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Markus Linder, a regular keynote speaker for semantic technologies, is the founder and CEO of Smart Information Systems GmbH, which is deployed successfully on several leading European Web Portals, including shops like Otto (second biggest e-commerce company after Amazon) and manufacturers like Panasonic or Konica Minolta. He was an invited speaker at globally recognized venues like: Web 3.0 Conference in California (US), Internet Retailing Conference (UK), E-Commerce Expo and Internet World (UK), Mail Order Congress Wiesbaden (Germany).