



## **WSAI 2024 - Agenda**

### **2024: The year of reckoning for AI?**

Last year we saw GenAI upend the entire industry. And now, the explosion of AI's capabilities has ushered a combination of groundbreaking innovations and daunting challenges. This year has seen the birth of a new breed of AI assistants, further bridging the gap between human and machine, evolving this complex relationship to a new dimension. And as AGI's potential looms ever closer, so does the question of whether its benefits outweigh the negatives.

AI advancements continue to propel industries into new realms of efficiency and effectiveness, offering solutions to some of the world's most pressing issues. However, the rapid pace of progress necessitates a renewed focus on addressing safety and ethical concerns. This has united the global community of AI experts to try to reach a consensus on ensuring the safe, responsible, and successful harnessing of AI - and the World Summit AI remains at the forefront of this vital movement.

World Summit AI is the epicenter of AI innovation; where the boundaries of technology meet the forefront of business and societal transformation. Mark your calendars for the 9th and 10th of October 2024, as we return to Amsterdam to create a future where technology and humanity merge to create a more inclusive, equitable world. As we move forward, the choices made today will fundamentally shape the legacy of AI for generations to come, making 2024 a critical year for reflection and decisive action in the world of AI.

**DAY ONE REGISTRATION - OCTOBER 9TH, 2024**

**This is a high-security summit, please ensure you arrive one hour before the opening session at 9:30 am to ensure you clear registration and are in your seat**

**7:30**

**9:20**

**WELCOME InspiredMinds!**

Sarah Porter, CEO and Founder, [InspiredMinds!](#), UN Advisor, [LAWs](#)

**WELCOME to Amsterdam**

Alexander Scholtes, Deputy Mayor, [The City of Amsterdam](#)

**Chairperson's opening remarks**

Hayley Edmonds, Journalist / Moderator, CEO, [Sport Host](#)

Jonathan McCrea, Founder, [Whipsmart Media](#)

**09:40**

**HEADLINER**

**Unleashing the beast: How optimized compute is revolutionizing AI**

The potential of Generative Artificial Intelligence (AI) is well known, but the impediments to wide-spread implementation are less obvious. Mark Heaps, Chief Technology Evangelist and Vice President of Brand at Groq Inc., will explore how optimized compute infrastructure can unlock AI's full potential and lead to significant advances across various industries. Attendees will gain insights into Groq's innovative approach to AI inference, which focuses on delivering the necessary speed, scalability, and efficiency to support real-world AI applications.

Key takeaways from the session include:

- An introduction to the world's first Language Processing Unit (LPU) and its significance in advancing AI capabilities.
- Understanding why the AI Developer Community is increasingly adopting this technology.
- Live demonstrations showcasing the impact of real-time generative AI, emphasizing the importance of speed and responsiveness in AI systems.
- Practical strategies for integrating cutting-edge AI technologies into your organization to drive innovation and remain competitive.

This session will provide valuable knowledge for anyone looking to harness the power of AI and optimize their computing resources to support the next wave of technological transformation.

[Mark Heaps, Chief Tech Evangelist & VP of Brand, Groq](#)

**10:00**

**HEADLINE PANEL DISCUSSION**

**Deepfakes, disinformation and disruption: How AI is rocking politics and democracy in a global election year**

AI's influence on the election process is profound, with the potential to wreak chaos in this global election year. Deepfakes and sophisticated bots are on the loose. Pedalling false information and shaping public opinions at a global scale. Severely damaging political integrity. Seeding mistrust amongst the electorate. Does the opportunity to enhance

the electoral process trump the concerns around election security? This panel reveals what’s in store, how AI can enhance democracy – not undermine it; acting as a catalyst for a more engaged and resilient democratic society.

Bernhard Gademann, President, **Institut auf dem Rosenberg**  
 Jeannette Gorzala, CEO & Founder, **Act.AI.Now**  
 Sophie Fallaha, Executive Director, **CEIMIA**

Moderator: Prof. Dr. Claes H. de Vreese, University Professor of Artificial Intelligence and Society, **University of Amsterdam**, Co-Director, **AI, Media and Democracy Lab**

10:40

**HEADLINER**

**The new era of AI: Transforming businesses for the future**

Darren Hardman, Corporate Vice President Enterprise & Industry, **Microsoft EMEA**

11:00

**HEADLINER**

**The future of tech-enabled CPGs**

2024 was a monumental year for artificial intelligence. Organizations began to embrace and implement AI, leveraging its potential to increase efficiency and revolutionize the workplace. Many of the companies you’d expect have been at the forefront of these monumental changes—and so has PepsiCo. The company has unleashed an end-to-end transformation, ushering in a new era of technology to position the company for the future. In this keynote, learn how PepsiCo’s first-ever Chief Strategy & Technology Officer, Dr. Athina Kanioura, has galvanized a 320,000-person organization into a data-driven and tech-enabled operation with an eye on the company’s success in the next decade and beyond. Dr. Kanioura’s session will cover:

- The role of AI, automation, and robotics throughout the value chain—from optimizing crop yields to creating intelligent warehouses
- The importance of providing upskilling opportunities to prepare organizations for a tech-driven digital future
- Why organizations should commit to responsible AI – from the frameworks and guidelines that ensure AI systems are designed and used ethically

Dr Athina Kanioura, Executive Vice President, Chief Strategy and Transformation Officer, **PepsiCo**

