



<p><b>08:45 – 9:30</b></p>	<p><b>Booth Visits and Networking Session</b> <i>(Exhibit Hall &amp; Networking Lounge)</i></p>
<p><b>09:30 – 9:40</b></p>	<p><b>Welcome Address</b></p>
<p style="text-align: center;"><b>The AI Factor in combating COVID 19</b></p> <p>Amidst the current global pandemic, while we are witnessing new challenges and coping with uncertainty, technologies like Artificial Intelligence (AI), Machine Learning (ML), Robotic Process Automation (RPA) have become our ammunition to fight this war. There is a renewed vigor in companies and start-ups to innovate and build solutions that can help flatten the curve</p>	
<p><b>09:45 – 10:20</b> <b>DIGITAL TRANSFORMATION PANEL DISCUSSION</b></p>	<p><b>Transforming into an AI company Post-Crisis</b></p> <ul style="list-style-type: none"> <li>• Reimagine the organization with AI at its core</li> <li>• Contain or discard legacy processes</li> <li>• Apply AI at scale to unlock the value of data</li> <li>• Drive home the tenets of data governance and ethical data usage to all data citizens across the company</li> <li>• Understand the benefits of Cloud-based AI</li> <li>• Reinvent processes that previously required physical documents, to become paperless</li> <li>• Operate in an agile manner to enable nimble, data-driven teams</li> <li>• Apply AI to discover emerging trends and identify changes in consumer preferences</li> <li>• Assess where organizational velocity is needed and where remote work could drive productivity</li> <li>• Deploy new models leveraging agile and remote.</li> </ul> <p><b><u>PANELISTS</u></b></p> <p><b>PIYUSH KUMAR</b> Group CIO, LuLu Group</p>



<p><b>10:20 – 10:30</b></p>	<p><b>MOHAMAD CHARAFEDDINE</b> Head of AI, Careem</p> <p><b>LATIFA ALSHEHHI</b> Head of Smart Data, Federal Competitiveness and Statistics Authority</p> <p><b>FREDERIK BISBJERG</b> Chief Strategy &amp; Business Acceleration Officer, Noor Takaful</p> <p><b>SUMIT PURI</b> Group CTO, Evercare Group</p> <p><b><u>MODERATOR</u></b></p> <p><b>MOHAMED ABDEL-AAL</b> Head of Digital Experience and Innovation, KAUST</p> <p><b>Q and A Session</b></p>
<p><b>10:35 – 11:15</b> <b>GOVT. PANEL</b> <b>DISCUSSION</b></p>	<p><b>Reimagining Strategy for the Age of COVID-19: AI at Heart</b></p> <ul style="list-style-type: none"> <li>• Implementing appropriate and effective policy and regulatory frameworks to boost AI adoption.</li> <li>• Role of AI in combating COVID-19 across sectors.</li> <li>• Enhancing the digital capabilities of the country’s workforce to align with AI</li> <li>• Creating opportunities to reskill the workforce to take on the jobs of the future</li> <li>• Building a robust localized technology sector to support Vision 2030</li> <li>• e-Government services to enable the best digital citizen experience</li> <li>• All dimensions of AI ethics to be considered to maintain public trust</li> <li>• Ensuring effective data governance structures are in place to assure data quality.</li> <li>• Tackling challenges around trust, uptake, skills and capabilities</li> </ul>

**PANELISTS****ENG. AMMAR SAFI**

Innovation & AI Team Under Secretary Office, Ministry of Infrastructure & Development, Dubai

**JAYMIN DARBARI**

Head of Data Governance, Dept. Culture & Tourism, Abu Dhabi

**LAILA ABDULLAH AL HADHRAMI**

Digital Transformation & Change Management Expert- Ministry of Technology & Communications MTC, Oman /Director- Oman Smart City Platform

