

09:00 – 9:20	Booth Visits and One-on-One Discussions
09:20 – 9:30	<p>Welcome Address</p> <p>SANJIV SINGH Chief Strategy Officer Trescon</p>
<p>COVID-19 – Kingdom’s Massive Disruption</p> <p>The Kingdom of Saudi Arabia (KSA) has embarked on a bold national-level change management program driven by the rapid adoption of digital initiatives.</p>	
09:35 – 09:50 <i>15 Minutes</i>	<p>AI Roadmap: Reimagining regulation for the age of COVID</p> <p>DR. AKRAM A. JADAWI GM, International Cooperation, Ministry of Communication and Information Technology, Saudi Arabia</p>
09:55 – 10:15 TECH TALK <i>20 Minutes</i>	<p>Analytics in the Smart City</p> <p>EDWARD GERGES Principal Advisory Manager, SAS</p>
10:20 – 10:50 DIGITAL STRATEGY PANEL DISCUSSION	Role of AI in Building a Diverse, Digital Kingdom



9AM - 5PM (Arabian Standard Time)

30 Minutes

- Implementing appropriate and effective policy and regulatory frameworks to boost AI adoption.
- Enhancing the digital capabilities of the kingdom's workforce to align with AI
- Creating opportunities to reskill the workforce to take on the jobs of the future
- Cross-sectoral collaboration in capacity building in ICT involving academic institutions, private sector and government
- Deploying unified communications and collaboration and digital mobility solutions.
- Building a robust localized technology sector to support Vision 2030
- e-Government services to enable the best digital citizen experience
- Ensuring effective data governance structures are in place to assure data quality.
- Tackling challenges around trust, uptake, skills and capabilities

PANELISTS:**ENG. MOHAMMED MAHNASHI**

Information Technology Advisor, Ministry of Foreign Affairs Saudi Arabia

BADAR KHAN

Director Digital Mobility, NEOM

YAZEED AL-DLIGAN

AI Advisor, Saudi Electricity Company

EDWARD GERGES

Principal Advisory Manager, SAS

MODERATOR:**MAJED BAKHSH**

IT Strategy Advisor, KAUST



<p>10:50 – 11:00 <i>10 Minutes</i></p>	<p>Q and A Session</p>
<p>11:05 – 11:20 TECH TALK <i>15 Minutes</i></p>	<p>Intelligent Automation – The Power of AI and RPA</p> <p>SUMEET PATHAK Digital Workforce evangelist – IMEA, Automation Anywhere</p>
<p>11:25 – 11:40 TECH TALK <i>15 Minutes</i></p>	<p>Security Automation for Enhanced Security Operations</p> <p>VIJAY BHARTI Chief Information Security Officer and Senior Vice President of Cyber Security practice, Happiest Minds Technologies</p>
<p>11:40 – 11:55 <i>15 Minutes</i></p>	<p>Networking Opportunities, Exhibition Booth Visits, One-to-one meetings</p>
<p>Digital Infrastructure</p> <p>The KSA has already implemented a national agenda for digitizing the country with a strong infrastructure with a focus on enabling business agility and powering user experiences that drive customer engagement and loyalty</p>	
<p>11:55 – 12:25</p> <p>DIGITAL TRANSFORMATION PANEL DISCUSSION <i>30 Minutes</i></p>	<p>Transforming into an AI company during Turbulent times.</p> <ul style="list-style-type: none"> • Digital transformation roadmap across sectors: the way to go • Build advanced Digital Infrastructure to enable up-to-date Digital Services. • Contain or discard legacy processes • Apply AI at scale to unlock the value of data



- Drive home the tenets of data governance and ethical data usage to all data citizens across the company
- Understand the benefits of Cloud-based AI
- Creating a globally ethical and digitally competent workforce for a Digital Economy.
- Virtual Assistants & Chatbots key to customer satisfaction and retention
- Deploy new models leveraging agile and remote.

