

## SPEAKER PANEL



**Ronny Fehling**  
Partner & VP of Innovation AI  
BCG X



**Lara Sophie Bothur**  
Voice for Innovation, Corporate Tech Influencer  
Deloitte



**Maksym Lefarov**  
Senior Machine Learning Engineer  
Spotify



**Jordi Mompart**  
Director of Research, Analytics and AI  
FC Barcelona



**Fredric Wall**  
Enterprise AI Senior Director, EMEA  
NVIDIA



**Anton Kasyanov**  
Engineering Manager  
Uber



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



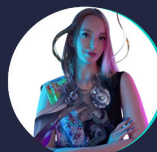
**Shafiga Akhundova**  
Digital Project Engineer  
Mars



**Aliya Grig**  
Founder  
Evolwe AI



**Saiman Shetty**  
Robotics & AI Products at Ex-Tesla, Lyft, Nuro  
Aurora



**Nataliya Grimberg**  
Visual 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



**Carlos Gaitan**  
E-Distribution  
Endesa



**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**  
Cloud Solution Architect  
Microsoft



**Nick Yankovsky**  
Senior Product Manager  
Volkswagen



**Antonio Jara**  
CSO  
Libellium



**Nicky Verd**  
Author and Digital Futurist



**Luis Carlos Prieto Fernández**  
Head of AI CoE  
Ferrovial



**Andreea Cuibar**  
Product Owner eCommerce  
Coca Cola



**Javier Martinez**  
Head of Customer Engineering  
Google



**Vadim Savin**  
Software Engineer  
Notjust.dev

## EVENT PARTNER

## MEDIA PARTNERS

**08:00** Registration

**09:30** Opening address from presenters

## KEYNOTE ADDRESS

**09:40** Sovereign and Trustworthy Generative AI – securing and scaling enterprise USPs

**Ronny Fehling**  
Partner & VP of Innovation AI  
BCG X

**10:05** Topic to be announced

**Jordi Mompart**  
Director of Research, Analytics and AI  
FC Barcelona

**10:30** 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

**10:55** Coffee-break/Networking

## PANEL DISCUSSION

**11:25** 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

**11:55** 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

**12:20** A focus on Smart Destinations : discussing the Smart Beach project

**Daniel Socias**  
Co-Founder  
Wiongo

**12:45** 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

**13:10** Lunch

**14:10** A focus on current applications of AI in the fashion industry: insights into future market trends, examining their broader impact on culture and society

**Nataliya Grimberg**  
Visual Fashion and Luxury Advisor,  
Metaverse Fashion Expert

**14:35** AI in Uber: discussing an how AI is used at Uber across various functions and products

**Anton Kasyanov**  
Engineering Manager  
Uber

**15:00** Prompt Flow: A Toolset for Building Production-Ready LLM Applications

*Large Language Models (LLMs) have revolutionized the field of natural language processing, enabling a wide range of AI applications such as text generation, summarization, question answering, and more. However, developing and deploying LLM-based applications is not a trivial task, as it requires prompt engineering, data preprocessing, model selection, evaluation, and monitoring. In this talk, we introduce Prompt Flow, a suite of development tools that aims to simplify and accelerate the end-to-end development cycle of LLM-based AI applications.*

**Rene Pajta**  
Cloud Solution Architect  
Microsoft

**15:25** Coffee-break/Networking

**15:55** Driving Innovation: Navigating the Data & AI Landscape in the Automotive Industry

- What is the current landscape of Data & AI in the automotive industry?
- What is the AI potential for the future of the automotive industry?
- How can AI accelerate data monetization for the increasingly connected cars?

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

**16:20** Industry 4.0: Advanced Physical Automation (AGVs, AMRs, robots) in manufacturing factories

**Shafiga Akhundova**  
Digital Project Engineer  
Mars

**16:45** 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

**17:10** Drinks

**09:00** Opening address from presenters

## KEYNOTE ADDRESS

**09:10** Topic to be announced

**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** Digitally Fit: How Businesses can Leverage AI Technology to Stay Relevant

*We will delve into AI adoption from a mindset perspective and explore how individuals and businesses can embrace AI technologies by shifting their mindset and adapting to the changing landscape.*

**Nicky Verd**  
Author and Digital Futurist

**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:

**Aliya Grig**  
Founder  
Evolv AI

**Cristina De Juan**  
GCSO Innovation Lead  
UCB

**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. The goal is to equip enterprises with the knowledge to fully embrace the capabilities of GenAI without compromising security.*

**Rens van Dongen**  
Senior Information Security Officer  
Nederlandse Spoorwegen

**11:50** Exploring Data Spaces Initiatives and Reference Implementations in Progress for Boot-X

**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. Digital twins, virtual replicas of physical assets and systems, enable city planners and policymakers to visualize, analyze, and optimize various aspects of urban infrastructure and services, providing a holistic view of city dynamics, and facilitating evidence-based decision-making and proactive management. 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**

**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

**15:25**

**Advent of technology powering Self driving vehicles**

**Saiman Shetty**  
Robotics & AI Products at Ex-Tesla, Lyft, Nuro  
Aurora

## CLOSING ADDRESS

**15:50**

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

**Vadim Savin**  
Software Engineer  
Notjust.dev

**16:15**

Closing word from the Chairman & close of conference