11:20

**BREAK**

**HUMAN-AI CONVERGENCE**

**Black Box**

**Co-chairs:** Hayley Edmonds, Journalist /

**GENERATIVE AI & LLMS**

**Yada Yada Markerplace**

**Chair:** Paul van der

**ACCELERATING AI ADOPTION**

**Building 43**

**Chair:** Paul Brook, Data Centric

**RESPONSIBLE AI & GOVERNANCE**

**Building 41**

**Chair:** Sven Stevenson,

**START UPS, SCALE UPS & UNICORNS**

**Yada Yada Cathedral**

**INTELLIGENT HEALTH**

**Jeanne D’arc**

**Chair:** Loubna Bouarfa, AI

**WORKSHOPS**

**Marquee**

**WORKSHOPS**

**Building 41**

	Moderator, CEO, <b>Sport Host</b> & Jonathan McCrea, Founder, <b>Whipsmart Media</b>	Boor, VP AI and Strategy, <b>Prosus</b>	Workload Specialists (DCWS) Pre-Sales Director, <b>Dell Technologies</b>	Director, Department for the Coordination of Supervision on AI & Algorithms, <b>Dutch Data Protection Authority</b>	Chair: Laurens Vanryckeghem, Managing Director, <b>Plug and Play Tech Center, Benelux</b>	Scientist and Entrepreneur, Founder of <b>OKRA.ai</b> and Chairwoman of the AI Innovation Board at <b>Envision Pharma Group</b>		
<b>11:50</b>	<b>HEADLINER</b> What it means to be human ... in the times of AI Lambert Hogenhout, Chief Data, Analytics and Emerging Tech, <b>United Nations</b>	<b>HEADLINE FIRESIDE CHAT</b> Next-generation travel with GenAI in a secure, scalable, and reliable way Rajesh Naidu, Senior Vice President, Chief Architect, <b>Expedia Group</b>  <b>Moderator:</b> Zoë Webster, Director, <b>Authentic Innovation Ltd</b>	<b>USE CASE</b> Overcoming the cultural and technical challenges of AI deployment Jamie Twiss, CEO, <b>Beforepay</b>	<b>KEYNOTE</b> Democratisation of AI - fact or fantasy? Ted Lechterman, Chairholder, UNESCO Chair in AI Ethics & Governance, <b>IE School of Humanities</b>	<b>USE CASE</b> Privacy issues in RAG embeddings and how to deal with them Patricia Thaine, Co-Founder & CEO, <b>Private AI</b>	<b>USE CASE</b> Transforming patient outcomes and clinical workflows with AI Sigal Hachilli Dwyer, Director of AI, Data & Digital Innovation, <b>Guy's and St Thomas' NHS Foundation Trust</b>	<b>11:50 - 12:50 WORKSHOP</b> Integrating ethics by design - fostering responsible AI through multidisciplinary collaboration Rob Elsinga, National Technology Officer, <b>Microsoft</b>  Natalia Rodriguez Martin, Global Artificial Intelligence Clients and Markets Leader, <b>EY</b>	<b>11:50 - 12:50 WORKSHOP</b> From experimentation to acceleration: Tackling the barriers of AI adoption Davide Palanza, Research Manager, <b>IDC</b>
<b>12:10</b>	<b>KEYNOTE</b> Navigating the future of how AI is transforming businesses Jesper Schleimann,	<b>USE CASE</b> Practical GenAI applications to make better intelligent decisions	<b>USE CASE</b> Human-centric data empowerment: Tackling challenges and maximizing potential in AI	<b>USE CASE</b> How EU member states are advancing towards compliance with AI regulation	<b>12:00 - 13:00 SHOWCASE</b> AI champions driving new industrial solutions	<b>USE CASE</b> Expediting drug discovery for undruggable targets using AI		

	EMEA AI Officer, <b>SAP</b>	Fabio Ceruti, Data Scientist, <b>SAS</b>	<b>integration</b> Mariya Zerkovskaya, Business Data Governance Transformation Director, <b>Danone</b>	Huub Janssen, Chair of Dutch and of European Working Group of Competent Authorities on AI, <b>Dutch Authority on Digital Infrastructure</b>	10-minute pitch sessions showcasing innovation  12:00 - 12:10 <b>Industry 5.0 and Neurodesign: Enhancing Health through AI/Human collaborative creative work-flow</b> Shama Rahman, Founder, <b>Neurocreate Limited</b>  12:10 - 12:20 <b>Leya AI: How to give access to personal AI coaching for everyone on the planet</b> Mindaugas Bruzas, CEO & Co-Founder, <b>Leya AI</b>  12:20 - 12:30 <b>AI Master - The future of AI talent management</b>	Michele Vendruscolo, Director, Chemistry of Health Laboratory, Co-Director, Centre for Misfolding Diseases, <b>University of Cambridge</b>	Marielle Versteegen, Global Head Data Protection Compliance, <b>ING</b>  Bernadette Wesdorp, EY Responsible AI Leader FSO EMEA, <b>EY</b>	
<b>12:30</b>	<b>HEADLINER</b> Dr Colleen Lyons, AI2030 Global Fellow; Ethicist, <b>Large Government Agency</b>	<b>USE CASE</b> <b>What next for multi-modal AI?</b> Mumtaz Vauhkonen, Director of AI: Head of Multimodal and Generative AI, <b>Verizon</b>	<b>USE CASE</b> <b>Your AI efforts are moving too slow: Accelerate now!</b> Alex Bermudez, Sales Leader, <b>Airia</b>	<b>USE CASE</b> <b>AI legislation: A regulatory hurdle or an opportunity for strategic growth?</b> Yiannis Kanellopoulos, CEO & Founder, <b>code4thought</b>		<b>USE CASE</b> <b>The rise of the robots: How AI is transforming clinical care</b>		

Michal Schulz,  
Founder and CEO,  
**AI Master**

12:30 - 12:40  
**FLTRD: making the  
healthy choice, the  
easy choice**

Anke Kuik,  
Founder, **FLTRD**

12:40 - 12:50  
**How Lees Simpel  
helps people with  
low literacy skills  
read difficult  
letters**

Hester Benedictus,  
Founder, **Lees  
Simpel**

Judges:

