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DATA FJORDS: UNLOCKING AI FOR INDUSTRY & SOCIETY

5-6 May 2026 / Oslo

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Beyond the Hype: Is Data Trading Worth the Investment? Realities, Success Stories, and a Roadmap for the European Data Union

6 May / 09:00–10:00 EEST / Room H2

PISTIS

EUDATA+

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Why bother sharing?

Nuria de Lama
Consulting Director, IDC

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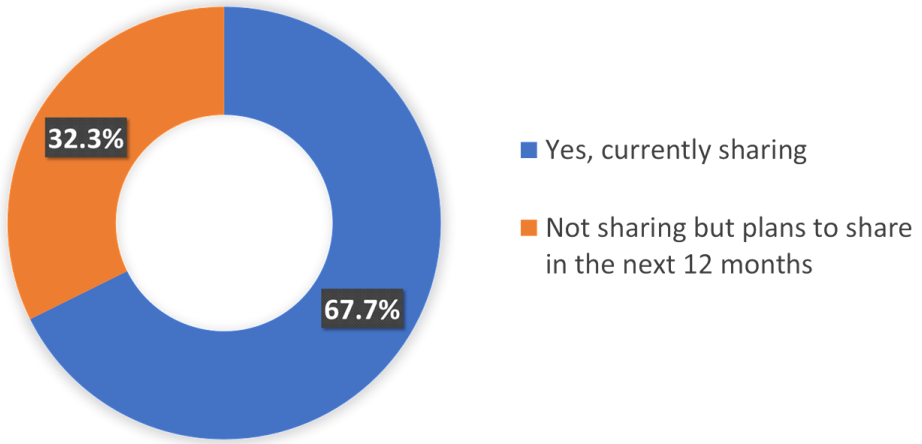
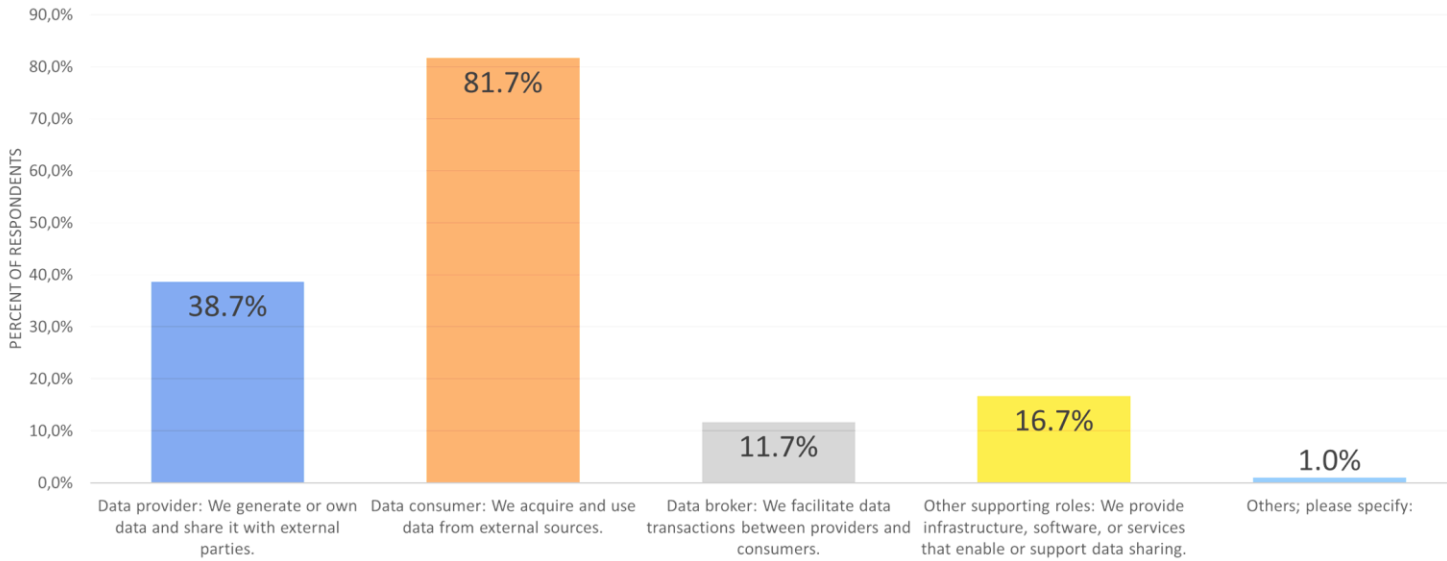
The value of data sharing

Do we need to convince companies about it?

Q. Does your organization currently share/exchange or plan to share/exchange any data — whether free of charge or for a fee/monetized — with external organizations (e.g., [...]) in the next 12 months?



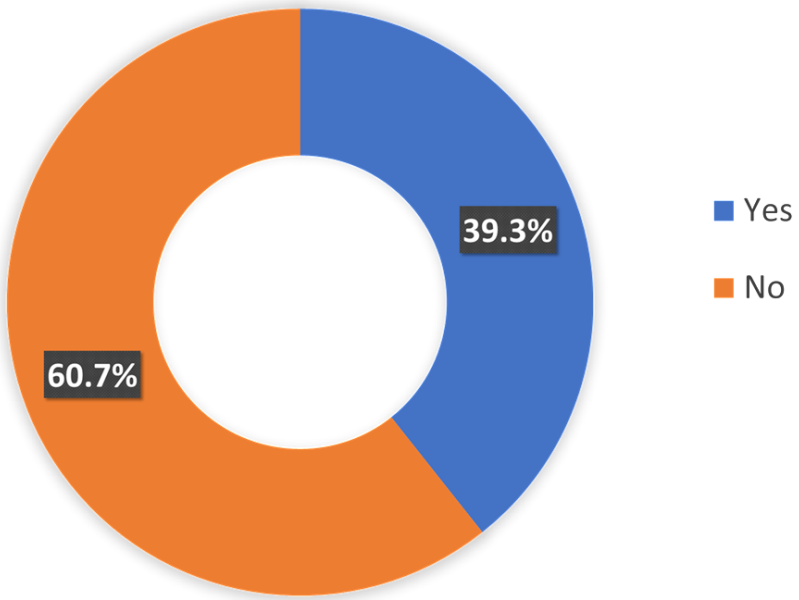
Q. What role does your organization primarily play or plan to play in the data-sharing ecosystem (which could include [...])? [Choose all that apply]



