ai tech summit

17th-18th April 2024 - Malaga, Spain

SPEAKER PANEL

Ronny Fehling
Partner & VP of Innovation AI
BCG X

Lara Sophie Bothur
Voice for Innovation, Corporate Tech Influencer
Deloitte

Fredric Wall
Enterprise AI Senior Director, EMEA
NVIDIA

Andreea Cuibar
Product Owner eCommerce
Coca-Cola Hellenic

Jordi Mompart
Director of Research, Analytics and AI
FC Barcelona

Martin LeBlanc
Chief Product Officer
Freepik

Luis Carlos Prieto Fernández
Head of AI CoE
Ferrovial

Javier Martinez
Head of Customer Engineering
Google

Shafiga Akhundova
Digital Project Engineer
Mars

Carlos Gaitan
E-Distribution
Endesa

Nataliya Grimberg
Virtual Fashion and Luxury
Advisor, Metaverse Fashion Expert

Joris Krijger
Tech Ethicist, AI & Ethics Officer
De Volksbank

Vlad Larichev
Lead Generative AI
**Accenture Industry X - Austria,
Switzerland, Germany**

Roi Rodríguez de Bernardo
Director of AI and Cloud Ecosystem Development
Huawei

Daniel Socias
Co-Founder
Wiongo

Dali Karray
Data Strategy, Monetization & AI-
led Digital Transformation
Renault

Rens van Dongen
Senior Information Security Officer
Nederlandse Spoorwegen

Rene Pajta
AI Technology Specialist
Microsoft

Nick Yankovsky
Senior Product Manager
Volkswagen

Antonio Jara
CSO
Libelium

Maksym Lefarov
Senior Machine Learning Engineer
Spotify

Vadim Savin
Software Engineer
Notjust.dev

Anton Kasyanov
Engineering Manager
Uber

Ali Bouhouch
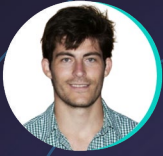Co-founder and Chief Technology
Officer
The Good Data Factory

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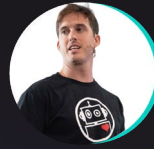Ciudad
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BUREAU

SPEAKER PANEL

Manuel de Luna Amat
Data Scientist in AI & Analytics
Technology
Telefónica Tech

José Ventura Martínez
Leader Data&AI Sales for central and southern
Spain
IBM

Simón García
Co-Founder
BotsLovers

Dr. Rajesh Kumar
Assistant Professor, Business
Analytics, AI Research Centre
Woxsen University

Ayesha Temuri
Enterprise Data Officer (EDO)
Telenor

Petra Pavlovic
Senior Product Marketing Manager
KONUX

Candi Carrera
Adjunt faculty
ESSCA School of Management

Javier Martinez
Head of Customer Engineering
Google

Cristina De Juan
GCSO Innovation Lead
UCB

Neema Nelly
Founder of EMEA Venture Builder

Wednesday 17th April 2024

DAY ONE

08:00 Registration

09:00 SPECIAL OPENING ADDRESS

Francisco de la Torre, Mayor of Malaga

KEYNOTE ADDRESS

09:10 **Deploy, Reshape and Invent with GenAI - How successful companies combine the right brain and left Brain**

Ronny Fehling
Partner & VP of Innovation AI
BCG X

09:35 **AI use cases at FC Barcelona**

Futbol Club Barcelona is one of the sports institutions with the greatest amount and variety of data and digital assets in the world. Thus, we have data on the almost 400 million fansregistered on social networks, stadium attendees, museum visitors, e-commerce data and tracking data on the positions of the 22 players in matches obtained 25 times per second. On the other hand, the club's historical digital assets include images and videos from its 124 years of history. FC Barcelona, making use of artificial intelligence, is a benchmark in innovation while generating new knowledge, products and services useful for the club and its fans. This talk will discuss some examples of the use of these technologies at FC Barcelona.

Jordi Mompart
Director of Research, Analytics and AI
FC Barcelona

10:00 **Applications of LLMs in Internet-scale Recommendation Systems**

- Overview of the common two-stage Recommendation Systems setup
- Possible LLM applications at each stage of the large-scale Recommendation System
- Large Sequence models for user behavior modeling.