Alexander  
Martynau,  
Inception  
Community  
Manager, **NVIDIA**

Raj Singh,  
Managing Partner,  
**Vicus Ventures**

					Gabi Zijderveld, Co-Founder & General Partner, <b>Blue Tulip Ventures</b>			
<b>12:50</b>	<p><b>PANEL DISCUSSION</b> AI heroes vs. AI villains: Can we protect ourselves from the malicious use of AI with AI?</p> <p>Virginia Dignum, Director of AI Policy Lab, <b>Umeå University</b></p> <p>Dr Colleen Lyons, AI2030 Global Fellow; Ethicist, Large Government Agency</p> <p>Ravi Rabheru, EMEA AI Center of Excellence Lead, <b>Intel</b></p> <p>Jesper Schleimann, EMEA AI Officer, <b>SAP</b></p> <p>Moderator: Niall Firth, Executive Editor, Newsroom, <b>Technology</b></p>	<p><b>USE CASE</b> Boosting customer experience with cutting-edge AI models</p> <p><b>13:10-13:30 FIRESIDE CHAT</b> Degenerative AI? What are the opportunities to move beyond the constraints of LLMs</p> <p>Keith Griffin, Cisco Fellow VP, <b>Cisco</b></p> <p>Mumtaz Vauhkonen, Director of AI: Head of Multimodal and Generative AI, <b>Verizon</b></p> <p>Moderator: David Moore, Co-Founder, <b>CrossMoore AI</b></p>	<p><b>12:50 - 13:30 PANEL DISCUSSION</b> Beyond the hype: Steering through the AI ecosystem to ensure best value for business</p> <p>Caitlin Begg, Founder, <b>Authentic Social</b></p> <p>Reema Diab, CEO, <b>Galaxy For Technology</b></p> <p>Kevin Jones, Director, Center for Teaching and Learning &amp; Associate Professor of Management, <b>Indiana University Columbus</b></p> <p>Gregory Verlinden,</p>	<p><b>12:50 - 13:30 PANEL DISCUSSION</b> How are regulation and governance shaping the future of AI?</p> <p>Alessandro Bonaita, Group AI Governance Program Director, <b>Generali</b></p> <p>Stefan Buijsman, Managing Director, <b>TU Delft Digital Ethics Centre</b></p> <p>Kerry Sheehan, Head of AI Policy - AI Taskforce, AI Regulation, <b>UK Government</b></p> <p>Ravi Subramaniam, Senior Director,</p>	<p><b>13:00 - 13:30 PANEL DISCUSSION</b> What are investors looking for? Leveraging funding opportunities</p> <p>Axel Badalian, Senior Associate, <b>Alpha Intelligence Capital</b></p> <p>Cecily Mak, Co-Founding General Partner, <b>Wisdom Ventures</b></p> <p>Sebastian Peck, Partner, <b>KOMPAS VC</b></p> <p>Gabi Zijderveld, Co-Founder &amp; General Partner, <b>Blue Tulip Ventures</b></p>	<p><b>12:50 - 13:30 PANEL DISCUSSION</b> Addressing patient confidentiality and privacy in healthcare applications</p> <p>Hadassah Drukarch, Director of Policy and Delivery, <b>Responsible AI Institute</b></p> <p>Sigal Hachilli Dwyer, Director of AI, Data &amp; Digital Innovation, <b>Guy's and St Thomas' NHS Foundation Trust</b></p> <p>Shravanthi Sridhar, Data Science Partner,</p>	<p><b>13:00 - 13:30 WORKSHOP</b> Practical AI Masterclass in the biggest European OpenStack Cloud with LLM and ML</p> <p>Ferenc Kukucska, BigData &amp; AI Architect, <b>Open Telekom Cloud</b></p> <p>Hector Lopez Romero, Senior Product Manager BigData &amp; AI and Databases, <b>Open Telekom Cloud</b></p>	<p><b>13:00 - 13:30 WORKSHOP</b> Writer framework: The fastest way to build and deploy enterprise AI applications</p> <p>Anant Dole, Solutions Architect, <b>Writer</b></p>

	<b>Review</b>		<p>Vice President of Analytics and Artificial Intelligence, <b>Cognizant</b></p> <p><b>MODERATOR:</b> Norbert Clemens, Former Senior Vice President - Head of Intelligent Automation and Artificial Intelligence, <b>Fresenius Kabi</b></p>	<p>Global Business Strategy and Intelligence, <b>IEEE Standards Association</b></p> <p><b>Moderator:</b> Emily Gillett, Director, European AI Governance, <b>The Future Society</b></p>	<p>Moderator: Gilles Meijer, Co-founder, Partner GEC Capital, <b>Golden Egg Check</b></p>	<p><b>Commonwealth Care Alliance</b></p> <p>Moderator: Sanjay Puri, Founder &amp; President, <b>Regulating AI</b></p>			
13:30	<b>LUNCH</b>								
13:45 - 14:15	<p>Join us in the Yada Yada building for a 30-minute performance by panflutist Mariana Preda, blending the rich acoustic tones of the pan flute with live electronics and AI-generated accompaniment. For more details, please click <a href="#">here</a></p>								
	<p><b>HUMAN-AI CONVERGENCE</b></p> <p><b>Black Box</b></p> <p><b>Co-chairs:</b> Hayley Edmonds, Journalist / Moderator, CEO, <b>Sport Host</b> &amp; Jonathan McCrea, Founder, <b>Whipsmart Media</b></p>	<p><b>DEEP DIVE TECH TALKS</b></p> <p><b>Yada Yada Marketplace</b></p> <p>Chair: David Moore, Co-Founder, <b>CrossMoore AI</b></p>	<p><b>ACCELERATING AI ADOPTION</b></p> <p><b>Building 43</b></p> <p>Chair: Zoë Webster, Director, <b>Authentic Innovation Ltd</b></p>	<p><b>RESPONSIBLE AI &amp; GOVERNANCE</b></p> <p><b>Building 41</b></p> <p><b>Chair:</b> Steph Wright, Head of <b>Scottish AI Alliance</b></p>	<p><b>ECONOMY, EMPLOYMENT, EQUITY</b></p> <p><b>Yada Yada Cathedral</b></p> <p>Chair: Kevin Jones, Director, Center for Teaching and Learning &amp;</p>	<p><b>THE MEDIAVERSE</b></p> <p><b>Jeanne D'arc</b></p> <p><b>Chair:</b> Matthew Blakemore, CEO, <b>AI Caramba!</b></p>	<p><b>WORKSHOPS</b></p> <p><b>Marquee</b></p>	<p><b>WORKSHOPS</b></p> <p><b>Building 41</b></p>	



