



International Conference on Big Data for Official Statistics

Organized by UNSD and NBS China
28-30 October 2014, Beijing China

Draft Agenda

Tuesday 28 October 2014

9:00 – 9:30 Opening session

Chair: Mr. Xie Hongguang, Deputy Commissioner of NBS, China

Speakers: Mr. Ma Jiantang, Commissioner of NBS, China

Mr. Stefan Schweinfest, Director, United Nations Statistics Division

Mr. Trevor Sutton, Chair UN Global Working Group on Big Data

9:30 – 10:30 Keynotes

Chair: Stefan Schweinfest, Director, United Nations Statistics Division

Speakers: Ma Jiantang (Commissioner of NBS China): *Research and Application of Big Data in Official Statistics in China*

Steven Landefeld (Senior Advisor of UNSD): *Big Data for Official Statistics: Privacy, Incentives, and Statistical Challenges*

Greg Scott (Inter-Regional Advisor of UNSD on GGIM) : *Big Data and Geo-spatial information*

10:30 Tea break

11:00 – 12:00 Panel discussion: Big Data and the international statistical community

Chair: Trevor Sutton, Deputy Australian Statistician, Australian Bureau of Statistics

- Steven Vale, Chief of Statistical Management and Modernisation Unit, Statistical Division, UNECE

- Albrecht Wirthmann, Head of Innovation Section, Eurostat
- Ronald Jansen, Chief of Trade Statistics Branch, UNSD

14:00 – 17:00 Mobile Phone, GPS and other tracking devices

Chair: Steven Vale, UNECE

Invited expert: Margus Tiru (Chief Executive Officer, Positium) (45 min)

- (i) What is the typology of the data source?
- (ii) What are the challenges?
- (iii) Who are the partners?

1. Examples

- (a) Peter Struijs, Programme Manager, Statistics Netherlands – Mobile Phone data for daytime populations (15 min)
- (b) Emanuele Baldacci, Head of Department for Integration, Quality, research and Production Networks, Italian Institute for Statistics – Mobile phone data for Mobility statistics (15min)

15:30 – 15:45 Tea break

- (a) Susan Teltscher, Head ICT Data and Statistics Division, ITU – Mobile phone devices and ICT indicators (15min)
- (b) Peter Struijs, Programme Manager, Statistics Netherlands – Traffic loop data for Transport Statistics (15 min)
- (c) NBS China – Exploring the Use of Big Data in Transport Statistics (15 min)

2. Conclusions – Project template (20 min)

Wednesday 29 October 2014

9:00 – 12:00 Satellite Imagery and other geo-spatial information

Chair: Emanuele Baldacci, Head of Department for Integration, Quality, research and Production Networks, Italian Institute for Statistics

- 1. Invited expert: Siu-Ming Tam, Chief Methodologist, Australian Bureau of Statistics (45 min)
 - (i) What is the typology of the data source?
 - (ii) What are the challenges?
 - (iii) Who are the partners?
 - (iv) Example – Use of satellite images for measuring agricultural crop production

2. Examples

- (a) Sandra Yaneth Rodriguez Figueroa, Coordinator Research and Development, DANE (Colombia) – Use of satellite images for agricultural statistics (15 min)
- (b) NBS China – Use of Remote Sensing Technology and Information in Agricultural Statistics (15 min)
- (c) Enrique Jesus Ordaz Lopez, Director General Analysis and Research, INEGI (Mexico) – Combining social, economic and environment statistics utilizing geospatial data (15 min)

3. Conclusions – Project template (15 min)

10:45 – 11:00 Tea break

11:00 – 12:00 Project survey and project templates

- 1. Overview of UNECE / UNSD Survey on Projects
- 2. General description of Project template

14:00 – 17:00 Twitter and other Social Media

Chair: Trevor Sutton, Deputy Australian Statistician, Australian Bureau of Statistics

- 1. Invited expert: Prof. Andrew Schwartz (Visiting Assistant Professor, University of Pennsylvania) (45 min)
 - (i) What is the typology of the data source?
 - (ii) What are the challenges?
 - (iii) Who are the partners?
- 2. Examples
 - (a) Peter Struijs, Programme Manager, Statistics Netherlands – Facebook and Twitter data for Consumer confidence index (15 min)
 - (b) Enrique Jesus Ordaz Lopez, Director General Analysis and Research, INEGI (Mexico) – Use of social media data for official statistics (15 min)
 - (c) Emanuele Baldacci, Head of Department for Integration, Quality, research and Production Networks, Italian Institute for Statistics – Web scraping for Labor statistics (15 min)

15:30 – 15:45 Tea break

- (a) NBS China – Online Price Data Capture (15 min)

- (b) NBS China - Real Estate Price Forecasting on the Basis of Network Data Search (15 min)
- (c) Baidu Online Network Technology (Beijing) Co., Ltd – Application of Baidu Search Index (15 min)

3. Conclusions – Project template (15 min)

Thursday 30 October 2014

9:00 – 10:30 Common issues on benefits and challenges of Big Data sources

Chair: Steven Landefeld, Senior Advisor of UNSD

- Albrecht Wirthmann, Head of Innovation Section, Eurostat
 - Emanuele Baldacci, Head of Department for Integration, Quality, research and Production Networks, Italian Institute for Statistics
 - Susanne Schnorr-Bäcker, Head of Section Federal Statistical Office of Germany
 - Ronald Jansen, Chief of Trade Statistics Branch, UNSD
- (i) Common methodological issues and quality concerns
 - (ii) Common privacy issues – Legal frameworks, ethical guidelines and trusted technology solutions to safeguard privacy
 - (iii) Common issues on partnerships – Data acquisition, Division of responsibilities
 - (iv) Common IT issues – Cloud computing

10:30 – 10:45 Tea break

10:45 – 12:00 Introducing innovation, especially in developing country circumstances

Chair: Ronald Jansen, UNSD

- Steven Vale, Chief of Statistical Management and Modernisation Unit, Statistical Division, UNECE – Big Data sprints (10 min)
- Maria Amparo Ballivan, Lead Economist, World Bank and Malarvizhi Veerappan, Senior Data Scientist, World Bank– Big Data and development (10 min)
- Susan Teltscher, Head ICT Data and Statistics Division, ITU – Big Data strategy (10 min)
- Marko Javorsek, Associate Statistician, UNESCAP – Big Data in developing country circumstances (10 min)

14:00 – 16:45 The way forward – making the business case for Big Data

Chair: Ronald Jansen, UNSD

- Siu-Ming Tam, Chief Methodologist, Australian Bureau of Statistics (10 min)
- Peter Struijs, Programme Manager, Statistics Netherlands (10 min)
- Xian Zude , Chief Methodologist, NBS China (10 min)
- Enrique Jesus Ordaz Lopez, Director General Analysis and Research, INEGI (Mexico) (10 min)
- Suraiya Begum, Secretary, Ministry of Planning, Bangladesh (10 min)

16:45 – 17:00 Closing – UNSD, Zheng Jingping, Chief Information Officer of NBS China