job functions

| Sectors | Business Functions |
|--|--|
| <ul style="list-style-type: none"> • Financial Services • Telecom, Media & Digital Marketing • Technology • Retail, FMCG and Food • Automotive & Production <ul style="list-style-type: none"> • Holdings • Public • Airlines, Logistics & Transportations • Energy & Distribution • E-commerce & Internet <ul style="list-style-type: none"> • Academics • Pharmaceuticals & Health | <ul style="list-style-type: none"> • Management Team • Marketing & Sales • Customer Segmentation Management • Customer Experience Management • Channel & Service Management • Information Systems • Data Management & Security • Strategy & Business Development <ul style="list-style-type: none"> • Finance • Social Media Management <ul style="list-style-type: none"> • Supply Chain & Operations Management • Risk Management & Collection |



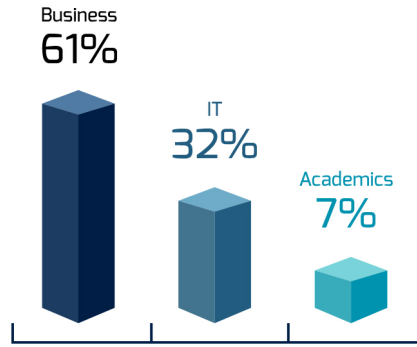
Unique Blend of Business & Technology

Big Data, analytics, IoT are not only technology issues anymore. These are also the top agenda items of executives' and professionals' from business domains.

Business and technology leaders are meeting at smartcon! Connect with a broad network of highly qualified executives and practitioners from different industries and functions!

And also... New perspectives of using technology for business change via practical presentations, case studies and expert opinions. This is a unique opportunity to meet and discuss with our speakers using "smart office hours" during the conference.

Smartcon 2015 Istanbul drew huge attention at business functions



Business Functions of 2015 Attendees



Who Attended Last Year

230+ companies from 14 sectors attended last year's smartcon!





Powered by Analytics Center

Analytics Center promotes the effective usage of analytical methodologies and technologies in decision making and management. Analytics Center has a vision of being a thought leadership, expertise and knowledge center providing business leaders, and professionals, a collaborative sharing platform and a community for access to;