					Associate Professor of Management, <b>Indiana University Columbus</b>			
<b>14:30</b>	<b>HEADLINER</b> AI is here to improve humanity, not replace it: Trusted AI for human-centric outcomes Sebastian Goodwin, Chief Trust Officer, <b>Autodesk</b>	<b>TECH TALK</b> AI-enhanced material discovery: Pioneering personalised material design with <b>Generative AI</b> Max Welling, Professor of Computer Science, <b>University of Amsterdam</b> & Co-Founder and CAIO, <b>CuspAI</b>	<b>USE CASE</b> From concepts to reality: The AI revolution in action Hugo Hamad, Director of Artificial Intelligence & Head of AI Factory, <b>Decathlon Digital</b>  Kerem Tomak, Global Chief Data & Analytics Officer, <b>Decathlon</b>	<b>KEYNOTE</b> The AI Act: Your roadmap to trustworthy AI Cateljne Muller, Co-founder and President, <b>ALLAI</b>	<b>14:30 - 15:10 PANEL DISCUSSION</b> Reshaping global economies: What is the impact of AI on advanced and low income economies? Tim McGarr, AI Market Development Lead, <b>BSI</b>  Ida Nganga, President, <b>Women in STEM Leaders Network</b> & Senior Advisor, <b>UNESCO Emerging Technologies for Development</b>  Christopher Obereder, Serial Entrepreneur & Investor, <b>Start-up-Chris</b>	<b>KEYNOTE</b> Maximising gaming content relevancy through automation Martin Dlask, Associate Director of Data Science, <b>King</b>  <b>USE CASE</b> Sentient brands: How AI makes marketing come alive David Billings, VP, Digital Marketing Solutions, <b>EPAM</b>  Nicolas Daisomont, Head of Data Product Portfolio, <b>Alshaya</b>	<b>14:30 - 15:30 WORKSHOP</b> Your pipeline is broken: Let's build, test, and deploy a safe LLM pipeline with <b>ZetaForge</b> Jon Magoon, Chief Product Officer, <b>Zetane</b>  Pierre-Luc Parent, AI Software Developer, <b>Zetane</b>	<b>14:30 - 15:30 WORKSHOP</b> The trustworthy AI board game - play your way towards trustworthy AI readiness! Josefin Rosén, Principal Trustworthy AI Specialist, <b>SAS</b>
<b>14:50</b>	<b>KEYNOTE</b> AI and the human future: Safeguarding fundamental rights in the age of intelligence Alex Zaretsky, AI Regulatory Lead, <b>BSI</b>	<b>TECH TALK</b> Sopra Steria's NextGen AI at Scale: Reshaping the World of Search Now Isabelle Pons, AI Programme Chief Operating Officer, <b>Sopra Steria</b>  Harold Selman, Solution Lead Data	<b>USE CASE</b> Accelerating AI value creation with decentralized AI data products Danilo Sato, VP, Global Head of Technology - Data & AI, <b>Thoughtworks</b>  Artiom Troyanovsky, Senior Machine Learning Engineer,	<b>USE CASE</b> The moral and ethical implications of AI decision making in high risk settings				

		<p>Science &amp; AI, <b>Sopra Steria</b></p> <p>Paul Verhaar, Practice Lead Data Science &amp; AI, <b>Sopra Steria</b></p>	<b>Thoughtworks</b>		<p><b>Ventures</b></p> <p>Paul Verhagen, Strategic Liaison, <b>Civic AI Lab</b></p> <p><b>Moderator:</b> Gabi Zijderveld, Co-Founder &amp; General Partner, <b>Blue Tulip Ventures</b></p>	<p>Moderator: Alexander VanGestel, VP Consumer Products, <b>EPAM</b></p>		
<b>15:10</b>	<p><b>KEYNOTE</b></p> <p>Harness AI and hybrid computing to transform the economy, workforce and beyond</p> <p>Cihangir Kocak, Business Strategist and AI Advisor, <b>HP</b></p>	<p><b>TECH TALK</b></p> <p>State-space models for optimal control: from pendulum to production</p>	<p><b>USE CASE</b></p> <p>Fast-track AI with prototyping and collaboration</p> <p>Paula Gonzalez-Perrino, Performance Improvement Manager (Technology), <b>VodafoneZiggo</b></p>	<p><b>15:10 - 15:50</b></p> <p><b>PANEL DISCUSSION</b></p> <p>How do we co-create with the public on the role of AI in society?</p> <p>Patrick Couch, AI Evangelist, <b>HPE</b></p> <p>Sennay Ghebreab, Founder &amp; Scientific Director, <b>Civic AI Lab</b></p> <p>Irakli Khodeli, Head of the AI Ethics Unit, <b>UNESCO</b></p> <p>Dr Randon Taylor,</p>	<p><b>USE CASE</b></p> <p>Potential new economic models in an AI future</p>	<p><b>FIRESIDE CHAT</b></p> <p>The impact of AI in art and creativity: Implications in ethics, originality and artistic integrity</p> <p>Janina Lorenci, Founder, <b>MAIA Art Agency</b></p> <p><b>Moderator:</b> Remco Janssen, Founder and Publisher, <b>Silicon Canals</b></p>		
<b>15:30</b>	<p><b>KEYNOTE</b></p> <p>Accelerating Generative AI: Turning answers into action</p>	<p><b>TECH TALK</b></p> <p>Powering the AI revolution with a global GPU</p>	<p><b>FIRESIDE CHAT</b></p> <p>AI that delivers business impact</p> <p>Vijay Guntur, Chief</p>		<p><b>FIRESIDE CHAT</b></p> <p>Social &amp; cultural impact of AI:</p>	<p><b>USE CASE</b></p> <p>Transcending human limits: How AI and human</p>		