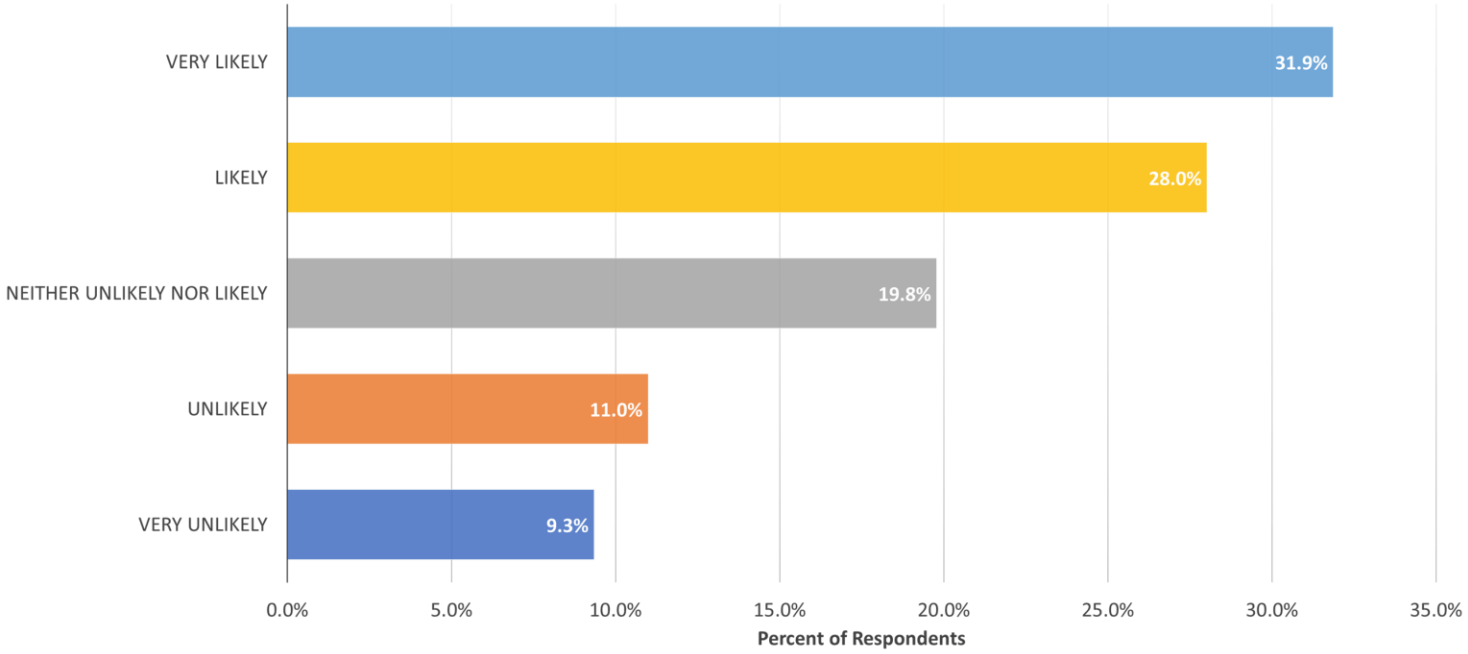
IDC Survey for PISTIS. Sample: B2B; CATI; 100+ emps, all verticals. Mix of LOB & IT. – **Total sample:** N=300 – **Unweighted base:** N=300. Stats testing conducted at 95% confidence

