

AI in Business 2024 program

Registration

I. Section: Strategy and planning

In this session, business top managers and experts will discuss the challenges of introducing AI solutions, finding the right use cases and strategies, and changing business models.

09:00 - 09:20 The impact of the AI boom on business life - International outlook

Speakers:

András Havas, Partner, McKinsey & Company

András Sebők, Partner, McKinsey & Company

09:20 - 09:35 Risk management from the start: How to develop a trustworthy AI application?

Speaker:

Dr. Gergő Barta, Senior Manager & AI Lead, Deloitte Magyarország

09:35 - 10:30 Top managers' roundtable - AI strategies in the Hungarian corporate sector

Moderator: **Zoltán Bán**, CEO, Net Média (Portfolio Group)

Conversation participants:

Balázs Fejes, Executive Vice President, Associate Director for Business Operations Europe and Asia Pacific, EPAM Systems

András Fischer, Director of Innovation, OTP Bank

Ákos Janza, Managing Director, Application Management & QA, MSCI

Dr. Róbert Keszte, a Continental Architecture and Networking üzleti területének globális termelésért felelős vezetője, a Continental cégcsoport magyarországi országigazgatója

Coffee break

II./A Section: AI, the cloud, and innovation

No AI without the cloud: Adapting cloud technology and building its framework is the basis for its implementation. The session will focus on the acquisition of the basic organisational and technological skills, operating conditions, and innovation attitudes behind AI.

Moderator: Ádám Turzó, Analyst, Portfolio

11:00 - 11:15 Is AI a tool or a skill?

Speaker:

Lotár Schin, AI COE Lead, OTP Bank

11:15 - 11:30 AI and text processing - How can large language models help make business processes more efficient?

Speaker:

Péter Ignácz, Manager, KPMG

11:30 - 11:45 How to build an AI assistant in Hungarian?

Speaker:

Dániel Huszti, Artificial intelligence expert, IBM

11:45 - 12:30 How to use the cloud? What to save in it and what not to - Cloud strategy in a nutshell

Moderator: **Dániel Dojcsák**, marketing communications director, Shiwaforce

Conversation participants:

Péter Balogh, Territory Manager, Google Cloud

dr. Judit Firniksz PhD, LL.M, MSc, Digital market regulatory science consultant, VodafoneHungary

Lajos Papp, Technical Trainer, consultant, Freelancer

László Sziráki, Head of Multichannel & CRM, CIB Bank

II/B Section: AI and efficiency improvement

Artificial intelligence solutions can make the internal operations of companies extremely efficient and digital. AI robotisation is perhaps the most important driver for improving internal processes.

Moderator: Kata Tóth, Conference project leader, Portfolio

11:15 - 11:30 AI revolution in administration - The "Moon Landing" project

Speaker:

Benedek Szajbély, CEO, Griffsoft

11:30 - 12:15 AI-supported employee experience and productivity

Moderator: **Noémi Molnár**, Chief Behavioural Scientist, BeHive Consulting

Conversation participants:

Lilla Lassú, Chief People Officer, Supercharge

János Perczes, Managing Director, MBH Bank

Benedek Szajbély, CEO, Griffsoft

Lunch break

III/A Section: AI integration in the organisation

Digitalisation and robotisation have already caused tensions in organisations, but this is even more true for AI solutions: employees fear for their jobs. In this session, we will discuss the human impact of AI within organisations.

Moderator: Ádám Turzó, Analyst, Portfolio

13:45 - 14:00 The AI transformation comes from within, but who is responsible for it?

Speaker:

Anna Takács, Head of Data Science, BeHive Consulting

14:00 - 14:45 How can employees not hate AI? HR issues and change management

Moderator: **Georgiu Achilles**, Innovation Management Expert, CEU

Conversation participants:

Imre Bertalan, Humánerőforrás Gazdálkodási Igazgatóság, OTP Bank

Katalin Erdei, Global HR Director, Richter Gedeon Nyrt.

