

ENTERPRISE KNOWLEDGE  
**SEMANTIC LAYER  
SYMPOSIUM**

**2024**

🌐 Bayerischer Hof Hotel | Munich, Germany  
📅 17th October 2024



**Keynote Speaker**

**Malcolm Hawker**  
Head of Data Strategy,  
Profisee & Former Gartner  
Senior Director Analyst



**Lulit Tesfaye**

Partner and VP of Knowledge &  
Data Services and Engineering,  
Enterprise Knowledge



**Tiankai Feng**

Data Strategy & Data  
Governance Lead,  
Thoughtworks Europe



**Dr. Norbert Gergely**

Head of Data Architecture  
& Lifecycle at Zeiss Group



**Sara Nash**

Principal Consultant,  
Enterprise Knowledge



**Daniel Canter**

Knowledge Management  
Program Manager, ASML

## Agenda

**9:30 AM** **Welcome and Opening Remarks**  
— Zach Wahl

**9:45 AM** **Opening Keynote: Next Generation  
Semantic Layers: Embedding Organizational  
Knowledge as an AI Differentiator**  
— Malcolm Hawker

**11:00 AM** **Taxonomy, Ontologies, and AI:  
Transforming ASML's Knowledge  
Management** — Daniel Canter

**11:45 AM** **The Importance of Language in Data  
Collaboration** — Tiankai Feng

**2:00 PM** **Technical Panel** — Moderated by Lulit Tesfaye

**2:45 PM** **Industrial Use Case for Early Adoption of a  
Semantic Layer at Zeiss** — Dr. Norbert Gergely

**4:00 PM** **Building the Semantic Layer: Use Cases  
and Success Stories** — Panel Moderated by  
Sara Nash

**4:45 PM** **Closing Remarks: Looking Ahead with  
Semantic Layers and Advanced AI  
applications** — Lulit Tesfaye

**5:00 PM** **Cocktail Reception**