	Dilip Kumar, VP of Q for Business, <b>AWS</b>	<b>network</b> Jesse Eisses, Co-founder, <b>Nosana</b>	Technology Officer & Head of Ecosystems, <b>HCLTech</b>  <b>Moderator:</b> Zoë Webster, Director, <b>Authentic Innovation Ltd</b>	Sociologist, AI Democratization, <b>University of Amsterdam</b>  Daniela Weber, Director, <b>NetHope Center for the Digital Nonprofit</b>  Moderator: Maximilian Kiener, Head of the Institute for Ethics in Technology, <b>Hamburg University of Technology</b>	<b>Thoughts about the future</b> Prof. Dr. Claes H. de Vreese, University Professor of Artificial Intelligence and Society, <b>University of Amsterdam</b> , Co-Director, <b>AI, Media and Democracy Lab</b>  <b>Moderator:</b> Gabi Zijderveld, Co-Founder & General Partner, <b>Blue Tulip Ventures</b>	<b>creativity are expanding the language of art</b> Elisabetta Rotolo, CEO & Founder, Creative and Executive Producer, <b>MIAT</b>		
<b>15:50</b>	<b>KEYNOTE</b> <b>Collaborating with AI: Hybrid intelligence in negotiation processes</b> Catholijn Jonker, Professor of Explainable Artificial Intelligence & Professor of Interactive Intelligence, <b>Leiden University &amp; Delft</b>	<b>TECH TALK</b> <b>Launching AI agents across Europe at breakneck speed with an agent computing platform</b> Arun Joseph, Engineering & Architecture Lead:	<b>USE CASE</b> <b>Building smarter: Integrating data, analytics, and AI for operational excellence</b> Robin Patra, Director Innovation - Data, Analytics & AI, <b>ARCO Construction</b>	<b>USE CASE</b> <b>Future-proof AI: Strategic insights for ethical innovation and governance</b> Katalin Feher, Associate Professor, <b>Ludovika University of Public Service</b>	<b>KEYNOTE</b> <b>Building bridges: Public-private partnerships for an equitable AI future</b> Carlo Tortora Brayda, Co-Founder & Task Force Member, <b>NAIC ISAO &amp; Founder &amp;</b>	<b>KEYNOTE</b> <b>2024 Uncut: AI in media - empower or devour?</b> Matthew Blakemore, CEO, <b>AI Caramba!</b>	<b>15:40 - 16:10 WORKSHOP</b> <b>Edge intelligence unlocked: Combining AI, Gen AI, and IoT for industrial excellence</b> Alessandro Festa, Sr. Business Development	<b>15:40 - 16:10 WORKSHOP</b> <b>Mastering enterprise AI: Strategies for safe deployment and competitive advantage</b>

	University of Technology	AI Competence Center, Deutsche Telekom			Executive Chairman, Tortora Brayda Institute		Manager Consolidate Edge, Eurotech  Christina Kuo, Embedded ODM Sales Manager, NVIDIA	
16:10	BREAK							
16:30	<p><b>HEADLINE FIRESIDE CHAT</b>  <b>Driving strategic transformation in financial services with responsible (generative) AI</b>  Strategic business transformations require foundational pillars to effectively scale AI. These pillars include a clear strategy and vision, talent and education, data and technology, governance and control frameworks, and compliance with risks and regulations - all aligned to serve internal and external customer needs effectively. While 2023 was a year for many financial services organizations to identify and prioritize use cases, this year has been pivotal in bringing responsible AI-enabled capabilities and applications into production. This panel features major players from various financial services sectors (Esure, EuroClear, NN Group) who will share their experiences.</p> <p>Raphaël Lemay, Director, AI COE, EuroClear  Dr Christopher Pearce, CDO, Esure  Tjerrie Smit, CAO, NN Group</p> <p><b>Moderator:</b> Zeynep Deldag, Netherlands Financial Services Consulting Leader, EY</p>							
16:50	<p><b>HEADLINE FIRESIDE CHAT</b>  <b>Driving AI safety and security forward</b>  Robert Silvers, Under Secretary, Office of Strategy, Policy, and Plans Department, Homeland Security</p> <p><b>Moderator:</b> Hayley Edmonds, Journalist / Moderator, CEO, Sport Host</p>							
17:10	<p><b>HEADLINE PANEL DISCUSSION</b>  <b>The privacy paradox: How will AI impact our civil liberty, privacy and free will?</b></p>							

	<p>With mass surveillance, face recognition and data sharing, it's imperative that we safeguard our future freewill in the age of AI. In this session, we will explore the ethical implications of algorithmic bias, and its impact on the consumption of information and decision making as well as discuss the benefits of how this data can be used to enhance society.</p> <p>Joanna Bryson, Professor of Ethics and Technology, <a href="#">Hertie School</a>  Jeff Bullwinkel, Vice President and Deputy General Counsel Corporate, External &amp; Legal Affairs, <a href="#">Microsoft EMEA</a>  Julia Reuss, Director Public Policy Central Europe, <a href="#">Meta</a>  Lucilla Sioli, Director, EU AI Office, <a href="#">European Commission</a></p> <p>Moderator: Niall Firth, Executive Editor, Newsroom, <a href="#">Technology Review</a></p>
<b>17:50</b>	<b>CLOSE OF DAY 1</b>
	<b>World Summit AI &amp; InspiredMinds Networking - Join us in the White Box for a drink!</b>

<b>7:30</b>	<b>DAY TWO REGISTRATION - OCTOBER 10TH, 2024</b>
<b>9:30</b>	<p><b>WELCOME</b></p> <p><b>Day two welcome from InspiredMinds!</b>  Sarah Porter, CEO and Founder, <a href="#">InspiredMinds!</a>, UN Advisor, <a href="#">LAWs</a></p> <p><b>Chairperson's opening remarks</b>  Hayley Edmonds, Journalist / Moderator, CEO, <a href="#">Sport Host</a>  Jonathan McCrea, Founder, <a href="#">Whipsmart Media</a></p>
<b>09:40</b>	<p><b>HEADLINER</b></p> <p><b>AI in entertainment: Balancing creativity and opportunity</b>  Hilary Mason, Co-founder &amp; CEO, <a href="#">Hidden Door</a></p>

**10:00 HEADLINE PANEL DISCUSSION**  
**How close are we to global consensus on AI safety and regulation?**  
 AI continues to develop at an unprecedented pace, even in light of established national AI safety legislation across the EU and the USA. And experts are no closer to agreeing on the capabilities of AI – as highlighted in the UK’s [interim scientific report](#) on the safety of Advanced AI. This panel session will debate the wider risks of the evolution of general purpose AI; discussing the growing interest in AI nationalism and its wider impact, how to reach consensus to harness AI safely, responsibly and successfully.  
 Bart Becks, Board Director, [European Innovation Council & GENISYS Ventures](#)  
 Paul Brook, Data Centric Workload Specialists (DCWS) Pre-Sales Director, [Dell Technologies](#)  
 Anne McCormick, Digital Technology Policy Leader, Global Public Policy, [EY](#)  
 Petri Myllymaki, Professor of Artificial Intelligence and Machine Learning, [University of Helsinki](#)  
 Nabaha Syed, Executive Director, [Mozilla Foundation](#)  
**Moderator:** Rebecca Finlay, CEO, [Partnership on AI](#)

**10:40 HEADLINER**  
**Delivering GenAI innovation end-to-end: The Dell AI Factory with NVIDIA**  
 Kyle Dufresne, Sr. Vice President, AI and Edge Solutions Sales, [Dell Technologies](#)