Data sharing through a data platform

Q. Is your organization currently using a data sharing/data exchange platform?]

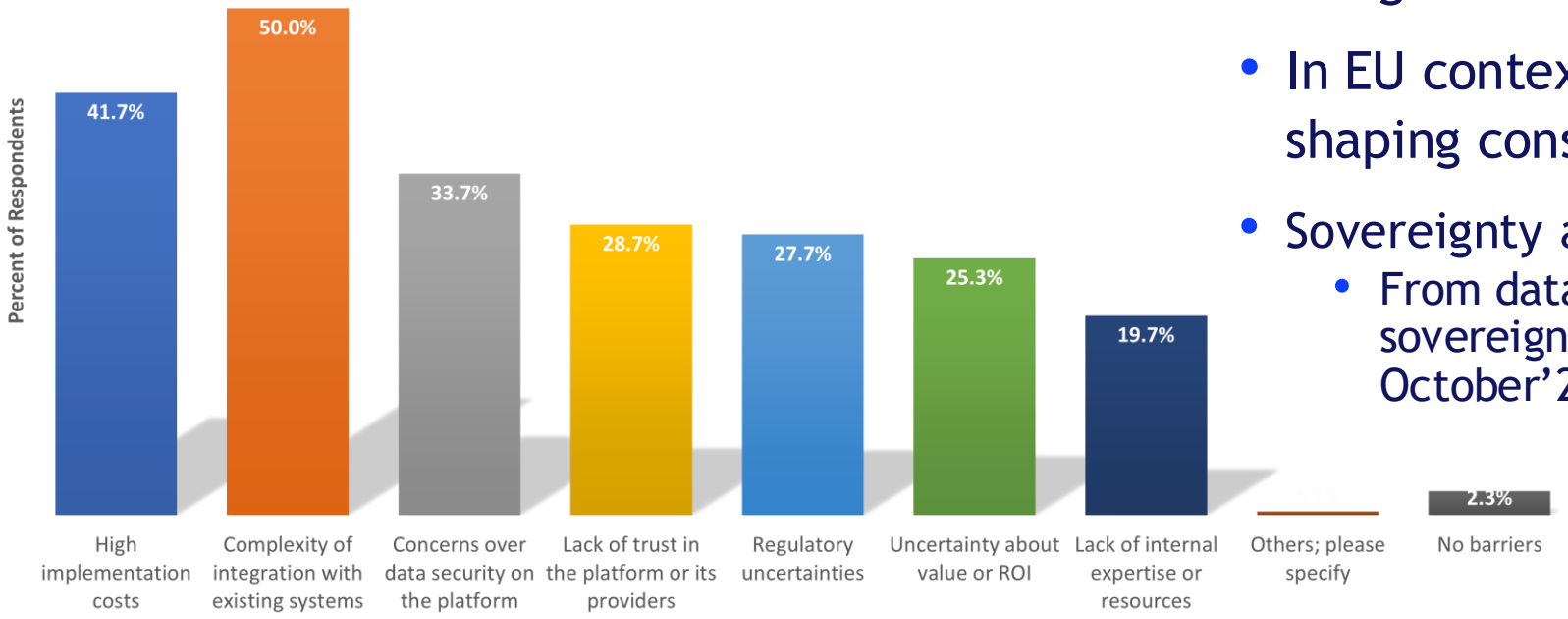


Q. How likely is your organization to start using a data sharing/data exchange platform within the next two years?



Adoption patters

Q. What are the main barriers to your organization using or further utilizing data exchange platforms? [Choose all that apply]



- The problem is not convincing organizations to exchange data; it is helping them **understand how to adopt a platform-based architectural approach that removes the technical, semantic, organizational, legal interoperability friction** of bespoke bilateral integrations and ad-hoc processes
- In EU context, regulation is both a driver and a shaping constraint
- Sovereignty as factor influencing decisions
  - From data sovereignty to more general digital sovereignty (e.g. Cloud Sovereignty Framework, October'25)

Centralized data exchanges vs federated data spaces: trade-offs

- Centralized data exchanges:
  - + onboarding and user experience simpler → improved *liquidity*
  - - higher perception of risk around control, lock-in, and governance neutrality (that is real in many cases)
- Federated data spaces
  - + Participants retain autonomy over data location and usage, but enabling cross-organization exchange
  - + reduced technical and operational dependencies from specific technology providers (aligned with **sovereignty** principles)

- **Federation can address sovereignty concerns, but it can also amplify integration complexity unless the ecosystem standardizes around common building blocks**

This is the right moment…with factors to reduce friction that can drive adoption

- Evolution of **Regulation**
  - Data Governance Act (DGA), establishing mechanisms to increase trust in data sharing (including rules for data intermediation services and “data altruism,”: applicable since 24 September 2023
  - Data Act, operationalizable data-sharing processes and controls for organizations that provide or consume data generated by connected products and related services: applicable since September 2025
  - Overall regulatory compliance
- **Push for data spaces** as the main instrument to facilitate data sharing
- Convergence around common **architectural patterns and reusable building blocks** (DSSC, GAIA.X, SIMPL, connectors…)
- Data for AI but also **AI for data readiness**

Thank you!

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Operational Excellence Through Data Spaces: Lessons from PISTIS in Baggage, Transfers, and Turnaround

Andreas Mavrodis
Ground Operations Optimization Manager
Goldair Handling

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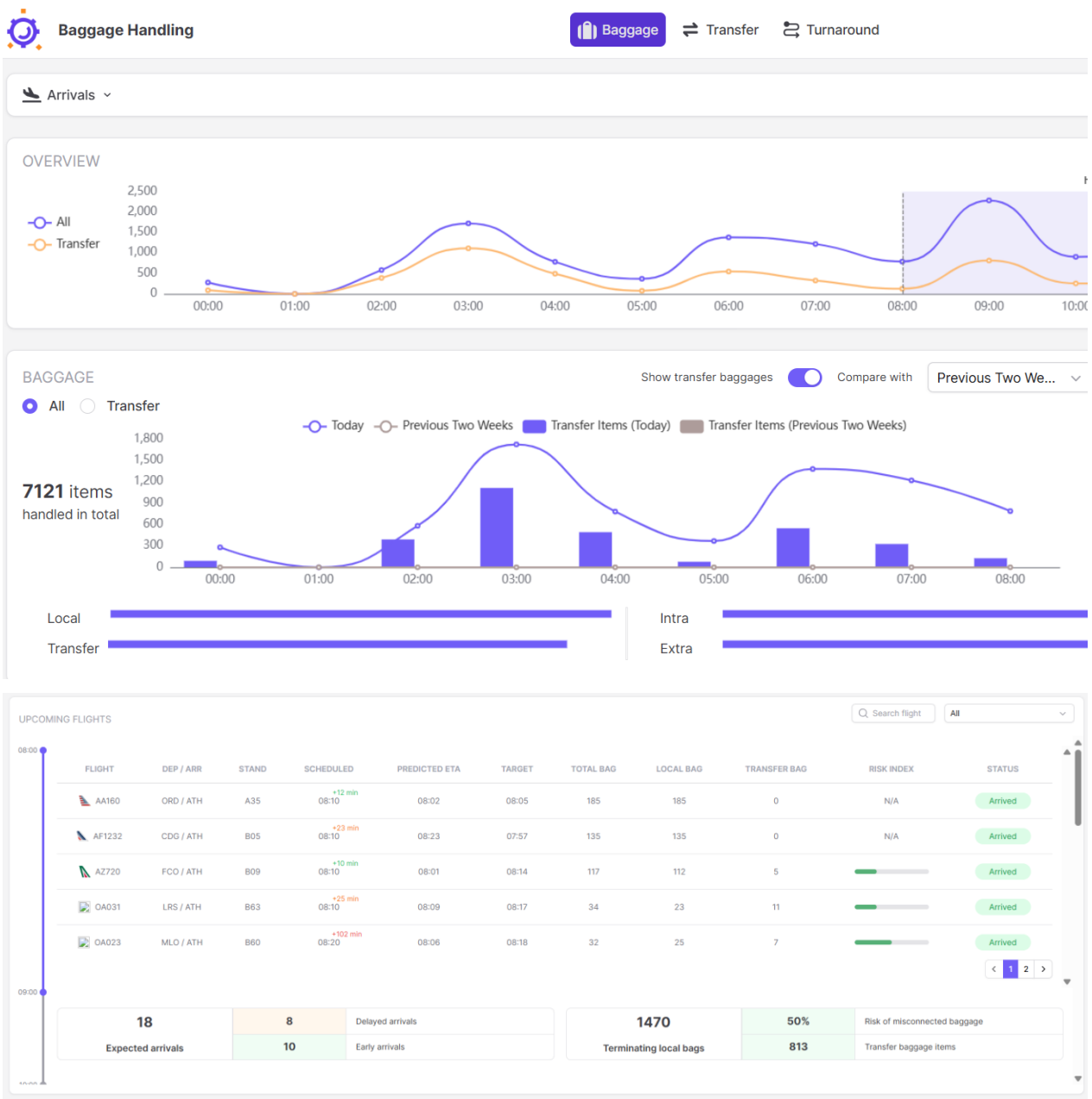
Three Airport Processes. One Common Challenge.