Maksym Lefarov
Senior Machine Learning Engineer
Spotify

10:25 **Creating products at the speed of AI and what can you do about it**

Martin LeBlanc
Chief Product Officer
Freepik

10:50 Coffee-break/Networking

PANEL DISCUSSION

11:20 **THE FUTURE OF WORK WITH AI**

- The impact of AI on the job market
- The effect of AI on job displacement & skills gap
- Adapting to the changing landscape
- New opportunities around AI

Moderator:
Simón García
Co-Founder
BotsLovers

Panelists:
Dr. Rajesh Kumar
Assistant Professor, Business Analytics, AI Research Centre
Woxsen University

Ali Bouhouch
Co-founder and Chief Technology Officer
The Good Data Factory

Ayesha Temuri
Enterprise Data Officer (EDO)
Telenor

Petra Pavlovic
Senior Product Marketing Manager
KONUX

11:50 **A focus on AI and ethical considerations**

- Understand the importance of ethical AI for the current and future trustworthiness and legitimacy of organizations
- Learn about the requirements for operationalizing ethical principles in AI contexts
- Explore gaps between everyday practice in AI and the existing frameworks and regulatory initiatives
- Determine the key ethical challenges for responsible AI beyond the technical dimension of AI ethics

Joris Krijger
Tech Ethicist, AI & Ethics Officer
De Volksbank

12:15 **A focus on Smart Destinations : discussing the Smart Beach project**

Daniel Socias
Co-Founder
Wiongo

12:40 **Does your company really need a chatbot?**

Consider the practicality and benefits of chatbots for their businesses. Suggesting an exploration of when and why chatbots are needed and this could be of value.

Andreea Cuibar
Product Owner eCommerce
Coca-Cola Hellenic

13:05 Lunch

PANEL DISCUSSION

14:05 **AI Horizons: Navigating Market Dynamics Across Industries and Regions**

Discussing the job market formation and adoption to the AI developing landscape across different industries and regions

Moderator:
Ronny Fehling
Partner & VP of Innovation AI
BCG X

Panelists:
Fredric Wall
Enterprise AI Senior Director
NVIDIA

Candi Carrera
Adjunt faculty
ESSCA School of Management

Rene Pajta
AI Technology Specialist
Microsoft

14:35 **From Code to Catwalk: Exploring AI's Role in Fashion Innovation**

Nataliya Grimberg
Virtual Fashion and Luxury Advisor,
Metaverse Fashion Expert

15:00 **AI in Uber: discussing an how AI is used at Uber across various functions and products**

- Internal AI/ML platform overview
- Practical AI/ML problems at Uber scale
- Highlights of individual customer facing models and applications
- Raise of Generative AI

Anton Kasyanov
Engineering Manager
Uber

15:25 Coffee-break/Networking

15:55 **Building AI Copilots with Azure AI Studio**

Learn how to build generative AI solutions, including custom copilots to streamline operations, enhance safety, and improve reliability with Azure AI Studio

Rene Pajta
AI Technology Specialist
Microsoft

16:20 **Driving Innovation: Navigating the Data & AI Landscape in the Automotive Industry**

- Data Monetization: How to create value with connected car data through data monetization?
- AI-driven use cases: How can AI be leveraged strategically to accelerate innovation and revenues?
- Beyond the hype: What are the constraints, considerations, and outlook for AI-driven use cases.

Dali Karray
Data Strategy, Monetization & AI-led Digital Transformation
Renault

16:45 **Industry 4.0: Advanced Physical Automation (AGVs, AMRs, robots) in manufacturing factories**

Shafiga Akhundova
Digital Project Engineer
Mars

17:10 **Beyond Prototypes: How Generative AI Will Shape the Next Industrial Revolution**

Generative AI demonstrated its ability to revolutionize many aspects of our lives last year. Let's explore together how Generative AI will lead to truly disruptive applications – using real-life examples from the way we design, develop and manufacture our products.

Vlad Larichev
Lead Generative AI
Accenture Industry X - Austria, Switzerland, Germany

17:35 Drinks

09.00 Opening address from presenters

KEYNOTE ADDRESS

09:10 **How Gen AI is Changing the Game**

Session offers a comprehensive overview of the development and application of generative artificial intelligence. First, Lara reflects on how artificial intelligence has become part of our everyday lives over the last two decades, until a significant shift towards Gen AI took place in 2022. The audience will gain an insight into how this differs and what new possibilities Gen AI offers. Using concrete examples, Lara will take a look at current applications of Gen AI in various areas. The keynote will conclude with a focus on the explanation behind the term "Tech for Good", which refers to the ethical challenges and responsibilities associated with the use of AI technologies.