**11:00** BREAK

	<b>MOONSHOT MOTHERSHIP</b>  <b>Black Box</b>  <b>Co-chairs:</b> Hayley Edmonds, Journalist / Moderator, CEO, <a href="#">Sport Host</a> & Jonathan McCrea, Founder, <a href="#">Whipsmart Media</a>	<b>DEEP DIVE TECH TALKS</b>  <b>Yada Yada Marketplace</b>  <b>Chair:</b> Raul Villamarin Rodriguez, Vice President, <a href="#">Woxsen University</a>	<b>ACCELERATING AI ADOPTION</b>  <b>Building 43</b>	<b>MANAGING CYBERSECURITY, PRIVACY &amp; RISK</b>  <b>Building 41</b>  <b>Chair:</b> Cha'Von Clarke-Joell, Founder & Principal Consultant, <a href="#">CKC Cares</a>	<b>WORKSHOPS</b>  <b>Yada Yada Cathedral</b>	<b>AI FOR GOOD</b>  <b>Jeanne D’arc</b>  <b>Chair:</b> Ramon Rahangmetan, Co-founder, <a href="#">Circle of Sustainable Europe</a>	<b>WORKSHOPS</b>  <b>Marquee</b>	<b>WORKSHOPS</b>  <b>Building 41</b>
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<b>11:30</b>	<b>HEADLINER</b>	<b>TECH TALK</b>	<b>USE CASE</b>	<b>USE CASE</b>	<b>11:30 - 12:30</b>	<b>KEYNOTE</b>	<b>11:30 - 12:30</b>	<b>11:30 - 12:30</b>
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	<p><b>The promise of governance in the age of AI: Abundance at the speed of imagination</b>  Nara Chandrababu Naidu, Chief Minister, <b>Government of Andhra Pradesh</b></p>	<p><b>Harnessing geometric machine learning for molecular modelling</b>  Michael Bronstein, Deepmind Professor of AI, <b>Oxford University</b></p>	<p><b>Developing industry and profession relevant AI core principles</b></p>	<p><b>Fashion-forward, security first: Zalando's cybersecurity strategies for AI development</b>  Florence Mottay, VP Information Security &amp; CISO, <b>Zalando</b></p>	<p><b>WORKSHOP</b>  <b>Unlock your inner coder: AI-assisted programming</b>  Ronan Carey, Senior Director - Data &amp; AI Pursuit - EMEA, <b>Dell Technologies</b></p> <p>Neil Bowden, AI Business Development Executive, EMEA <b>Dell Technologies</b></p> <p>Olya Kozlova, Senior AI Solutions Architect, <b>NVIDIA</b></p> <p>Maciej Mazur, CTO of AI, EMEA, <b>Dell Technologies</b></p>	<p><b>Driving sustainable progress: The intersection of AI and innovation</b>  Ida Nganga, President, <b>Women in STEM Leaders Network</b> &amp; Senior Advisor, <b>UNESCO Emerging Technologies for Development</b></p>	<p><b>WORKSHOP</b>  <b>The importance of AI for your business model, recognizing value and driving results with computer vision</b>  Cihangir Kocak, Business Strategist and AI Advisor, <b>HP</b></p> <p>Nina Krommedijk, Business Development Manager &amp; Data Scientist, <b>Datacion</b></p>	<p><b>WORKSHOP</b>  <b>Building Generative AI applications with Amazon bedrock</b>  Brajendra Singh, Principal Solutions Architect, <b>AWS</b></p>
<p><b>11:50</b></p> <p><b>KEYNOTE</b>  <b>How to make "AI Everywhere" a reality</b>  Stephan Gillich, Head of EMEA AI Center of Excellence, <b>Intel</b></p>	<p><b>TECH TALK</b>  <b>AI's energy appetite: Meeting the power and cooling needs of AI workloads</b>  Alex Cordovil, Global Channel Development Director, <b>Vertiv</b></p>	<p><b>KEYNOTE</b>  <b>Practical applications of generative AI through the lens of vertical adoption</b>  Danielle Gorlick, General Manager, Benelux, <b>AWS</b></p>	<p><b>USE CASE</b>  <b>Building trust and safety with country-wide safety and security labs</b>  Meindert Kamphuis, Project Lead Supervision on AI, <b>State Inspectorate of Digital Infrastructure</b></p>	<p><b>USE CASE</b>  <b>Re-engineering the climate: Advancing AI climate modelling to expedite breakthroughs in geoengineering</b></p>				
<p><b>12:10</b></p> <p><b>HEADLINER</b>  <b>AI and the new space age: From science fiction to reality</b>  Alicia Kavelaars,</p>	<p><b>TECH TALK</b>  <b>Leveraging multi-armed bandit algorithms for dynamic</b></p>	<p><b>FIRESIDE CHAT</b>  <b>Charting Asahi's GenAI journey: From M365 copilot and digital</b></p>	<p><b>USE CASE</b>  <b>Decentralized AI - Bringing user self-sovereignty back</b></p>	<p><b>USE CASE</b>  <b>Creating the modern State: How AI will shape and influence</b></p>				

	<p>Co-Founder &amp; Chief Technology Officer, <b>OffWorld</b></p>	<p><b>decision-making</b> Tudor Coman, Software Development Engineer, <b>Adobe</b></p>	<p><b>recruiter to EBIDA impact</b> Zdenka Mocová - HR Strategic Capabilities Manager, <b>Asahi Europe &amp; International</b></p> <p>Bhuvan Panwar, Head of Digital Innovation, Automation &amp; Analytics, <b>Asahi Europe &amp; International</b></p> <p><b>Moderator:</b> Aurelia Costache, AI &amp; Data, AI-enabled Automation Leader, <b>EY</b></p>	<p>Matej Janez, Head of Partnerships, <b>Oasis</b></p>		<p><b>States in the XXIst century</b> Hind Ziane, CEO &amp; Founder, <b>Génération politique</b></p>		
12:30	<p><b>KEYNOTE</b> Accelerating AI at scale: NVIDIA AI computing by HPE Patrick Couch, AI Evangelist, <b>HPE</b></p>	<p><b>TECH TALK</b> AI agents in action: Elevating contact centre efficiency with speech and voice technology Girish Kurup, AI Architect, <b>Tata</b></p>	<p><b>USE CASE</b> Resolving the paradox: How to maximize AI performance without compromising on sustainability</p>	<p><b>FIRESIDE CHAT</b> How can AI continue to stay ahead of cybersecurity threats posed by AI? Mansi Thaparr,</p>	<p><b>12:40 - 13:40 WORKSHOP</b> Transforming business with AI: The Google Cloud ecosystem in action</p>	<p><b>12:30 - 13:10 PANEL DISCUSSION</b> The double edged sword of AI: Balancing the powerful role AI can play in</p>	<p><b>12:40 - 13:40 WORKSHOP</b> AI standards: Application &amp; interaction in assessments Dilara Gumusbas, AI Technical</p>	<p><b>12:40 - 13:40 WORKSHOP</b> SAP Business AI workshop: Turning AI into real-world results Kevin Carlyon, SAP EMEA Business AI</p>



