

Thursday 3rd October

09.00 OPENING ADDRESS

KEYNOTE ADDRESS

09.10

An Al 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.

Staff Research Scientist

09.40

A Focus on Al and Ethical Considerations

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

Tech Ethicist, AI & Ethics Officer

10.10

Requirements for An Innovation-Friendly Policy Framework -An Industry Perspective

- Policymakers are increasing efforts to create Al-specific legal frameworks, with the EU leading through the Al 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 Al practices.

EU Policy on Al, Digital & Devices

10.40 Coffee-break/Networking

11.10

Al in the Past and Future of Game Development

Macedonian Games Industry Association

Solutions Architect

Senior Game Designer

Entertainment, MK

11.40

How to Trust Our Maps? Al-Based Change Detection in HD

- AVs rely on HD maps for safe automated driving, as map-less
- driving is still unachievable.

 HD maps can quickly become outdated, making Al-based methods essential for detecting discrepancies between maps and reality. Specialized evaluation techniques can verify map data in challenging conditions, improving safety and functionality.

Al & Map Expert for Automated Driving

DAY ONE

12.10

Next Generation Operating Model Through Digital Transformation

- DecarbonizeDeliver

Digital Solutions Director

Digitalization, IT Infrastructure & Security Manager

12.40 Lunch

13.40

Creating Products at the Speed of Al and What Can You

Chief Product Officer

14.10 Al Meets Play: Revolutionizing Mobile Gaming with Crazy Labs

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

VP of Analytics and Data Science

14.40

Al and Software Testing: Use Cases from Ericsson and other Swedesh Industries

Al Product Development Leader

15.10 Coffee-Break / Networking

15.50

Are You Ready for the Age of Al? Sure?

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

Co-founder & Co-CEO

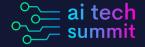
16.20

Key Engineering Principles to Achieve Al Quality- a Co-Pilot for the Pharmaceutical Industry

- Explore the development of a Co-Pilot Al in pharmacology,
- Explore the development of a co-Filot 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 Ham. Managing Director Managing Presting Hub GmbH, DE

17.00 Drinks, Networking and After-Party



Friday 4th October

08.30 Opening Address

KEYNOTE ADDRESS

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09.10

Engineering the Future: Harnessing the Power of Al

- 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 Al becomes more integrated into daily routines.

Senior Director Artificial Intelligence

Al and the Future of Finance

Moderator:

Co-Founder and CEO

Panelists:

Tech Ethicist, AI & Ethics Officer

GenAl Tech Lead

Executive Assistant to the Management Board

Chief Data Officer

09.40

Exploring the Latest in Generative Al Beyond Human

- Explore recent advancements in multimodal generative Al
- 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 Al in multimedia experiences.

Senior Deep Learning Data Scientist

10.10 Coffee-Break / Networking

10.40

Generative AI in a Regulated Environment

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

GenAl Tech Lead

11.10

GenAl Journey @ Lufthansa Group

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

Technical Lead Generative AI

11.40

How to Setup the Right Up the Right System in Your Organization to Succeed with Generative Al

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

Senior Manager Al

12.10 Lunch

13.10 **GenAl Products for Customer Service**

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

Conversational Intelligence Chapter Lead

13.40

Toward use of (Gen)Al for Manufacturing in Pharmaceutical Field

- the pharmaceutical manufacturing industry.
- It will showcase various projects led by Takeda at their manufacturing site, ranging from simple to complex
- Key projects include a search engine for deviation management, automatic report generation, and an Al

Al Transformation Expert

14.10

Al: Pioneering the Next Frontier in Marketing 6.0

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

Global Digital Marketing Analytics Manager

14.40 Coffee-Break / Networking

15.10

The Need of Continuous Learning to Adapt Al /GenAl to **Execution in an Industry as Telco**

Head of Al Apps Product Line Management

15.40

Al: Shaping Tomorrow's World

Al Tech Summit, MK

Panelists:

Senior Director of Artificial Intelligence

Senior Deep Learning Data Scientist NVIDIA, UA

Senior Manager Al

16.10 Drinks, Networking and Closing Party