



09:00 am – 09:30 am	<b>Booth Visits and One-on-One Discussion</b>
09:35 am – 09:40 am WELCOME ADDRESS	<p><b>Welcome Address by Trescon Global</b></p> <p><b>BHAVANA BHATIA</b> Global Emcee, Curator, Influencer</p>
09:45 am – 10:05 am OPENING KEYNOTE	<p><b>In the age of artificial intelligence &amp; machine learning, how to start?</b></p> <p><b>SALEM AL GHARBI</b> General Manager, Energy-AI Advisory, SDAIA, Riyadh, Saudi Arabia</p>
10:10 am – 10:30 am TECH TALK	<p><b>The Battle of Algorithm: How AI is beating AI at its own game</b></p> <p>Among rapidly evolving technological advancements, the emergence of AI-enhanced malware is making cyber-attacks exponentially more dangerous, and harder to identify. As AI-driven attacks evolve, they will be almost indistinguishable from genuine activity, and conducted at an unprecedented speed and scale. In the face of offensive AI, only defensive AI can fight back, detecting even the most subtle indicators of attack in real time, and respond with surgical actions to neutralize threats - wherever they strike.</p> <p>In this session, discover:</p> <ul style="list-style-type: none"> <li>• How cyber-criminals are leveraging AI tools to create sophisticated cyber weapons</li> <li>• What an AI-powered spoofing threat may look like, and why humans will not be able to spot them</li> <li>• Why defensive AI technologies are uniquely positioned to fight back</li> </ul> <p><b>MAX HEINEMEYER</b> Director of Threat Hunting, Darktrace</p>
10:35 am – 10:55 am KEYNOTE TALK	<b>Improving, Automating and making the Digital Banking experience intelligent</b>



	<p><b>SYED MOHAMMAD ALI NAQVI</b> Head of Artificial Intelligence, Data &amp; Analytics, Al Hilal Bank, UAE</p>
<p>11:00 am – 11:45 am PANEL DISCUSSION</p>	<p><b>Setting Digital transformation strategies right: Harnessing full potential of AI and RPA to meet the awaiting endless opportunities in Middle East</b></p> <ul style="list-style-type: none"> <li>• To what extent is Middle East Harnessing full potential of AI and RPA?</li> <li>• Are they able to overcome their challenges of legacy infrastructure, data protection policy, skilled labor and of course pandemic situation which made from shift to Work from Home situation?</li> <li>• How is implementation of AI and RPA making the Govt. Operations more efficient?</li> <li>• At what stage should government use AI along with RPA to go a long way?</li> <li>• What example is Middle East setting for other countries?</li> <li>• How AI and Robotic Process Automation Will Slash Paperwork Burdens, Reduce Manual and Repetitive Tasks with Bots</li> <li>• Reducing administrative burden and workload with Robotic Process Automation and Intelligent Automation while improving public service quality with decreased response time and increased accuracy and consistency</li> </ul> <p><b>PANELISTS:</b></p> <p><b>ENG. ISHA ALJASSMY</b> IT Director, Ministry of Energy &amp; Infrastructure, UAE</p> <p><b>LATIFA SALEH ALSHEHHI</b> Head of Algorithms Development and Analysis, Future of Data Department, Federal Competitiveness and Statistics Center (FCSC), Ministry of Cabinet affairs, UAE</p> <p><b>DR. KHALED ALHAZMI</b> Director of the National Center for Robotics and Internet of Things Technology, King Abdulaziz City for Science and Technology (KACST), Saudi Arabia</p>