		<p><b>Consulting Services</b></p>	<p>Chris Ott, Director Sales Engineering EMEA, <b>WEKA</b></p>	<p>Head - Global Cyber Security, <b>Apollo Tyres Ltd</b></p> <p>Edward Venmore-Rowlan, Head of AI Cyber Security Policy and Engagement, <b>Department for Science, Innovation and Technology</b></p> <p><b>Moderator:</b> Cha'Von Clarke-Joell, Founder &amp; Principal Consultant, <b>CKC Cares</b></p>	<p>Stefan Hogendoorn, GCP Lead, <b>NextNovate</b></p> <p>Sander Van Donkelaar, Machine Learning Engineer, <b>Xebia</b></p> <p>Representative <b>Qodea</b></p>	<p><b>humanitarian issues, as an enabler of both crises and aid providers</b></p> <p>Katya Klinova, Head of Data and AI Initiatives, Secretary-General's Innovation Lab, <b>United Nations</b></p> <p>Helen McElhinney, Executive Director, <b>CDAC Network</b></p> <p>Paul Uithol, Director of Humanitarian Data, <b>Humanitarian OpenStreetMap Team</b></p> <p>Paola Yela, Information Management and Data Science Officer, <b>International Federation of Red</b></p>	<p>Specialist, <b>BSI</b></p> <p>Simone Vazzoler, AI Technical Specialist, <b>BSI</b></p>	<p>  Program Senior Director, <b>SAP</b></p> <p>Ton van de Greef, Chief AI Innovation Manager, SAP Chief Revenue Office - Global Artificial Intelligence Incubation Team, <b>SAP</b></p> <p>Anthony Laursen, SAP Business AI Advisor, <b>SAP</b></p>
12:50	<p><b>HEADLINER</b></p> <p><b>Keeping the lights on: How AI enables the energy systems of the future</b></p> <p>Micheline Casey, SVP and Chief Data &amp; Analytics Officer, <b>Siemens Energy</b></p>	<p><b>TECH TALK</b></p> <p>GenAI with open source: simplify and scale</p> <p>Andreea Munteanu, AI Product Manager, <b>Canonical</b></p>	<p><b>12:50 - 13:30</b></p> <p><b>PANEL DISCUSSION</b></p> <p>Leading cultural change to ensure successful AI adoption and engagement</p> <p>Alex Bermudez, Sales Leader, <b>Airia</b></p>	<p><b>USE CASE</b></p> <p>Paying down security debt in the era of Generative AI</p> <p>Chris Wysopal, Chief Security Evangelist, <b>Veracode</b></p>				

			<p>Delphine Donné, VP / General Manager, <b>Logitech</b></p> <p>Emma Verhagen, AI   Global IT Portfolio Director, <b>Unilever</b>, Founder &amp; CEO, <b>IdealShift.AI</b></p> <p>Moderator: Kevin Jones, Director, Center for Teaching and Learning &amp; Associate Professor of Management, <b>Indiana University Columbus</b></p>			<p><b>Cross and Red Crescent Societies</b></p> <p>Moderator: Sarah Spencer, Director, <b>EthicAI</b>, Senior Advisor, <b>UK Government</b> (on sabbatical)</p>		
13:10	<p><b>HEADLINER</b> Solving an audacious problem starts by asking the right questions Naveen Jain, Founder &amp; CEO, <b>Viome</b></p>	<p><b>TECH TALK</b> <b>NesGPT: Democratizing AI at Nestlé</b> Giorgio Blangetti, Product Owner - Conversational AI Solutions, <b>Nestlé</b></p>		<p><b>USE CASE</b> Improving threat detection and reducing the risk of attack Roger Klose, CISO, <b>Heidelberger Druckmaschinen AG</b></p>		<p><b>USE CASE</b> Empowering the next generation: <b>Teens in AI and the pursuit of diversity</b> Elena Sinel, Founder, <b>Teens in AI</b></p>		
13:30	LUNCH							
13:30 - 14:15	Join us at the Yada Yada building for a 30-minute performance by Agus Fulka, who combines a live club music band and AI to explore new artistic frontiers. For more details, please click <a href="#">here</a>							
	INNOVATION IN ACTION	GENERATIVE AI & LLMs	ACCELERATING AI ADOPTION	MONEY AI	WORKSHOPS	AI FOR GOOD	WORKSHOPS	WORKSHOPS

