COMUNICADO/

Maia, 17 November 2016

As part of its corporate responsibility policy

SONAE PROMOTES CONFERENCE WITH SCIENTIST PEDRO DOMINGOS

Portuguese professor at the University of Washington is considered one of the world's main experts in machine learning, artificial intelligence and big data, having won the SIGKDD Innovation Award, the highest honor in data science.

Sonae, in partnership with Porto Business School, will be promoting a major conference with the Portuguese scientist Pedro Domingos, one of the world's main experts in the areas of artificial intelligence and Machine Learning. "*The Master Algorithm: How the Quest for the Ultimate Learning Machine Will Remake Our World*" conference will take place this Friday, 18th November, at 5 pm, at the Porto Business School.

The conference fits into Sonae's goals to promote knowledge and foster creativity and innovation in society, while also allowing to keep up with the main trends in technology around the world.

Catarina Oliveira Fernandes, director of Communication, Brand and Corporate Responsibility of Sonae, says: "Artificial intelligence and robotics are areas where knowledge is rapidly growing, which hold the ability to shape the world. As a company that seeks to take the benefits of progress and innovation to a growing number of people, Sonae is always on the lookout for every opportunity to trigger public discussion on current disruptive topics which are more and more a reality across all its business areas."

Sonae MC has recently become the first world retailer to test an autonomous shopping cart that aims to enable an easier shopping process for customers with reduced mobility, namely people in wheelchairs, pregnant women and the elderly.

Pedro Domingos is the author of "The Master Algorithm", considered by Bill Gates one of the two mandatory books to understand artificial intelligence. He is also a fellow of the Association for the Advancement of Artificial Intelligence.

Sonae is a multinational company managing a diversified portfolio of businesses in retail, financial services, technology, shopping centres and telecommunications. Present in over 70 countries, it reached a turnover of more than 5 billion euros by the end of 2015.
Find out more at www.sonae.pt

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His research spans a wide variety of topics, including maximizing word of mouth in social networks, scaling learning algorithms to big data, unifying logic and probability, and deep learning.

The growing sophistication of technology associated with robotics, which has translated into the improved performance of sensors and computers, enables robots to execute increasingly complex tasks, not only on the factory floor but in our homes and offices.

In the last few years, robots gained all sorts of new abilities and they are expected to achieve an even more sophisticated performance that will allow them to learn and share information gathered, which should help accelerate progress even further in this area.

Robots, combined with Artificial Intelligence, will be powerful in both physical strength and information processing, with the potential to reshape the future of Mankind.