How to keep passengers and aircraft moving on time using shared operational data

- Baggage Handling: Is the bag where it should be — right now?
- Transfer Passengers: Will the passenger make the connection?
- Aircraft Turnaround: Will the aircraft depart on time?

All three rely on different actors — and all fail when data stays siloed.



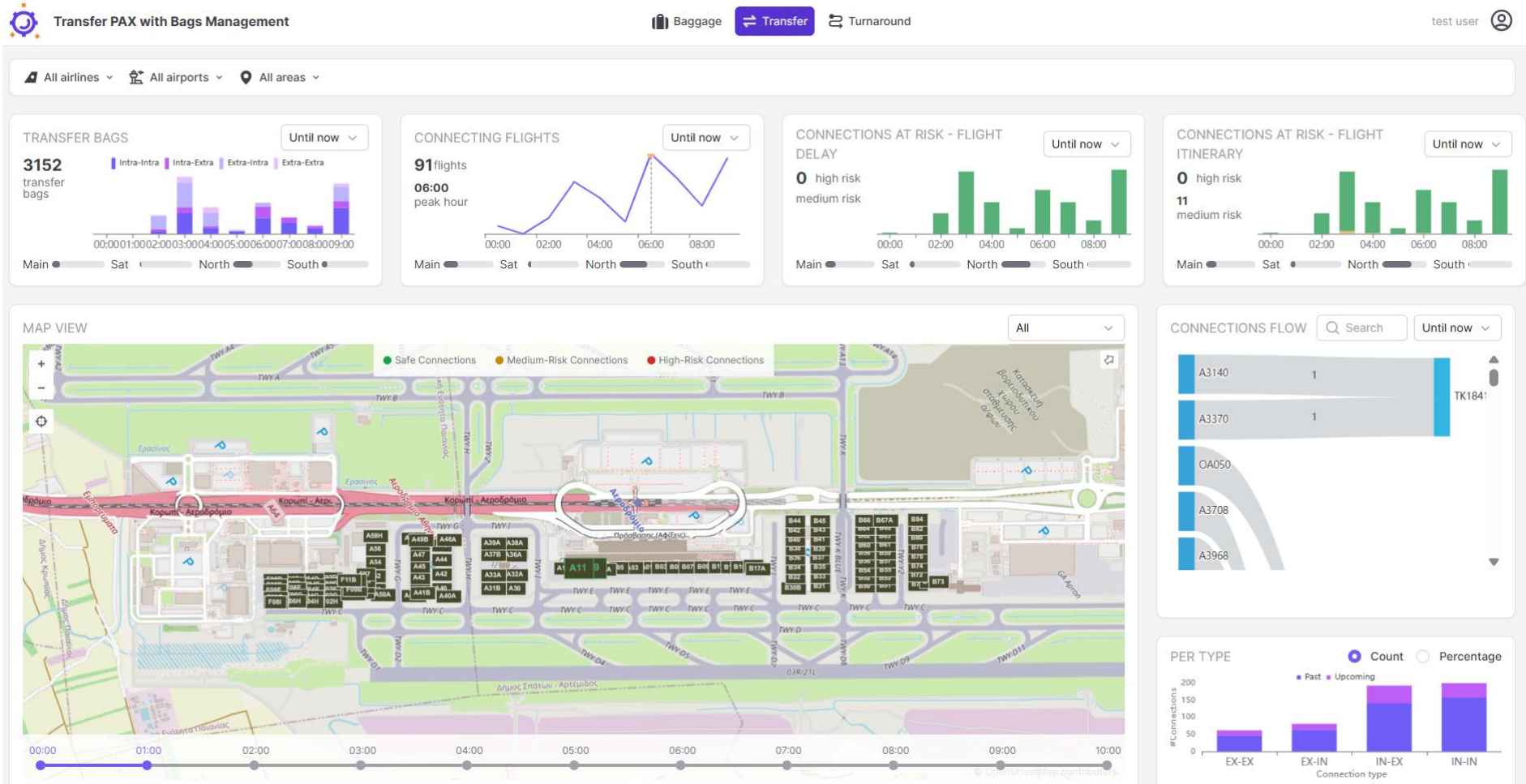
Baggage Handling (UC1)

- Shared baggage timestamps
- Live process timelines
- Early delay detection

Based on real Goldair Handling, Athens International Airport, UBIMET and OAG data