	Black Box	Yada Yada Marketplace	Building 43	Building 41	Yada Yada Cathedral	Jeanne D'arc	Marquee	Building 41
	<p><b>Co-chairs:</b> Hayley Edmonds, Journalist / Moderator, CEO, <b>Sport Host</b> &amp; Jonathan McCrea, Founder, <b>Whipsmart Media</b></p>	<p><b>Chair:</b> Harneet Singh, Lion Founder &amp; Chief AI Officer, <b>Rabbitt AI-TC Group of Companies</b></p>	<p><b>Chair:</b> Louise Doorn, Founder, <b>HelloMarketing.ai</b></p>					
14:30	<p><b>HEADLINER</b> Advancing risk management and combating fraud with state-of-the-art AI-driven approaches Tor Boe-Lillegraven, Chief Data Officer, <b>ING</b></p>	<p><b>KEYNOTE</b> Transforming user experience through natural language processing and machine learning Courtney Napoles, Engineering Director, <b>Grammarly</b></p>	<p><b>KEYNOTE</b> Empowering human potential through AI: Upskilling for productivity in the digital age Delphine Donn�, VP / General Manager, <b>Logitech</b></p>	<p><b>USE CASE</b> Crossroads of AI: Exploring the governance considerations necessary to ensure we trust the output, and ethical lines are not crossed Samwel Magesa, Chief Data Officer, <b>NBC Bank</b></p>	<p><b>14:30 - 15:30 WORKSHOP</b> Leveraging AI tools to accelerate business transformation</p>	<p><b>USE CASE</b> Quantum AI in energy optimization and grid management Raul Villamarin Rodriguez, Vice President, <b>Woxsen University</b></p>	<p><b>14:30 - 15:30 WORKSHOP</b> Driving GenAI success: Real-world examples and lessons learned Fiona Carney, COO, <b>Microsoft EMEA</b></p> <p>Baldomero Alonso-Latorre, Partner and Leader of QuantumBlack, AI, <b>McKinsey BeNeLux</b></p>	<p><b>14:30 - 15:30 WORKSHOP</b> Implementing GenAI - from idea to production Alan Flower, EVP &amp; Global Head of AI &amp; Cloud Native Labs, <b>HCLTech</b></p>
14:50	<p><b>KEYNOTE</b> The Google Gen AI story Nathan Poelman, EMEA AI Sales Specialist, <b>Google Cloud</b></p>	<p><b>USE CASE</b> Leveraging GenAI for manufacturing excellence: Deploying high value solutions for quality cross-industry Nicol� Nepote, Data</p>	<p><b>KEYNOTE</b> Developing AI intuition: From model basics to ChatGPT Keith Griffin, Cisco Fellow VP, <b>Cisco</b></p>	<p><b>HEADLINER</b> Harnessing AI and machine learning to combat fraud and money laundering</p>		<p><b>USE CASE</b> Tasting the future: Redefining food through design and technology Erika Marthins, Founder,</p>	<p>Remko Strik, Head of Data Analytics, <b>Eneco</b></p>	

		Science & AI Senior Manager, <b>Brembo Solutions</b>				<b>Augmented Food Studio</b>	Yannic Suurmeijer, System Architect, <b>ASML</b>	
<b>15:10</b>	<b>KEYNOTE</b> Fortifying the cybersecurity of high AI systems: Navigating the interplay between regulations and cyber resilience in practice Joe Lomako, Cybersecurity Lead (UK) & Head of Cybersecurity Office (CSO) Commercialisation, <b>TÜV SÜD</b>	<b>USE CASE</b> Why every AI cloud provider needs an in-house LLM team Aleksandr Patrushev, Senior Product Manager in AI/ML, <b>Nebius AI</b>	<b>KEYNOTE</b> Euro Beinat, Global Head AI and Data Science, <b>Prosus</b>	<b>15:10 - 15:50 PANEL DISCUSSION</b> Exploring how AI-driven algorithms are revolutionising finance Awais Sher Bajwa, Head of Data & AI Banking, <b>Bank of America</b>  Bernardo Caldas, Director of Data, <b>Mollie</b>		<b>USE CASE</b> Balancing ethics and urgency: Designing a care robot for geriatric rehabilitation with sensitive data Margo van Kemenade, Associate Lector Robotics, Research and Innovation Centre Engineering, Design, and Informatics (RIC-TOI), <b>Inholland University of Applied Science</b>		
<b>15:30</b>	<b>KEYNOTE</b> Trustworthy human-robot interactions: Building social robots for good Ginevra Castellano, Professor in Intelligent	<b>USE CASE</b> Beyond borders: Pushing the limits of MLOps with Generative AI	<b>KEYNOTE</b> Enhancing quality in AI systems as the bedrock of innovation Nenad Mijatovic, Mobility Data		<b>15:40 - 16:10 WORKSHOP</b> AI regulation: Innovating the future of governance	<b>USE CASE</b> Lovotics: Finding love in a world of algorithms Paqui Lizana, Global Head of Technology	<b>15:40 - 16:10 WORKSHOP</b> Solve real-world AI for Good challenges: Learn AI by applying it in practice	<b>15:40 - 16:10 WORKSHOP</b> AI's future and its long term effects on future generations

	Interactive Systems and Director of the Uppsala Social Robotics Lab, Department of Information Technology, <b>Uppsala University</b>		Science & AI Director, <b>Alstom</b>		Huub Janssen, Chair of Dutch and of European Working Group of Competent Authorities on AI, <b>Dutch Authority on Digital Infrastructure</b>  Meindert Kamphuis, Project Lead Supervision on AI, <b>State Inspectorate of Digital Infrastructure</b>	Strategy at <b>IKEA</b> , Impact & Creative Advisor, Co-founder, <b>Brilliant Failures</b>  Jenny Nicholson, Founder, <b>Queen of Swords &amp;</b> Co-founder, <b>Brilliant Failures</b>	Buster Franken, Founder & CEO, <b>FruitPunch AI</b>  Sako Arts, AI Expert, <b>AI for Good Engineers Community</b>	Rob van der Veer, Senior Principal Expert, <b>Software Improvement Group</b>
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**15:50** **BREAK**

**16:10** **FIRESIDE CHAT**  
**How chief data and AI officers are leading the charge on responsible AI**  
 There is no AI without data, and there is no responsible AI without robust data governance and AI monitoring. Join this unique session with Schneider Electric's Chief Data Officer, Una Shortt, and Chief AI Officer, Philippe Rambach, to discover the fundamentals of governance and collaboration on the data and AI edge.  
 Philippe Rambach, Chief AI Officer, **Schneider Electric**  
 Una Madigan Shortt, Group Chief Data Officer, **Schneider Electric**  
  
 Moderator: Michael Borrelli, Director, **AI & Partners**

**16:30** **HEADLINER**  
**Navigating the future: Lawful access, AI threats, and tactical innovations in next-gen technology**  
 Katie Noyes, Section Chief in the Science & Technology Branch, **FBI**

**16:50** **HEADLINER**  
**We do AI different: Building an open source society with AI for good**

We own the world's largest AI community, daring to do AI different. Our closing session paves the way for a better, more democratized AI future – exploring how the AI community can collaborate and share to create a transparent and open AI ecosystem.

[Thomas Wolf, Co-Founder & CSO, Hugging Face](#)

**17:10**

**CLOSE OF SUMMIT**