**LT.COLONEL DR. HAMAD KHALIFA AL NUEIMI**

Head of Telecom Div., Abu Dhabi Police

**HUSSAIN AL FARDAN**

CIO of Innovation Centre, Dubai Customs

**MODERATOR****AHMED BUHAZZA**

Vice Chairman, Bahrain IT Society

**11:20 – 11:30**  
**INDUSTRY KEYNOTE**

**How Governments Can Build Trust In AI while Fighting the Pandemic****VIRGINIE MARTINS**

Ethical AI & SDG Expert | Member of EU Commission

*(10 min Presentation)*



### Driving CX Continuity in a Crisis

The use of AI technologies such as machine learning, natural-language understanding and natural-language processing can help analyze customer sentiment and customer feedback at scale, precision and speed can deliver efficiencies and increase end-to-end customer satisfaction - even during a pandemic

11:35 – 12:05  
CX PANEL DISCUSSION

#### Re-Imagine CX with AI to Manage & Thrive during the Pandemic

- Refocus digital efforts toward changing customer expectation
- Mapping and analyzing current customer journeys to identify touch points and experiences
- Predictive Trends & Personalization – Going From One-Click to Zero-Clicks
- AI-enabled Customer Analytics Discovers High-Impact Customer Insights
- Crisis management with AI – how to identify issues customers experience and resolve them before they arrive.
- Virtual Assistants & Chatbots key to customer satisfaction and retention

#### PANELISTS

##### **HESHAM SAAD**

Director of Digital Innovations, Abdul Latif Jameel

##### **IMTIAZ ADAM**

Director ML & Digital Strategy, DLS

##### **CODIN CARAGEA**

Head of Customer Experience, Bank Muscat

##### **SHAFIQUE R IBRAHIM**

Chief Digital & Information Officer, Al Fardan Group

##### **VENKATESHA BS MURTHY**

VP Technology, Mashreq Bank

#### MODERATOR



<p><b>12:05 – 12:15</b></p>	<p><b>JORGE SEBASTIAO</b> Seasoned CTO, Advisor; Senior Advisory Board Member, Trescon</p> <p><b>Q and A Session</b></p>
<p><b>12:20-12:35</b> <b>TECH TALK</b></p>	<p><b>COVID Impact: Role of RPA in Tackling Business Spikes &amp; Surges</b></p> <p><b>RAED HAFEZ</b> CEO of ElGrocer <i>(15 min Presentation)</i></p>
<p><b>12:40 – 12:50</b> <b>TECH TALK</b></p>	<p><b>Conversational AI for Better Customer Experience</b></p> <p><b>MOHAMMAD ZUGHAYER</b> Business Development Director, Arabot <i>(5 min Presentation)</i></p>
<p><b>12:55 – 13:25</b> <b>AUTOMATION PANEL</b> <b>DISCUSSION</b></p>	<p><b>How COVID 19 will Transform the Automation Landscape.</b></p> <ul style="list-style-type: none"> <li>• Enable businesses to scale up robots rather than scale down human employees</li> <li>• Digitally empower business processes through resilience and scalability of critical processes; prepare and enable remote work force.</li> <li>• Enable hospitals to navigate the demands and challenges of the pandemic: speeding up critical processes, for clinical care such as de-contamination, delivery, and handling of contaminated waste, in addition to monitoring compliance with voluntary quarantines.</li> <li>• Schools and universities to automate their class scheduling, activate in bulk licensing of remote video conference tools for online classes, distributing relevant resources for international students</li> </ul> <p><u><b>PANELISTS</b></u></p>