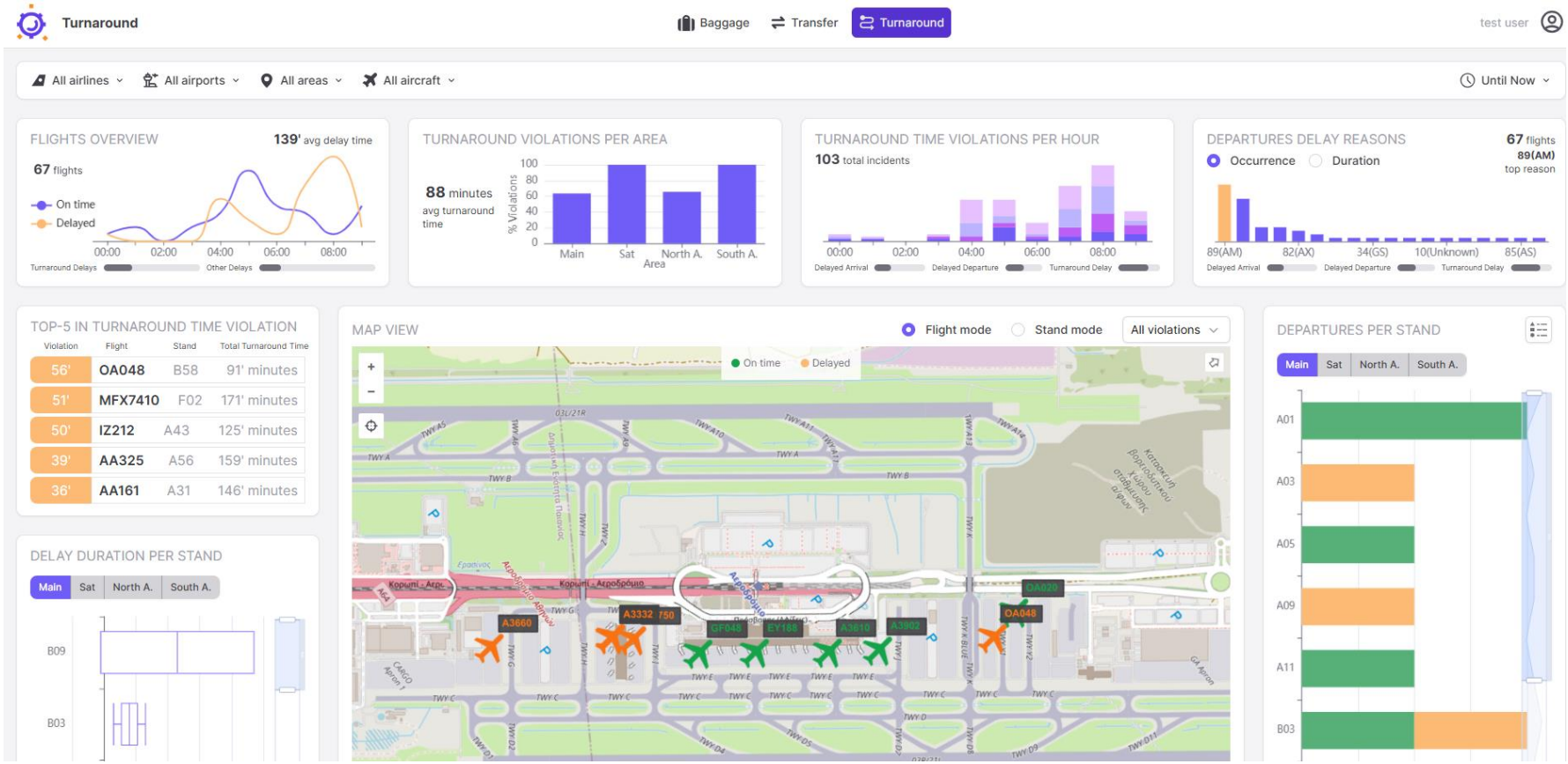
Transfer Passenger Management (UC2)

- Real-time connection risk
- Ramp-level visibility
- Earlier intervention



Based on real Goldair Handling, Athens International Airport, UBIMET and OAG data

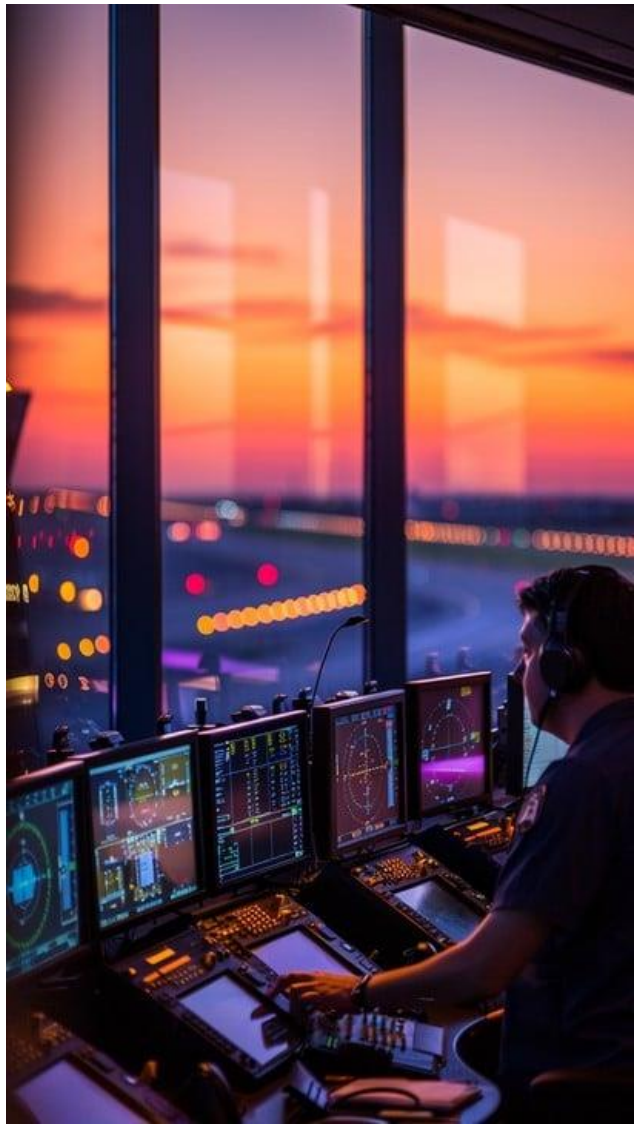
Aircraft Turnaround (UC3)



- Stand-level performance
- Violation heatmaps
- Live decision support

Based on real Goldair Handling, Athens International Airport, UBIMET and OAG data

Why this matters?



The Reality Check: Did Data Sharing Pay Off?