Lara Sophie Bothur
Voice for Innovation, Corporate Tech Influencer
Deloitte

09.35 **Development of the Generative AI in the large organizations**

Luis Carlos Prieto Fernández
Head of AI CoE
Ferrovial

10.00 **Artificial Intelligence applied to business environments in 2024**

One of the great challenges we face in 2024, especially with the rise of Generative AI, is how to implement Artificial Intelligence in enterprises. We will be going over the latest developments in AI and our point of view for its application in businesses, as well as some case studies of Generative AI.

Manuel de Luna Amat
Data Scientist in AI & Analytics Technology
Telefónica Tech

José Ventura Martínez
Leader Data&AI Sales for central and southern Spain
IBM

10:25 Coffee-break/Networking

PANEL DISCUSSION

10:55 **Exploring ethical considerations and limitations surrounding AI and technology**

- Addressing ethical bias: how do we handle it?
- What are the boundaries and who should be accountable
- Considering the possibilities and limitations of their impact on society and the economy
- Examining privacy and personal data protection

Moderator:
Neema Nelly
Founder of EMEA Venture Builder

Panelist:

Cristina De Juan
GCSO Innovation Lead
UCB

Lara Sophie Bothur
Voice for Innovation, Corporate Tech Influencer
Deloitte

Nataliya Grimberg
Virtual Fashion and Luxury Advisor, Metaverse Fashion Expert

11:25 **New risks, new strategies: securing GenAI for the enterprise**

The lightning-fast innovation and adoption of LLM technology have brought together two previously separate fields: data science and cybersecurity. In this session, Rens will structure the types of information security risks unique to this new era, distinct from the AI safety concerns already on everyone's agenda. The talk will cover practical examples and case studies, and suggest strategies to mitigate these risks.

Rens van Dongen
Senior Information Security Officer
Nederlandse Spoorwegen

11.50 **Data Spaces: from idea to reality. The Boot-X use case, an Advanced Smart Service for building trust in data sharing in the supply chains**

The value of the Data Economy in the EU27 is foreseen to grow from 2.4% of the EU GDP in 2018 to 5.8% by 2025, from €301 billion to €829 billion. In this context building Data Spaces, ecosystems of organizations that are able to share data among each other thanks to pre-made agreements and a technical and legal framework, is key to build trust in data sharing. In this session we will present the basis of Data Spaces and a Data Space implementation following IDSA and Gaia-X requirements developed by Fraunhoffer ISST, XLab and Huawei.

Roi Rodríguez de Bernardo
Director of AI and Cloud Ecosystem Development
Huawei

12:15 **Local Digital Toolbox: Modeling the City for Decision-Making**

In the era of data-driven urban planning, digital twins have emerged as powerful tools for modeling and simulating cities, offering invaluable insights for informed decision-making. During this session, we will discover the transformative potential of digital twins in shaping the future of urban environments, learning about the benefits of digital twins in enhancing urban resilience, sustainability, and livability, while also gaining an understanding of the challenges and opportunities associated with their implementation.

Antonio Jara
CSO
Libelium

12:40 Lunch

13:40 **An overview of Google Cloud's solutions for GenAI, from users to developers and data scientists.**

Javier Martinez
Head of Customer Engineering
Google

14:05 **AI in cars: when metal came to life**

- How cars got smart: From initial experiments to cutting-edge tech.
- What drives innovation: The reasons behind the push for newer car technologies.
- What is coming: The potential benefits and challenges of further advancement.

Nick Yankovsky
Senior Product Manager
Volkswagen

14:30 **AERIAL-CORE: AI-Powered Aerial Robots for Inspection and Maintenance of Electrical Power Infrastructures**

The AERIAL-CORE project aims to consolidate European leadership in aerial robotics applications for inspection and maintenance using drones with Artificial Intelligence (AI), which would avoid risks in works in proximity to power grids.
AERIAL-CORE has already demonstrated the autonomous tracking of a power line, the mapping of vegetation near the line, bio-inspired aerial robotic platforms, landing on conductors and the manipulation and installation of elements on the grid (helical and clip-type bird-saving devices and separators).

Carlos Gaitan
E-Distribution
Endesa

14:55 Coffee-break/Networking

CLOSING ADRESS

15:25 **AI-powered developments: How software engineers can boost 10x their productivity with different AI Tools**

Vadim Savin
Software Engineer
Notjust.dev

15:50 Closing word from the Chairman & close of conference