

DAY 1 | SUNDAY - 24 MARCH 2019

08:00 – 09:00 **REGISTRATION, COFFEE & NETWORKING**

09:00 – 09:15 **POWER NETWORKING SESSION**

09:15 – 09:25 **WELCOME ADDRESS BY**



MOHAMMED SALEEM
CEO of Trescon

09:25 – 09:40 **OPENING REMARKS BY THE CHAIRPERSON**



TARIQ QUREISHY
CEO & Founder, MAD Talks, United Arab Emirates

09:40 – 10:25 **PANEL DISCUSSION: LAW ENFORCEMENT**
AI: The next frontier in law enforcement

- How will Facial Recognition become a powerful tracking tool?
- Rise of AI-driven surveillance camera – boon or bane?
- Understanding the future trends in data-based Crime Prevention and predictive policing
- How AI-powered RoboCops will help mitigate crimes.
- Artificial Intelligence for Rescue (A.I.R.)

PANELISTS



BRIGADIER KHALID NASSER AL RAZOOQI
Director General of Artificial Intelligence, Dubai Police, United Arab Emirates



RYAN PROX
S/Constable in Charge of Crime Analytics Vancouver Police Department, Canada



IVAN KRISTOFF
Founder Highrise Emergency Aerial Response Team, Bulgaria

MODERATOR



DR SID AHMED BENRAOUANE
Professor, Carlson School of Management, UMN; Advisor, Dubai Police;
Senior Advisory Board Member, Trescon; United Arab Emirates

10:25 – 10:45

TECH TALK

Automate, Simplify and Industrialise your AI



SABRI SKHIRI

Research Director, EURA NOVA, Belgium

10:45 – 11:15

EXECUTIVE EXCHANGE & SPEED NETWORKING (COFFEE BREAK)

11:15 – 12:00

PANEL DISCUSSION: CUSTOMER EXPERIENCE

Understanding the role of AI-driven insights in delivering superior Customer Experience

- How AI-enabled Customer Analytics can help discover high-impact?
- Using AI for future customer discovery processes
- Integration of Chatbots to provide a more human-like experience
- Understanding how AI will open new avenues in personalized experience

PANELISTS



ROM KOSLA

SVP & CIO Asia Middle East and North Africa PepsiCo, United Arab Emirates



SABRI SKHIRI

Research Director, EURA NOVA, Belgium



DR SATYAM PRIYADARSHY

Technology Fellow & Chief Data Scientist, Halliburton; Senior Advisory Board Member, Trescon; United States

MODERATOR



TARIQ QUREISHY

CEO & Founder, MAD Talks, United Arab Emirates

12:00 – 12:15

TECH TALK

Leveraging AI for dynamic & surgical autonomous response in Cyber Defence



ELIZABETH DE FREITAS

Regional Director, Darktrace, United Arab Emirates

12:15 – 12:30

TECH TALK

Why AI: AI capabilities should make everyone a hero of their journey



PEDRO PEREIRA

Digital Transformation Leader, Innovation Officer, SAP EMEA South, United Arab Emirates

12:30 – 12:50

KEYNOTE PRESENTATION: RETAIL

4IR – READY – STEADY – GO

- When is 4ir going to start?
- How it is going to impact businesses and customers?

- What can you do to be prepared for 4ir?



SHAILESH JAIN

Head Business Analytics & Customer Insights Landmark Group Dubai,
United Arab Emirates

12:50 – 12:55

ELEVATOR PITCH

AI in healthcare



VELIMIR BAKSA

CEO, RedSky technology llc, United Arab Emirates

12:55 – 13:55

NETWORKING LUNCHEON

13:55 – 14:15

USE CASE PRESENTATION: BANKING

Embracing Artificial Intelligence in Banking and Financial Services

- Positioning AI at the heart of your digital transformation strategy – Why?
- How to use AI to better meet your customer's banking needs?
- Key considerations from a strategic perspective, and the way forward



EVANS MUNYUKI

Group Chief Digital Officer Emirates NBD, United Arab Emirates

14:15 – 14:35

USE CASE PRESENTATION: INSURANCE

Business benefits achieved from using AI at Takaful Emarat



FADI HINDI

Chief Executive Officer, Takaful Emarat Insurance, United Arab Emirates

14:35 – 14:55

LIGHTNING TALK: CYBER SECURITY

Why do Cyber-Attacks increase? Who's next?

- Cyber Threat Actors
- Cyber Threat Landscape
- Top Cyber Bank Heists
- Preventive Controls
- Top Data Breaches
- Conclusions



JORDAN SAVVIDES

CISO, National Bank of Bahrain, Kingdom of Bahrain

14:55 – 15:15

KEYNOTE PRESENTATION

How AI is disrupting Traffic Management in Smart City



JORGE SEBASTIAO

CTO EcoSystem, Huawei, United Arab Emirates

15:15 – 15:45

NETWORKING COFFEE BREAK

15:45 – 16:05

KEYNOTE PRESENTATION

AI in HR: Impact, Adoption and Future Workforce



DR SAUNDARYA RAJESH

Founder-President, AVTAR Group, India

16:05 – 16:15

SUMMARY

16:15 – 16:25

CLOSING REMARKS

DAY 2 | MONDAY - 25 MAR 2019

08:00 – 09:00 REGISTRATION, NETWORKING & COFFEE

09:00 – 09:15 POWER NETWORKING

09:15 – 09:30 OPENING USE CASE

How Dubai Customs is using AI and Robotics to boost trade and business



HUSSAIN AL FARDAN

Head of Innovation Centre, Dubai Customs, United Arab Emirates

09:30 – 09:45 TECH TALK

Demystifying the Industrial AI Solution Stack

- The Why, What, and How of integrating AI into a complete digital platform and driving industrial success