Worked ✅

- Real operational data
- Used in live operations
- Validated by operators

Hard lessons ⚠️

- Automation & API limits
- Data availability dependencies
- Trust > technology

Data sharing works when it removes minutes from operations — not when it adds complexity.

Thank you!

Let‘s connect:

Email: a.mavrodis@goldair-handling.gr

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dataplace

Success Stories of a Connected Car Data Marketplace

Rebekka Rank, Business Analyst

PISTIS Project, Automotive Demonstration Hub

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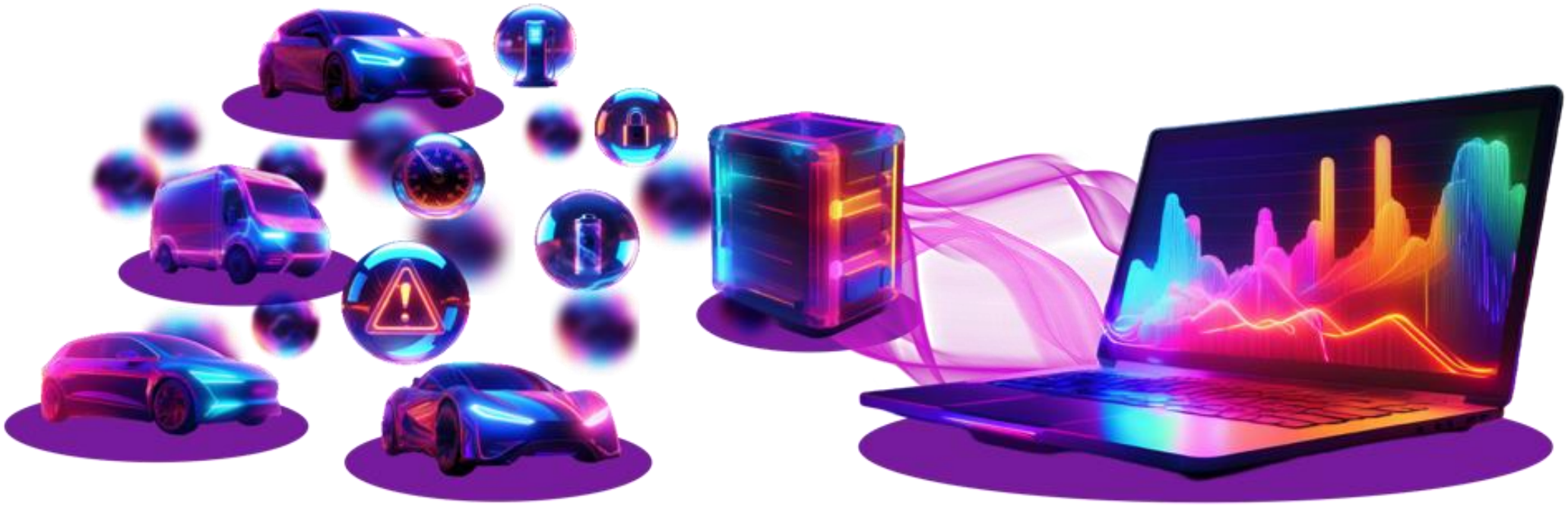
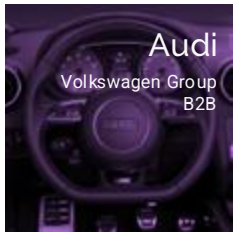
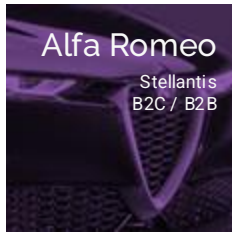
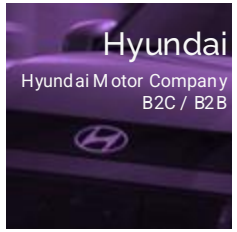
CARUSO dataplace –
A Business to Business Dataplace