	<p><b>AL-QAHTANI FAWAZ</b> IP Commercialization Manager for ICT Portfolio, Qatar Foundation Research, Development and Innovation RDI, Qatar</p> <p><b>MODERATED:</b></p> <p><b>SHADI DAWI</b> Chief Program Director, TECHx</p>
11:50 am – 12:30 pm	Networking Opportunities, Exhibition Booth Visits, One-to-one meetings
12:35 pm – 12:55 pm KEYNOTE TALK	<p>How to create winning CX with omnichannel customer interactions</p> <p><b>NEIL BARMAN</b> Chief Growth Officer, Yellow.ai</p>
13:00 pm – 13:45 pm PANEL DISCUSSION	<p>Addressing the complexities of scaling AI along with RPA (or vice-versa) for business profitability and upscaling the security</p> <ul style="list-style-type: none"> <li>• What do you recommend as the most critical focus areas to investigate before launching new AI scaling pilot programs in terms of security?</li> <li>• What are the best strategies for overcoming business bottlenecks to ensure that data is easily accessible and also remains secure?</li> <li>• How are organizations overcoming the legacy infrastructure challenges in Middle East to implement the best solutions to upscale their security systems, in turn to upscale their business profitability?</li> </ul> <p><b>PANELISTS:</b></p> <p><b>FAYEZ ALDOSARI</b> Cyber and Information Security Audit Head, VP at the Saudi National Bank</p>



	<p><b>HARIPRASAD CHEDE</b> CISO, National Bank of Fujairah, UAE</p> <p><b>MODERATOR:</b></p> <p><b>ENG. ABDULLAH BIARY</b> Chief Information Security Officer, United Cooperative Assurance, KSA</p>
<p>13:45 pm – 14:00 pm KEYNOTE TALK</p>	<p><b>Creating a business case for AI Implementation</b></p> <p><b>PIYUSH CHOWHAN</b> Group CIO, Lulu International, UAE</p>
<p>14:05 pm – 14:40 pm</p>	<p><b>Networking Opportunities, Exhibition Booth Visits, One-to-one meetings</b></p>
<p>14:45 pm – 15:05 pm TECH TALK</p>	<p><b>AI, The Ultimate Tomorrow's Solution for Today's Obstacles.</b></p> <p><b>AHMED TAREK</b> EMEA Head of Sales Engineering, INCORTA</p>
<p>15:10 pm – 15:55 pm PANEL DISCUSSION</p>	<p><b>The impacts of AI and RPA on the customer experience</b></p> <p>This session brings together leaders from a variety of client-facing enterprises to discuss the important role AI plays in developing a superior customer-focused business. Topics to be discussed include:</p> <ul style="list-style-type: none"> <li>• How does content personalization, through the use of AI, drive predictive analytics and improve your long-term customer retention?</li> <li>• The evolution of voice technology &amp; conversational AI: stepping into the spotlight</li> </ul>



- Is the use of machine learning to gain insights into the customers' user behavior, preferences, and feedback, truly allowing a more customer-focused experience?
- Matching customers with their next possible sale are one area in which AI-enhanced customer experience management has been a trailblazer.
- What do you see as the next key area AI will be applied to increase overall customer satisfaction?
- Extracting actionable insights from customer interactions across all channels

**PANELISTS:**

**ANIL KUMAR**

Senior Director Middle East, and Africa, Uniphore

**SANJEEV MADAVI**

Chief Digital Transformation Office, Khimji Ramdas LLC, Oman

**IMTIAZ ADAM**

Founder, Director Strategy & Data Science, Deep Learn Strategies Limited  
London

**ANAS SHEHAB**

CIO, Muvi Cinemas, Riyadh, KSA

**AHMED SHARAF EL DIN**

Head of Process Re-engineering, EBE Bank, Egypt

**MODERATOR:**

**ASHRAF GABER**

Regional Director Publications and Editorial, TECHx Media

16:00 pm – 16:20 pm  
KEYNOTE

*How to make digital transformation a true success*



	<p><b>FREDERIK BISBJERG</b> Executive Director, Digitalization &amp; Innovation, Daman - National Health Insurance, UAE</p>
<p>16:25 pm – 16:45 pm KEYNOTE</p>	<p><i>Empowering Service Industry by implementing AI-based Opinion Mining Systems</i></p> <p><b>DR. MAQBOOL AL-MAIMANI</b> Chief Operating Officer – ICT, Zawawi Trading Co. LLC, (ICT Division) OMAN</p>
<p>16:50 pm</p>	<p><b>CLOSING REMARKS, Networking Opportunities, Exhibition Booth Visits, One-to-one meetings</b></p>