PANELISTS:**DR. DUAA ABAOUD**

Director of eServices, Eastern Province Municipality

KAMRAN AHMED

AGM, Information Technology, Samba Financial

DR. AMMAR ALANAZI

Director of the National Center for Transportation Technology and Logistic Services, KACST

ABDULAZIZ ALKHLAIF

Chief Information Officer, Dr. Abdul Rahman Al Mishari Hospital

AMIN HAJ SALEM

BDM – Government, Axis Communications Middle East & Africa

MODERATOR:**MOHAMMED ABDEL-AAL**

Head of Digital Experience & Innovation, 'KAUST Smart', KAUST

12:25 – 12:35*10 Minutes***Q and A Session**

<p>12:40 – 12:55 TECH TALK <i>15 Minutes</i></p>	<p>Artificial Intelligence in Video Surveillance</p> <ul style="list-style-type: none"> • AI, Deep Learning, Machine Learning • Different types of AI Learning • Where is AI today and what are its various applications <p>AMIN HAJ SALEM, BDM – Government, Axis Communications Middle East & Africa</p>
<p>13:00 – 13:30 RPA & CX PANEL DISCUSSION <i>30 Minutes</i></p>	<p>Automating Processes for Business Continuity and CX</p> <ul style="list-style-type: none"> • RPA use cases across sectors to ensure business continuity • RPA-driven enhancements in COVID-19 testing shine a light on the technology’s power to do good • Harnessing the power of AI enhanced Automation • Predictive Trends & Personalization – Going From One-Click to Zero-Clicks • Using RPA bots to automate rule-based tasks and processes <p><u>PANELISTS:</u></p> <p>MOHAMMED CHARAFFEDINE Sr. Director, Head of Mobility Engineering, infra & AI Careem</p> <p>HESHAM SAAD Director Digital Transformation, Abdul Latif Jameel</p> <p>KHALED SALEM Head of Automation, Bank Al-Jazira</p> <p>IMRAN NASEEM Head of IT (GCC), Hikma Pharmaceuticals</p>



<p>13:30 – 13:40 <i>10 Minutes</i></p>	<p><u>MODERATOR:</u></p> <p>MOHAMMAD ALI SHALAN Director for Digital Transformation at Project Management Institute (PMI) - Saudi Chapter</p> <p>Q and A Session</p>
<p>13:40 – 14:15</p>	<p>Networking Opportunities, Exhibition Booth Visits, One-to-one meetings</p>
<p>14:20 – 14:35 INDUSTRY KEYNOTE <i>15 Minutes</i></p>	<p>AI Strategy For Youth</p> <p>DR. FATMAH BAOTHMAN King Abdulaziz University Member of G20 Task Force Founder & President of AI Society</p>
<p style="text-align: center;">Smart Cyber Security with AI</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>14:40 – 15:10 SMART CYBESECURITY PANEL <i>30 Minutes</i></p>	<p>Bolstering Cyber Security with AI : An imperative for COVID times</p> <ul style="list-style-type: none"> • Identifying data sources and create data platforms to operationalize AI • Selecting the right use cases to accelerate and maximize benefits • Collaborating externally to enhance threat intelligence • Deploying security, orchestration, automation, and response ('SOAR') to improve security management



<p>15:10 – 15:20 <i>10 Minutes</i></p>	<ul style="list-style-type: none"> • Potential compliance implications of huge increase in mobile working and use of personal devices. • Training cyber analysts to be AI-ready • Installing governance for AI in Cybersecurity to deliver long-term improvement <p><u>PANELISTS:</u></p> <p>MAJED AL SHODARI CISO, Allied Cooperative Insurance</p> <p>MUHAMMAD TARIQ AHMED KHAN Head Of Information Security Audit, Arab National Bank</p> <p>MOHAMED SAAD MOUSA CISO, IKEA</p> <p>ABDELMAJED A SAEED Senior Cyber Security Consultant, (A/CISO), MedGulf</p> <p><u>MODERATOR:</u></p> <p>ABDULLAH FAISAL BIARY CISO, Salama Cooperative Insurance</p> <p>Q and A Session</p>
<p>15:25 – 15: 40 INTERNATIONAL SPOTLIGHT</p>	<p>Maximizing Benefits from Artificial Intelligence and Data Science in a Compounded Disruptive Era</p> <ul style="list-style-type: none"> • The Compounded Disruption impacting all Industries, Business and Organizations

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WAIS

WORLD
AI SHOW

29 Sep 2020 | KSA



Virtual

9AM - 5PM (Arabian Standard Time)

BY INVITATION ONLY

	<ul style="list-style-type: none">• The role of Artificial Intelligence and Data Science in navigating these disruptive times• The need of transformational paradigm shift to maximize value <p>DR. SATYAM PRIYADARSHY Technology Fellow and Chief Data Scientist, Halliburton, USA Managing Director - India Center, Halliburton Senior Advisor, Trescon</p>
15:45 – 17:00	Networking Opportunities, Exhibition Booth Visits, One-to-one meetings