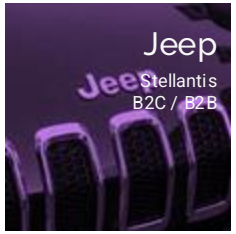


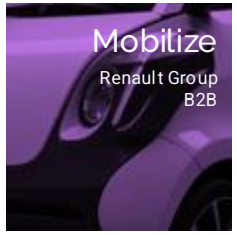
Accessible Car Manufacturers via CARUSO

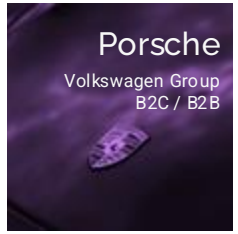


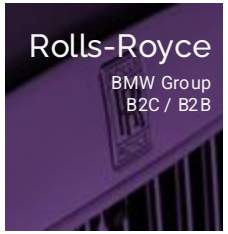


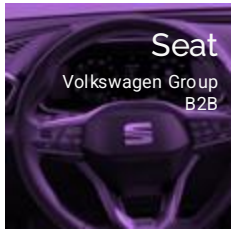


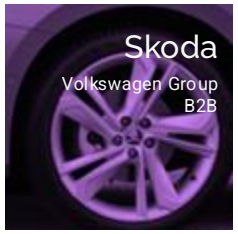


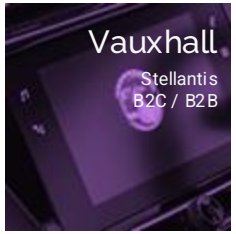




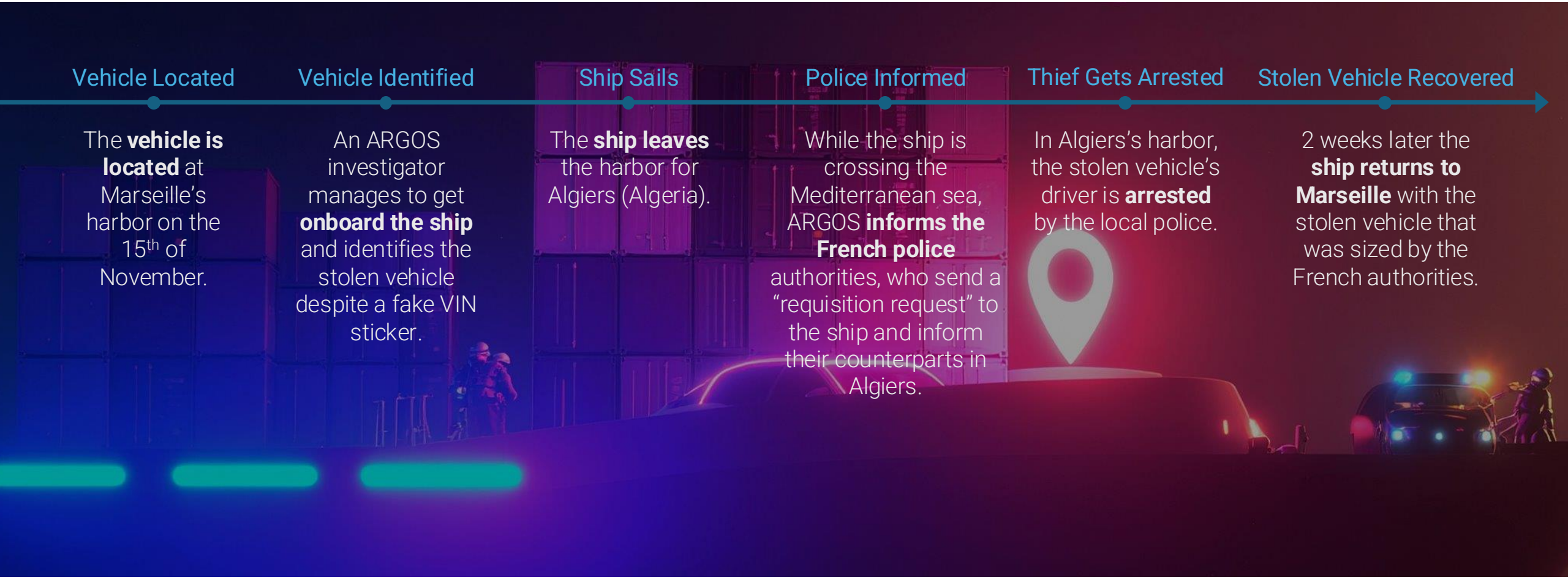








How Connected Car Data Caught a Thief in the Mediterranean



Vehicle Located

The **vehicle is located** at Marseille's harbor on the 15th of November.

Vehicle Identified

An ARGOS investigator manages to get **onboard the ship** and identifies the stolen vehicle despite a fake VIN sticker.

Ship Sails

The **ship leaves** the harbor for Algiers (Algeria).

Police Informed

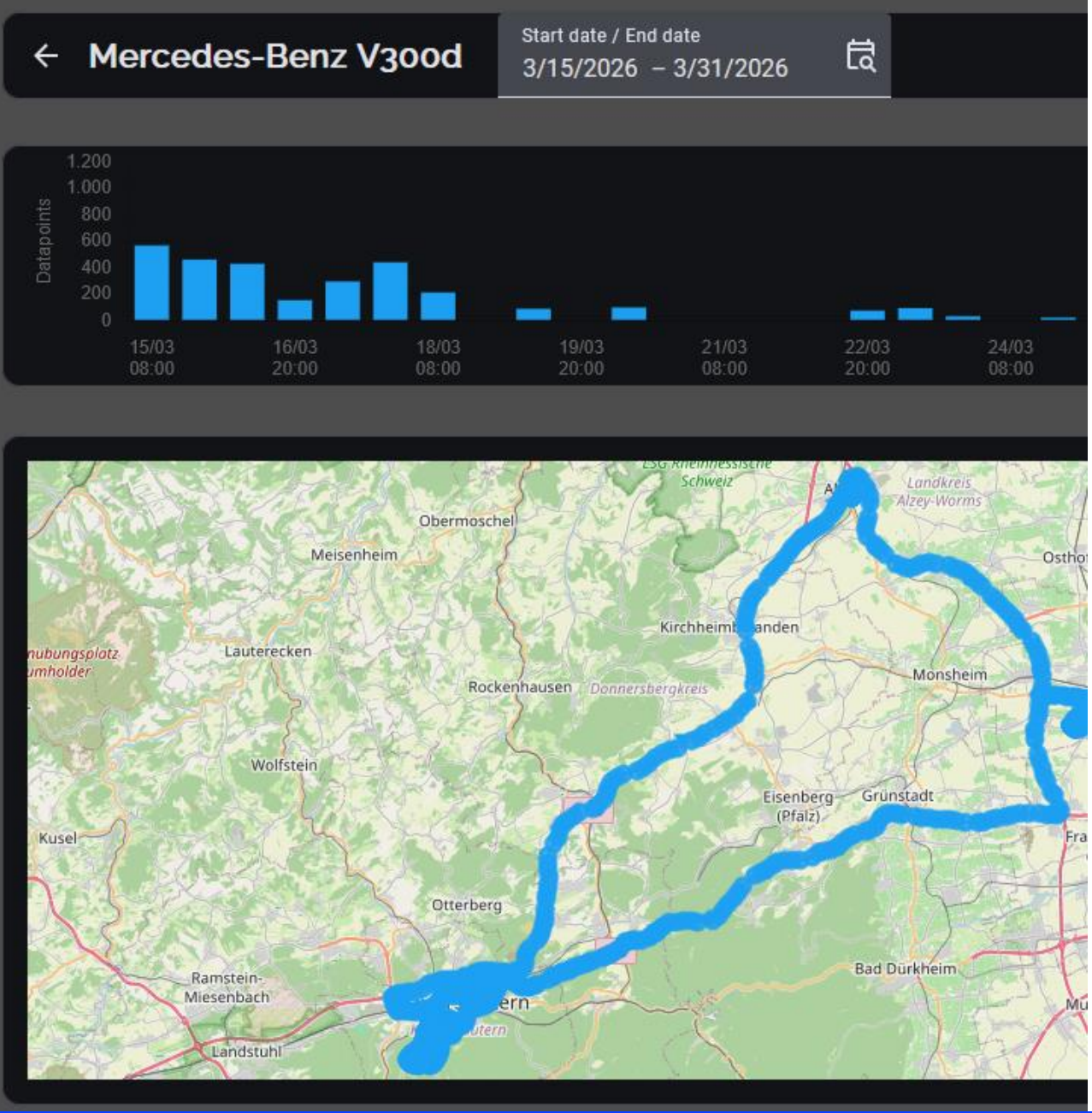
While the ship is crossing the Mediterranean sea, ARGOS **informs the French police** authorities, who send a "requisition request" to the ship and inform their counterparts in Algiers.