Dr. Nóra Óváry-Papp, Senior Lawyer, Baker McKenzie

Zsuzsa Tóth, Chief People Officer, Magyar Telekom

III/B Section: Regulation, risks, and dangers

A thorough examination of compliance issues is indispensable when implementing AI solutions and project planning. The regulation of the new technology is still in its infancy in many aspects, but the most important regulatory frameworks are in place. We are mapping out the most important rules and risks with experts. The session will conclude with an interesting discussion on the role of AI in geopolitics and armament.

Moderator: Kata Tóth, Conference project leader, Portfolio

13:30 - 13:45 How blockchain technology helps with data management in AI systems

Speaker:

Gyula Solymos, CEO & Chief Technology Advisor, Alpha Management Advisory

13:45 - 14:00 Data protection in the era of artificial intelligence

Speaker:

dr. Norbert Vass, Head of Department, European Union Digital Data Strategy Unit, NAIH

14:00 - 14:15 The perfect weapon and the perfect shield? - The role of AI in cybersecurity

Speaker:

Turul Balogh, Group Information Security Officer, Tresorit

14:15 - 14:45 How artificial intelligence is reshaping geopolitics and armaments

Moderator: **Bence Ács**, Analyst, Portfolio

Speaker:

Árisz Kecskés, Head of Business Development, REMRED Zrt.

Coffee break

IV/A Section: Let's dig into it! AI use cases and implementation

After learning the basics, use cases will be presented, and managers and experts will share their experiences of implementing AI solutions. The key is to get on

with the implementation, instead of years of planning. The question is how to get started.

Moderator: Ádám Turzó, Analyst, Portfolio

15:10 - 15:30 How AI assists customer acquisition, geographic expansion, cross-selling and operative processes - Use cases

Speaker:

Csongor Fekete, Managing Director, HolistiCRM

15:30 - 15:45 "When AI makes the phone calls for you" - Automatic calls with Artificial Intelligence

Speaker:

Jenő Bartalos, CSO, KOMPaas.tech

15:45 - 15:55 Keynote speech

Speaker:

Zsolt Vadócz, Head of Innovation Directorate, K&H Bank

15:55 - 16:35 Implementing AI solutions in practice - Success factors and learning experiences

Moderator: **Ádám Turzó**, Analyst, Portfolio

Conversation participants:

Bence Lukács, Experience Design Lead, Supercharge

Linda Sallai, Strategic adviser, BrokerChooser

Zsolt Vadócz, Head of Innovation Directorate, K&H Bank

IV/B Section: Artificial intelligence in the domestic SME sector

While the development of special AI models tailored to specific needs is the domain of global corporations, AI solutions are also available to domestic SMEs, giving them a significant competitive advantage in their own markets. In this session, we will present use cases tailored to them and help the sector's players find funding sources for their developments.

Moderator: Kata Tóth, Conference project leader, Portfolio

15:10 - 15:30 What does the domestic AI ecosystem look like and where is it headed?

Speaker:

dr. Viktor Vajda LL.M., Deputy Executive Director, Neumann János Nonprofit Közhasznú Kft.

15:30 - 15:50 Four AI use cases that SMEs can easily apply

Speaker:

Gábor Vadász, CEO, BDO Digital Magyarország

15:50 - 16:10 Getting funding for AI projects from EU direct funds - How to get started?

Speakers:

János Dászkál, Senior Project Manager, Magyar Fejlesztésösztönző Iroda

Dr. Gábor Vicze, Executive Director, Innomine Group

16:10 - 16:30 Intelligence is a resource. The NRD Office's guide to supporting AI projects

Speaker:

Péter Racskó, Head of Department, National Research, Development and Innovation Office

Networking & Champagne toast

Be our guest for a glass of champagne after the technical programme, and don't miss the networking opportunity with conference participants and speakers!

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