MakoLab
Poland's leading IT and digital agency. Lodz.Warsaw.Paris.London

MAKOLAB SEMANTIC DAY
JUNE 26, BIBLIOTHÈQUE POLONAISE DE PARIS
QUAI D'ORLÉANS 6 — ISLAND OF ST. LOUIS, PARIS

THE ERA OF SEMANTIC WEB IS COMING – ARE YOU READY ?

- What is the Semantic Web really all about?
- How can it be used by traditional industries, such as the automotive industry?
- How does the ecosystem of e-commerce change due to the Semantic approach?
- How is the Knowledge Graph related to the Semantic Web?

During the MakoLab Semantic Day will have a unique chance to learn the answers to these questions and discuss them with preeminent world class specialist — prof. Martin Hepp.

MAKOLAB SEMANTIC DAY AGENDA

1. 9.00 to 10.00 — registration, breakfast and free access to Frederic Chopin and famous Poet Museum
2. 10.00 — Introduction – the basics of Semantic Web — Dr. Mirek Sopek
   Semantic Web for Automotive Industries — Prof. Martin Hepp
   E-commerce and Semantic Web — Prof. Martin Hepp
3. 12.30 — Lunch cocktail break
4. 13.30 — Open & practical Panel discussion: How to "semantize" your websites?
5. 14.30 — Guided visit of Museum

WHO IS WHO ?

ABOUT MAKOLAB SA
MakoLab SA is a leading Polish Digital Agency, whose business activities span across Web technology and Business Systems areas. In its Semantic Web capacity MakoLab, together

with prof. Martin Hepp is now creating an automotive industry ontology for used cars. The company also developed the highly popular Semantic Web extension GoodRelations, for the famous French e-commerce solution, PrestaShop. So far, about 2000 stores worldwide have been using the extension.

ABOUT PROF. MARTIN HEPP

Dr. Martin Hepp is a professor of general management and e-business at Universität der Bundeswehr in Germany, where he heads the e-business and Web Science Research Group. His key research interest lays in using structured, linked data on a Web scale for e-business. As part of his research, he developed the GoodRelations and eClassOWL ontologies, now widely used by companies like BestBuy and Yahoo for describing offers on the Web. Furthermore, he was the organizer of more than fifteen workshops and conference tracks on conceptual modeling, Semantic Web topics, and information systems; as well as a member of more than sixty conference and workshop program committees, including ASWC, ESWC, IEEE CEC/EEE, and ECIS; and is an associate editor of the International Journal on Semantic Web and Information Systems (IJSWIS). More information and publications are available at http://www.heppnetz.de

ABOUT DR. MIREK SOPEK

Dr. Mirek Sopek is vice-CEO of MakoLab SA (www.makolab.com). Physicist by education, he obtained PhD degree on the applications of Feynman Path Integrals to theoretical radiation chemistry. For many years he worked for Hypercube, Inc. — an American company known for its molecular modeling software. He founded MakoLab in 1989, and is now directly responsible for the company's international strategy and operations related to both Semantic Web technologies and the automotive business's digital strategies. In this capacity, his mission is to spread awareness of Semantic technologies among key players of the automotive industry.

ABOUT BIBLIOTHÈQUE POLONAISE DE PARIS

The Polish Library in Paris, located at Quai d'Orléans 6 on the Island of St. Louis is the oldest non-French library in the city (established on November 24th, 1838). It has existed continuously since the 19th century until today. It is not only a library, but also an important center of Polish culture in France. The institution has a vast collection of manuscripts, old maps and prints, unique paintings, sculpture, medals, artistic objects as well as memorabilia of such famous Poles as Frederic Chopin or Adam Mickiewicz.

The President of the governing body of the library is Prof. C. Pierre Zaleski, Polish Nuclear Physicist, former student of Irène Joliot-Curie (daughter of Marie Skłodowska-Curie) in her Radium Institute (today the Curie Institute).

RSVP
We will be sending the second invitation with RSVP links soon.