SRIVIDHAR SUDARSAN

Chief Technology Officer, SparkCognition, United States

09:45 – 10:05 USE CASE: TRANSPORTATION

How Careem is leveraging AI and Machine Learning to improve and simplify the lives of people



OUSSAMA BERQI

Head of Data, Careem, United Arab Emirates

10:05 – 10:20 KEYNOTE PRESENTATION

AI Research at the Inception Institute of Artificial Intelligence



DR LING SHAO

CEO & Chief Scientist, Inception Institute of Artificial Intelligence, United Arab Emirates

10:20 – 10:40 KEYNOTE PRESENTATION

Disruption as an enabler for growth



JOHN KILMARTIN

Executive Director for ICT, Bahrain Economic Development Board, Kingdom of Bahrain

10:40 – 11:00

KEYNOTE PRESENTATION

Role of AI in the post digital world



DR GANESH NATARAJAN

Founder, 5F World; Chairman SVP India; Center for AI and advanced analytics.
Senior Advisory Board Member, Trescon India

11:00 – 11:30

NETWORKING COFFEE BREAK

11:30 – 11:50

KEYNOTE PRESENTATION: MARKETING

The State of AI Marketing

- How can marketees can start integrating AI into their work?
- How can AI improve Customer Interactions?
- Understanding AI's impact on B2B buying habits and predictive lead scoring
- Exploring AI's role in revolutionizing Ad Campaigns



KATIE KING

CEO, AI in Marketing, United Kingdom

11:50 – 12:35

PANEL DISCUSSION: HEALTHCARE

How are AI-powered technologies driving meaningful change across the healthcare industry

- Could AI put an end to traditional blood tests?
- How will Virtual Health Assistance enhance patient engagement?
- What is AI's role in health diagnostics and the legal implications?
- Can AI make Prosthetic Arms cheaper, faster and more real?

PANELISTS



H.E. DR MARYAM MATAR

Founder and Chairperson, UAE Genetic Diseases Association,
United Arab Emirates



KOKILA ALAGH

Founder, KARM Legal Consultants, United Arab Emirates



DR OSAMA EL HASSAN

Vice Chair of Emirates Health Informatics Society/ Smart Health Department,
Dubai Health Authority, United Arab Emirates



DILSHAAD ALI

CEO, Avivo Group, United Arab Emirates

MODERATOR



TARIQ QUREISHY

CEO & Founder, MAD Talks, United Arab Emirates

12:35 – 12:50

KEYNOTE PRESENTATION

Artificial Intelligence: Influence, Impact and Impediments in today's era



DR SATYAM PRIYADARSHY

Technology Fellow & Chief Data Scientist, Halliburton; Senior Advisory Board Member, Trescon; United States

12:50 – 13:10

KEYNOTE PRESENTATION

AI Governance and Industry code of conduct



RYAN PROX

S/Constable in Charge of Crime Analytics Vancouver Police Department, Canada

13:10 – 13:30

USE-CASE PRESENTATION: HEALTHCARE

Advancements and Future of AI in Healthcar



SHABEER NELLIKODE

Founder & Managing Director Universal Hospitals and Clinics, United Arab Emirates

13:30 – 14:15

NETWORKING LUNCHEON

ELEVATOR PITCHES

14:15 – 14:20



SUJITH VARGHESE

CEO, Data Semantics, India

14:20 – 14:25



MOHAMMAD ZUGHAYER

Business development director, Arabot, United Arab Emirates

14:25 – 14:30



OMAR ALSHAMSI

Partner and CEO, KPISOFT, United Arab Emirates

14:30 – 15:00

TECHNICAL FIRESIDE CHAT: OIL & GAS

Demystifying the impact of AI on Oil & Gas

- How can AI eliminate costly risks in drilling?
- Using AI for Oil and Gas, well surveying and Inspections
- Better integration of wells, Reservoirs and Facility Management



DR SATYAM PRIYADARSHY

Technology Fellow & Chief Data Scientist, Halliburton; Senior Advisory Board Member, Trescon; United States



NASSER AL MAHROOQI

Subsurface Data Innovation Manager, Petroleum Department of Oman (PDO), Oman

15:00 – 15:45

PANEL DISCUSSION: INVESTING IN THE FUTURE

Real world applications of AI in investment opportunities

- What are the long term investment implications?
- Identifying growing categories in the AI space as a hurdle for investors?
- Understanding the qualms of funding a pre-seed MENA Start-up

PANELISTS



SACHIN UNNI

Partner, Zeroth AI, India



ARIF SAIYAD

CEO, ASA Ventures, United Arab Emirates



H.E KHURRAM SHROFF

Chairman, IBC Group Limited, United Arab Emirates



ALI KASSAB

CEO, Centurion & Co., United Arab Emirates



DR AMR ALMADDAH

Chief Planning and Development Officer Advisor to H.E. the Minister of Hajj and Umrah, Kingdom of Saudi Arabia

MODERATOR



DR GANESH NATARAJAN

Founder, 5F World; Chairman SVP India; Center for AI and advanced analytics.
Senior Advisory Board Member, Trescon India

15:45 – 15:55

SUMMARY

15:55 – 16:00

CLOSING REMARKS