



Value-Driven Artificial Intelligence

Conference

DATE
September 27, 2019
VENUE
**DoubleTree by Hilton
Bratislava**

in partnership with **slovak.AI**

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MEDIA



AI is no longer just a buzzword that excites people from the IT and tech industry but a force changing the global economy by opening up completely new possibilities. This conference aimed to demonstrate its potential across industries and provide specific examples of how AI can help tackle some of society's greatest obstacles, not forgetting the associated risks.

As AmCham's President Gabriel Galgóci remarked in his opening speech: "Data is the oil of the 21st century." The real question is how to use it and create real value for businesses and the society at large. Radoslav Repa, Director General, Digital Agenda Section, Office of the Deputy Prime Minister of the Slovak Republic for

Investments and Informatization, introduced the Strategy for the Digital Transformation of Slovakia in the next ten years. As he pointed out, the need to transform to a knowledge economy is becoming more and more urgent, as the wages are growing faster than the productivity of work. The current approach to innovation in Slovakia is more about improving existing products and processes, as opposed to transformative innovation.

Rudolf Urbánek, General Manager for Czech Republic and Slovakia at Microsoft, spoke from the perspective of a tech giant. However, he was quick to point out that AI adoption in the technological domain and the related issues

don't represent the biggest challenge. In countries that are more advanced in AI adoption the real challenges are to be found in the non-technological domains such as education or regulation. He supported his claim with estimates by OECD and WEF according to which 65% of today's schoolchildren will work in professions and fields that have not yet been created. In his words, the digital revolution requires "a transformation of the way we think."

In his inspirational keynote speech, Tanmay Bakshi, a young AI expert, author and global advocate for AI stressed the critical importance of computational thinking for the future of work. He shared his personal story and fascination with AI and machine learning and infected everyone with his enthusiasm. His optimistic vision was based on the concept of exponential innovation, which means that "every discovery empowers us to a bigger discovery in the future." His advice based on examples from successful companies creating value from unstructured data was that "successful machine learning implementation requires bridging the gap between domain experts and computational experts."

Tanmay's program in Slovakia was packed and included TV

appearances, interviews, ministry visits as well as a lecture for high school and university students in Košice which drew a crowd of 400 students. His unique views backed by his experience and expert knowledge of the field were freshly provoking and opened up completely new perspectives on how Slovakia could benefit from AI adoption in the future.



Every single one of our innovations, every single time we discover something, that discovery empowers us to make an even bigger discovery next time. That is exponential innovation.

TANMAY BAKSHI, AI expert, author and global advocate for AI



GABRIEL GALGÓCI
President of AmCham Slovakia



RADOSLAV REPA
Director General, Digital Agenda Section, Office of the Deputy Prime Minister of SR for Investments and Informatization



The first panel, moderated by AmCham's Executive Director Ronald Blaško, posed the question which resonated the most during the entire conference - How to prepare Slovakia for the era of automation and AI? The panelists agreed that Slovakia is currently very poorly prepared to deal with the challenges of the digital revolution and it was also identified as the most vulnerable OECD country in this regard. As Ludovít Ódor, Deputy Governor of the National Bank of Slovakia, underlined - the education system and the labor market are the two key areas which require urgent attention and transformation. He also added that we've been talking about knowledge economy for the past 20 years without any real results, and stressed the need for a more flexible labor market.

that Slovakia's current situation cannot be taken lightly, they also mentioned that it could be perceived as an opportunity to make the necessary changes without hesitation.

The second panel looked at the same issue on a larger scale, as the panelists discussed how AI is changing the global economy. They described the current situation as a global race, where all the economies are facing transition. One of the keys to success is to adopt a strategy well-suited to the specifics of the local economy. However, the gap between countries which are among the global leaders in AI adoption and the rest is still growing. Richard Stirling, CEO of Oxford Insights, explained the logic behind the Government AI Readiness Index, created by Oxford Insights in 2017. Although Slovakia didn't place so well, Europe as a whole ranks quite high thanks to the abundance of available data and investments in this area.

Our social and educational systems are still stuck in the 20th century.

VLADIMÍR ŠUCHA,
Director-General of European Commission's Joint Research Centre

Vladimír Šucha, Director-General of European Commission's Joint Research Centre talked about the need to create a functioning innovation ecosystem. He described the current brain drain as catastrophic and pointed out that our universities continue to fall behind in international rankings. One single statistic which illustrates the situation is the number of contracts between universities and business, which has actually declined between 2006 and 2016. However, although the panelists agreed

In the third panel the focus shifted towards the contribution of AI to greater good for the society. A very interesting lineup of speakers shared their opinions on how AI opens up possibilities for transformative changes in the face of global challenges. They also mentioned the risks associated with data breaches and the regulation of data in general. Evangelos Avramakis, Head Digital Ecosystems R&D, Swiss Re Institute, mentioned that the challenge no longer lies in collecting data but in sharing it in a controllable way. This led him to the question of how data can be shared within the AI ecosystem in a way that it creates value for the end user without the data being abused. The panelists also talked about democratizing AI and making its possibilities and benefits available to more people.