Thief Gets Arrested

In Algiers's harbor, the stolen vehicle's driver is **arrested** by the local police.

Stolen Vehicle Recovered

2 weeks later the **ship returns to Marseille** with the stolen vehicle that was sized by the French authorities.



Fleet Management in Practice

- Fleet operators managing mixed-brand vehicle pools
- Route history, mileage, and usage analytics visible in a single dashboard
- What was locked in proprietary systems becomes actionable for any fleet manager
- No technical expertise required

Is Data Trading „worth the investment“?

The challenge	The CARUSO answer
Car manufacturer fragmentation Every manufacturer speaks a different language.	**One standardised API** Across 30+ manufacturers. Connect once, access all.
Trust barrier Organisations won’t share data without knowing who controls it.	**Neutral governance** Equal terms for all, transparent data management.
Invisible ROI No organisation commits without knowing what they’ll get back.	Data previews (virtual environment), use case piloting, and personal consultation.
Legal ≠ accessible Legislations like the EU Data Act create rights on paper.	**CVFT5.0** is revealing what implementation really looks like in practice.

EU Data Act
Connected Vehicle Field Test 5.0

Scope of Research	Early Findings
Which Car manufacturers comply and how?	Car manufacturer readiness varies dramatically.
What Car manufacturers classify as “raw” vs. “derived” data?	Definition of “in scope” differs, the regulation is open to interpretation
Commercial models. Are there any charges for data access?	Legal right ≠ usable data Availability, format, and quality vary significantly.
How the Data Act compares to the existing Extended Vehicle standards in practice	Testing this live and comparing received data.

Thank you!

Let‘s connect:

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CARUSO dataplace: https://www.caruso-dataplace.com/

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The PISTIS Value-Add

Dr. Sotiris Koussouris
PISTIS Technical Coordinator
Suite5 Data Intelligence Solutions Ltd
sotiris@suite5.eu

Two industries. Two stories. The same two frictions.

Every data trading initiative collides with the same structural barriers.

AVIATION

Baggage, Transfers, Turnaround

Data must move between airlines, ground handlers, airports — but no one will release operational data without absolute guarantees over control and use.

Friction: the Trust Gap

AUTOMOTIVE

Connected Vehicle Marketplace

Data is plentiful, but its true value is opaque. Owners under-price, consumers over-pay, and the marketplace might not scale as thought it would.

Friction: the Pricing Gap

These are not just 2 edge cases!

They are the universal equation of data trading — in every sector, in every European data space.

Trust Gap Response - Federated Architecture

Data never leaves the organisations perimeter. *The platform coordinates; the value flows; sovereignty stays.*

DATA OWNER

PISTIS Data Factory

Data stays here.

Cataloguing, quality assessment, anonymisation, valuation — all run inside the owner's infrastructure.

Marketplace + Coordination layer

PISTIS Cloud Platform

DATA CONSUMER

PISTIS Data Factory

Sees only what they buy.

Privacy-preserving querying, smart-contract-bound usage, full lineage and audit trail.

TRUST IS NOT A POLICY — *it is enforced by the platform, through encryption, smart contracts and DLT-backed audit.*

Pricing Gap Response – Data Valuation

Stop guessing what data is worth. *Start measuring it — across multiple, evidence-based dimensions.*

THE QUESTION EVERY DATA OWNER ASKS

"How much is my data worth?"

Quality

Completeness, accuracy, consistency, compliance — automatically scored.

Demand

"Live" market signals: who is searching, who is buying, at what price.

Lineage

Provenance, transformations, usage history — full on-platform traceability.

Economics

ML-driven pricing models, calibrated to comparable assets.

PRICE IS NO LONGER A GUESS. *It is a defensible, evidence-based number — one both sides can negotiate on.*

From Friction to Flow

Same data. Same parties. Different outcome.

BEFORE PISTIS

- ✗ Endless legal negotiation, asset-by-asset
- ✗ Pricing by gut feel — under-priced or stuck
- ✗ Bilateral copies; lost control after handover
- ✗ Months from interest to a signed transaction
- ✗ Compliance proof reconstructed AFTER an “incident”

WITH PISTIS

- ✓ Smart contracts: terms encoded, signed, enforced
- ✓ Multi-dimensional valuation, mutliple pricing manners
- ✓ Federated access; data never leaves the owner
- ✓ Minutes, not weeks/months, from discovery to delivery
- ✓ GDPR compliance and audit, by design

Federation removes the trust risk. *Valuation removes the pricing risk.* ***Together, they unlock the deal.***

Data spaces will not scale on architecture alone.
They scale when **trust is enforced** and **value is measurable**.

VALUE CREATION

Federation + valuation turn proprietary data into priced, contracted, recurring revenue streams for European industry.

STRATEGIC AUTONOMY

European-built infrastructure where sovereignty is structural, not declarative.

SME ADOPTION

Lower the barrier: packaged Data Factories, transparent pricing, contract-backed access — designed for the EU SMEs

PISTIS doesn’t provide an answer whether data trading is worth the investment.

It removes the reasons it wasn't.

Thank you

and visit www.pistis-project.eu

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DATA FJORDS:
UNLOCKING AI FOR INDUSTRY & SOCIETY

6 May 2026 / Oslo

Beyond the Hype: Is Data Trading Worth the Investment?

Our panelists

Moderated by: **Nuria DE LAMA**
IDC

Clara PEZUELA
ITI

Rebekka RANK
CARUSO

Andreas MAVRODIS
GOLDAIR HANDLING

Sotiris KOUSSOURIS
SUITE 5

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