<p><b>13:25 – 13:35</b></p>	<p><b>KHALED SALEM</b> Head of Automation, Automation &amp; Robotics Div., Bank Al-Jazira</p> <p><b>SREEJIT CHAKRABARTY</b> Director, Artificial Intelligence &amp; Robotics, GEMS Dubai American Academy</p> <p><b>RAED HAFEZ</b> CEO of ElGrocer</p> <p><b>ABDULAZIZ ALKHLAIF</b> CIO, Al-Mishari Hospital</p> <p><b><u>MODERATOR</u></b></p> <p><b>AXEL ANGELI</b> Digital Transformation Evangelist; Founder, Logosworld; Senior Advisory Board Member, Trescon</p> <p><b>Q and A Session</b></p>
<p><b>13:35 – 14:00</b></p>	<p><b>Booth Visits and Networking Session</b> <i>(Exhibit Hall &amp; Networking Lounge)</i></p>
<p><b>14:00 – 14:10</b> <b>TECH TALK</b></p>	<p><b>Scaling beyond RPA with Hyperautomation for IT and Business</b></p> <p><b>UDAY BIRAJDAR'S</b> CEO and Co-Founder, AutomationEdge <i>(10 min Presentation)</i></p>
<p style="text-align: center;"><b>Intelligent Cyber-Security</b></p> <p>While the world is focused on the health and economic threats posed by COVID-19, cyber criminals around the world undoubtedly are capitalizing on this crisis. This section will look at adopting intelligent tools like AI and Machine Learning to help detect cybersecurity threats and anomalies promptly to thwart attacks.</p>	



<p><b>14:20 – 14:40</b> <b>TECH TALK</b></p>	<p><b>Offensive AI vs. Defensive AI: Battle of the Algorithms</b></p> <p><b>ANDREW TSONCHEV</b> Director of Technology, Dark Trace <i>(20 min Presentation)</i></p>
<p><b>14:45: 14:50</b> <b>TECH TALK</b></p>	<p><b>Digital Virtual Assistants</b></p> <p><b>DR. RAM KASHI</b> Co-founder, Koopid <i>(5 min Presentation)</i></p>
<p><b>14:55 – 15:25</b> <b>CYBERSECURITY PANEL DISCUSSION</b></p>	<p><b>Future of AI in Cyber-Security amidst COVID-19</b></p> <ul style="list-style-type: none"> <li>• Using AI tools to monitor security incidents</li> <li>• Integrating machine learning into firewalls to flag any anomaly</li> <li>• Identifying the origin of cyber-attacks through NLP applications</li> <li>• Using RPA bots to automate rule-based tasks and processes</li> <li>• Monitor and analyze mobile endpoints for cyber threats</li> </ul> <p><b><u>PANELISTS</u></b></p> <p><b>DR. ERDAL OZKAYA</b> Managing Director/ Head of Information and Cyber Security, Standard Chartered Bank</p> <p><b>ENG. MAJED MOHAMMAD</b> CISO, Allied Cooperative Insurance Group</p> <p><b>SAQIB CHAUDHARY</b> CISO, Cleveland Clinic</p> <p><b>ABDULLAH FAISAL BIARY</b> CISO, SALAMA Cooperative Insurance Company</p>



<p><b>15:25 – 15:35</b></p>	<p><b><u>MODERATOR</u></b></p> <p><b>LUKAS KRIKSTAPONIS</b> CISO, European Merchant Bank</p> <p><b>Q and A Session</b></p>
<p><b>15:40 – 15:55</b> <b>INTERNATIONAL SPOTLIGHT</b></p>	<p><b>AI innovations in the Automotive Industry: BMW Group</b></p> <p><b>MATTHIAS SCHINDLER</b> Head of AI Innovations, BMW</p> <p><i>(15 mins presentation)</i></p>
<p><b>16:00 – 16:20</b> <b>FIRESIDE CHAT</b></p>	<p><b>Rise of Facial Recognition Technology: Boon or Bane</b></p> <p><b><u>SPEAKERS</u></b></p> <p><b>DR. SATYAM PRIYADARSHY</b> Technology Fellow &amp; Chief Data Scientist, Halliburton; Senior Advisory Board Member, Trescon</p> <p><b>JORGE SEBASTIAO</b> Seasoned CTO, Advisor; Senior Advisory Board Member, Trescon</p>
<p><b>16:20 – 17:00</b></p>	<p><b>Booth Visits and Networking Session</b> <i>(Exhibit Hall &amp; Networking Lounge)</i></p>