

08.00 Registration

09.00 OPENING ADDRESS

KEYNOTE ADDRESS

09.10 **An AI Assistant for Football Tactics**

- TacticAI, developed with Liverpool FC, analyses corner kicks to improve strategies using predictive and generative models.
- The system allows coaches to explore alternative setups efficiently through data-driven insights.
- TacticAI's suggestions were preferred 90% of the time by experts, despite limited data, using geometric deep learning.

Petar Veličković
Staff Research Scientist
Google DeepMind, UK

09.40 **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, NL

10.10 **Requirements for An Innovation-Friendly Policy Framework – An Industry Perspective**

- Policymakers are increasing efforts to create AI-specific legal frameworks, with the EU leading through the AI Act regulation.
- These regulations aim to balance effective protection with fostering industry innovation.
- Responsible companies must contribute to this effort by adhering to regulations and promoting ethical AI practices.

Malte Firlus
EU Policy on AI, Digital & Devices
Amazon, BE

10.40 Coffee-break/Networking

PANEL DISCUSSION:

11.10 **AI in the Past and Future of Game Development**

Moderator:
Gorast Cvetkovski
Macedonian Games Industry Association

Panelists:
Tome Gramatikov
Solutions Architect
Singular, MK

Mihaylo Shteryov
CEO
Sindex, MK

Danko Dimoski
Senior Game Designer
Nimble Giant Entertainment, MK

11.40 **How to Trust Our Maps? AI-Based Change Detection in HD Maps**

- AVs rely on HD maps for safe automated driving, as map-less driving is still unachievable.
- HD maps can quickly become outdated, making AI-based methods essential for detecting discrepancies between maps and reality.
- Specialized evaluation techniques can verify map data in challenging conditions, improving safety and functionality.

Christopher Plachetka
AI & Map Expert for Automated Driving
Volkswagen Group, DE

12.10 **Next Generation Operating Model Through Digital Transformation**

- Digitalize
- Decarbonize
- Deliver

Panagiotis Margaris
Digital Solutions Director
TITAN, GR

Dejan Velickovski
Digitalization, IT Infrastructure & Security Manager
TITAN-USJE, MK

12.40 Lunch

13.40 **Creating Products at the Speed of AI and What Can You Do About It**

Martin LeBlanc
Chief Product Officer
Freepik, DK

14.10 **AI Meets Play: Revolutionizing Mobile Gaming with Crazy Labs**

- How AI drives innovation across all stages of mobile gaming development at CrazyLabs.
- Utilizing generative AI for creating game assets, video ads, and data tools at CrazyLabs.
- AI's role in enhancing creativity, performance, and customized support.

Gjorgji Miteski
VP of Analytics and Data Science
CrazyLabs, MK

14.40 **AI and Software Testing: Use Cases from Ericsson and other Swedish Industries**

Sahar Tahvili
AI Product Development Leader
Ericsson AB, SE

15.10 Coffee-Break / Networking

15.50 **Are You Ready for the Age of AI? Sure?**

- Explore the transformative impact of AI on businesses and everyday life.
- Learn essential strategies and mindset shifts needed to succeed in an AI-driven world.
- Challenge your assumptions and get inspired to unlock the full potential of AI.

Halij Aksu
Co-founder & Co-CEO
Digitopia, UK

16.20 **Key Engineering Principles to Achieve AI Quality- a Co-Pilot for the Pharmaceutical Industry**

- Explore the development of a Co-Pilot AI in pharmacology, emphasizing safety, reliability, and healthcare compliance.
- Learn how the AI Quality & Testing Hub co-develops and tests Large Language Model applications with advanced techniques like Retrieval Augmented Generation.
- Understand the role of engineering principles and upcoming EU AI Act requirements in creating compliant AI systems.

Dr. Michael Rammensee
Managing Director
AI Quality & Testing Hub GmbH, DE

17.00 Drinks, Networking and After-Party

08.30 Opening Address

KEYNOTE ADDRESS

08.40 **Engineering the Future: Harnessing the Power of AI**

- Generative AI and Machine Learning are driving explosive growth by transforming data into valuable predictive insights for businesses.
- Innovations like LLMs, custom neural voices, and automation of tasks are reshaping work processes and enhancing customer interactions.
- This presentation will highlight the latest AI developments, their disruptive impact on business and personal life, and key trends to watch as AI becomes more integrated into daily routines.

