



World of Data
18/09/2025 Basel
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Press Release

World of Data 2025: 450 participants expected to Theater Basel

Basel, April 11, 2025 – The 2025 edition of World of Data (WoD), one of the leading events for data analytics, AI, and consulting in the DACH region, will return to Switzerland on September 18, 2025. Following a sold-out premiere in 2023, this year's event will take place at the larger Theater Basel. 450 participants will be welcomed to a diverse program featuring hands-on presentations, inspiring keynotes, and an exhibition of renowned technology partners.

"WoD is more than just an event – it's a place for exchange, inspiration, and networking. It's not only about sharing ideas, but about discussing how companies can actively advance their data strategies," says Caspar von Stülpnagel, Co-Managing Director of b.telligent Switzerland and host of World of Data 2025.

Top speakers and real-world insights

Around 25 highly relevant and diverse presentations from a wide range of industries and corporate functions will be featured in Basel. Among them, the following three data experts will provide valuable insights into their daily work with data:

- **Marianne Temerowski**, People Lead Data Services at Swisscom, will speak on the topic "AI and Values", exploring why artificial intelligence is not just a tool, but one deeply influenced by our personal and cultural values.
- **Marcus Bitterlich**, Head of BI & Solution at Pilatus Aircraft Ltd, will share insights on modern data architectures and their impact on organizations and data platforms.
- **Irfan Yasar**, Head of Data & Analytics at AMAG, will demonstrate how integrated

planning processes can be efficiently implemented using Power BI and write-back functionality – from budget planning to forecasting.

"WoD brings together data professionals, decision-makers, and technology providers. Especially in the data world, there are so many exciting approaches. WoD is all about sharing these ideas so we can learn from each other and grow together," adds Sandro von Ins, Co-Managing Director of b.telligent Switzerland.

Technology partners live on site

In addition to the practice-oriented presentations, visitors can look forward to a partner exhibition featuring 10 technology providers showcasing their latest tools and solutions, including:

- **AWS (Amazon Web Services)**: Market leader in cloud computing and infrastructure
- **2150 Datavault Builder**: Provider of solutions for building and managing Data Vaults for modern data warehouses
- **Veezoo**: Specialist in AI-powered self-service business intelligence and data analytics

A data event in a unique location

World of Data 2025 will be held at Theater Basel – a central and well-connected venue that is particularly close to the organizers' hearts. "Theater Basel creates an inspiring atmosphere that encourages creative and productive exchange. It's the perfect place to explore the future of the data industry together," emphasizes Caspar von Stülpnagel.



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Ticket sales – Secure your spot now

Ticket sales for World of Data 2025 are already underway. Day passes, including access to the evening event, are available for CHF 499. The evening event

can also be booked separately for CHF 179. For more information and tickets, visit: www.worldofdata.com

Find the current World of Data trailer here:

[Trailer WoD 2025](#)

About the World of Data (WoD)

What started in 2014 as the “BI Congress” has since evolved into one of the leading events for data analytics, AI, and consulting in the DACH region. World of Data brings together data professionals, decision-makers, and software manufacturers in one day – dedicated to networking, celebration, and the exchange of trends and best practices in the data industry. From big data and cloud to AI and customer intelligence – WoD impresses with hands-on presentations, strong case studies, and an exhibition of innovative partners. Since 2023, the event has alternated annually between Germany and Switzerland. In 2024, around 850 participants from a wide range of industries came together in Munich.

About b.telligent

smart data. smart decisions.

b.telligent is a technology-independent consultancy specializing in optimizing digital and data-driven business processes, as well as customer and supplier relationships. More than 400 employees work across ten locations in Germany, Austria, Romania, and Switzerland, serving over 500 clients.



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