The last panel before the lunch break underlined AI's transformative force as the



Rudolf Urbánek, CEO, Microsoft



Tanmay Bakshi, The Youngest AI Expert, Author & Global Advocate for AI



HOW TO PREPARE SLOVAKIA FOR THE ERA OF AUTOMATION AND AI?
From left: Ludovít Ódor, Deputy Governor of the National Bank of Slovakia; Vladimír Šucha, Joint Research Center, EU; and Ronald Blaško, Executive Director of AmCham Slovakia



HOW ARTIFICIAL INTELLIGENCE IS CHANGING THE GLOBAL ECONOMY
From left: Alena Kudzko, Deputy Research Director at the GLOBSEC (Moderator); Nima Motazed, Managing Director, Swiss Re Slovakia; Zsuzsanna Matrai, Microsoft; and Richard Stirling, Oxford Insight



AI FOR GOOD / AI FOR THE EARTH
From left: Evangelos Avramakis, Digital Ecosystems, Swiss Re Institute; Dalibor Krčmar, Head of partner ecosystem and AI development team, Microsoft; William Carbone, IBM Cognitive Solution & Watson Leader; and Andrew Lorraine, Director of Field Service and Strategy, resco.net



Volker Hein, Chief Technology Officer for SAP CEE



Tomáš Meliško, Symbiosy, HB Reavis

panelists discussed its impact on business competitiveness and the future of work. Stephen Caulfield, Vice President, GM Dell Bratislava, Dell, used the metaphor of a three-legged stool consisting of the public sector, private sector and the educators, who all need to work together in order to make the transition smooth and successful.

but as the panelists stressed – this is just the beginning. It was also very inspiring to listen to stories of how AI empowers individuals with innovative ideas. The opportunities opened up by the digital revolution help turn ideas to real projects aiming to improve a specific problem. Veronika Matejová talked about her idea to use technology to help people with visual impairment which resulted in the Museum Alone project – an interactive museum guide which provides the visitor of the museum with interesting information about the exhibition based on his or her current position. Or the Bee Hive Monitoring app created by Peter Kočalka, which provides beekeepers with fascinating and very useful information about their hives.

The reality for us in business is change or die.

STEPHEN CAULFIELD, Vice President, GM Dell Bratislava, Dell

In his persuasive talk on the culture of creativity and innovation, Volker Hein, Chief Technology Officer for SAP CEE, explained why creating and nourishing a culture of innovation is absolutely crucial for each company, no matter its size or area of business. He also described how this requires courageous individuals among staff and management and motivated the audience members to look at their company and their responsibilities in a completely new way.

The last block of the conference offered a very interesting look at specific industries where AI is already making a huge impact. Tomáš Meliško, Head of Symbiosy, HB Reavis, presented a completely different look at how buildings impact the way we live and work. It was very interesting to what extent the workspace influences the workings of an organization and how new technology and the data it analyzes can offer new insights into this area. He introduced the audience to a vision of buildings of the future as "enablers of communication and cooperation".

The rest of this block demonstrated AI's transformative potential in such various fields as political marketing and campaigning or healthcare. The extent to which it has already changed them was eye-opening,

The education system and the labor market are the two critically important areas and if we don't manage to tackle these, we might miss the 'technological train'.

LUDOVÍT ÓDOR, Deputy Governor of the National Bank of Slovakia

These final discussions underlined one of the strongest messages of the conference - the sheer scope of potential applications of AI and the huge impact this might have on various industries as well as our daily lives. Instead of scary science fiction scenarios predicting mankind's subjection to machines, the speakers presented a vision of technology and AI creating new opportunities for a better life and a better world. As Ronald Blaško concisely summarized it: "The world of tomorrow is the connection of intelligent machines with intelligent people."



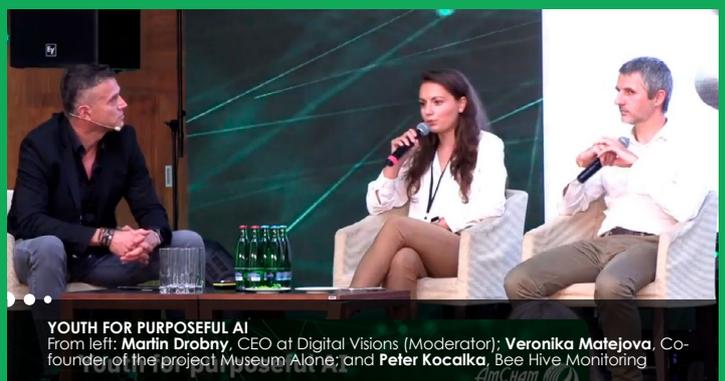
AI FOR BUSINESS COMPETITIVENESS VS FUTURE OF WORK
From left: **Ondrej Socuvka**, Senior Public Policy for Google Europe in Brussels; **Stephen Caulfield**, Co-Site Lead Dell Bratislava & VP Dell Services; and **Michal Hudec**, Software Development Manager, Adient



AI IN POLITICAL CAMPAIGNS/ETHICS GUIDELINES
From left: **Alzbeta Krausovova**, Expert Group on liability and new technologies, EC, Czech Academy of Sciences; **Michal Novota**, Partner & CEO, Restartup; and **Jozef Mintal**, Research Fellow, UMB Data&Society Lab, Matej Bel University



AI TRANSFORMING HEALTHCARE
From left: MUDr. **Vítazoslav Belan**, Ph.D., Radiologist; **Milan Unger**, Lead Software Architect, Siemens-Healthineers Slovakia; and **Martin Tamajka**, PhD student, STU, Faculty of Informatics and Information Technologies



YOUTH FOR PURPOSEFUL AI
From left: **Martin Drobny**, CEO at Digital Visions (Moderator); **Veronika Matejova**, Co-founder of the project Museum Alone; and **Peter Kocalka**, Bee Hive Monitoring