Eve Psalti
Senior Director Artificial Intelligence
Microsoft, US

09.10 **AI and the Future of Finance**

Moderator:
Marc Maret
Co-Founder and CEO
Vector8, CH

Panelists:
Joris Krijger
Tech Ethicist, AI & Ethics Officer
De Volksbank, NL

Eleni Verteouri
GenAI Tech Lead
UBS, CH

Franz Bračun
Executive Assistant to the Management Board
Chief Data Officer
NLB Group, SL

09.40 **Exploring the Latest in Generative AI Beyond Human Language**

- Explore recent advancements in multimodal generative AI that create realistic images, videos, and audio from text.
- Ekaterina will explain the key concepts and techniques behind these systems, diving into their complexity.
- The session highlights practical applications and use cases, showcasing the potential of generative AI in multimedia experiences.

Ekaterina Sirazitdinova
Senior Deep Learning Data Scientist
NVIDIA, UA

10.10 Coffee-Break / Networking

10.40 **Generative AI in a Regulated Environment**

- Revolutionizing Regulated Industries with GenAI: How AI is transforming compliance, cutting costs, and boosting efficiency.
- Real-World Impact: Concrete examples of AI driving change across finance, healthcare, and beyond.
- AI Governance for Tomorrow: The critical frameworks ensuring safe and responsible AI deployment

Eleni Verteouri
GenAI Tech Lead
UBS, CH

11.10 **GenAI Journey @ Lufthansa Group**

- GenAI Life cycle from ideation to production
- A glimpse into GenAI powered use cases
- Best practices and challenges

Ömer Adıgüzel
Technical Lead Generative AI
Lufthansa Group, DE

11.40 **How to Setup the Right Up the Right System in Your Organization to Succeed with Generative AI**

- AI is disrupting businesses: “every organization needs to go back to the drawing board.”
- Where is the real value of AI – change of work, functions and capabilities.
- Three types of AI use cases within organizations – from agent support to fully AI automated functions. Let’s dive into real case examples and discover the power of AI in

Bart Veenman
Senior Manager AI
KPMG, NL

12.10 Lunch

13.10 **GenAI Products for Customer Service**

- Common challenges and opportunities for companies to use CAI to achieve KPI goals and ROI

Lilian Balatsou
Conversational Intelligence Chapter Lead
Vodafone, GR

13.40 **Toward use of (Gen)AI for Manufacturing in Pharmaceutical Field**

- The presentation will focus on the use of Generative AI in the pharmaceutical manufacturing industry.
- It will showcase various projects led by Takeda at their manufacturing site, ranging from simple to complex implementations.
- Key projects include a search engine for deviation management, automatic report generation, and an AI

Victor Delvigne
AI Transformation Expert
Takeda, BE

14.10 **AI: Pioneering the Next Frontier in Marketing 6.0**

- AI in Marketing 6.0: Highlights how AI intersects with other technologies to create the powers of 4Ps in Marketing 6.0.
- Futuristic AI Concepts: Presents visionary AI ideas and their future applications in marketing 6.0.
- Strategic Roadmap for AI: Outlines a clear strategy and roadmap for AI integration to achieve scalable growth

Thien Tran
Global Digital Marketing Analytics Manager
Pernod Ricard, IE

14.40 Coffee-Break / Networking

15.10 **The Need of Continuous Learning to Adapt AI /GenAI to Execution in an Industry as Telco**

Nabil Lahyani
Head of AI Apps Product Line Management
Nokia, DE

15.40 **PANEL DISCUSSION**

AI: Shaping Tomorrow's World

Moderator:
Filip Avramchev
Co-Founder
AI Tech Summit, MK

Panelists:
Eve Psalti
Senior Director of Artificial Intelligence
Microsoft, US

Ekaterina Sirazitdinova
Senior Deep Learning Data Scientist
NVIDIA, UA

Bart Veenman
Senior Manager AI
KPMG, NL

16.10 Drinks, Networking and Closing Party