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## Frost & Sullivan: Connected Life Market Will Drive Change and Growth



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Groundbreaking keynote addresses by Genomics England and Google for Work showcasing global leadership in connectivity and convergence driven innovation at GIL 2015: Europe in London

We are living a connected life in a connected world. Our smartphone is our gateway to the world and very soon we will be able to connect our glasses, watch, thermostat, lights, door locks and car. The connected life market has been valued by Frost & Sullivan at over \$700 billion by 2020, but are companies prepared to drive and manage this change to stay ahead of the rapidly evolving world in which we live?

Nina Bjornstad, Country Manager at Google for Work UK&I, will deliver Google for Work's vision on the importance of connectivity to drive growth during Frost & Sullivan's Growth, Innovation and Leadership (GIL) 2015: Europe. The conference will take place on Thursday, 14th May at Royal Garden, Kensington. Over 200 industry leaders are expected to convene from all over Europe to share ideas and strategies to make their business choices successful.

Frost & Sullivan's Senior Partner Dorman Followwill explains: "The question is: how can we enable companies to transform through exciting connectivity platforms? We will be presenting specific case studies from traditional global companies that are transforming themselves from the inside out. These companies are starting with their individual contributors, and from there driving transformation through their employee teams, business units and the entire enterprise."

Outside of our homes and work lies huge commercial opportunity. Connected city - with a market potential of nearly \$400 billion - will be driven by connected consumer services for mobility, governance, education, and banking and financial services. eServices to Citizens, such as ePayments, eExchange, eSharing, etc, will empower citizens with real-time access to personal data and related services. Smart governance and education services will transform our access to information and learning.

Highlights of the congress include a ground-breaking keynote address showcasing global leadership in connectivity and convergence driven innovation in healthcare through the 100,000 Whole Human Genome Sequencing Project led by Genomics England. The Chief Scientist spearheading this most important project globally on genomics and personalised medicine, Professor Mark Caulfield, will explore this project. Furthermore, Senior Partner Sarwant Singh will present Global Trends in Connectivity and Convergence and Practice Director Ankit A. Shukla will introduce Techvision 2020. The conference will be followed by the 2015 Frost & Sullivan Growth Excellence Awards Banquet.

Frost & Sullivan's Global GIL Community continues to be the industry's only resource that supports CEOs and their management teams in critical decision-making, offering tools that help industry leaders in achieving the three essential objectives of Growth, Innovation and Leadership. GIL 2015: Europe will provide CEOs and their growth teams an opportunity not just to attend GIL, but to actually experience it.

Schedule:  
GIL 2015: Europe  
Royal Garden, Kensington, in London  
The Global Community of Growth, Innovation and Leadership  
14 May 2015

To download the brochure and to attend the conference, please visit <http://owl.li/KMKXw>

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