

Day Two, Monday, 9th October 2017
Digital Marketing

Challenger Brands

(Fireside chat- Keynote Sessions by game changers who are creating and designing the future of digital marketing)

AI; Big Data; AR/VR

11:00-
12:00

Invited

- **Thirst for Data- How Gatorade's 'new smart cap' bottle will know every sip you take**
Morgan Flatley, CMO, **Gatorade**
- **26 million likes and not knowing anything about marketing: what is 9GAG doing right?**
Ray Chan, CEO and Co-founder, **9GAG**
- **How Volvo reports reaching 238 million media impressions with Volvo Reality: XC90 Virtual Reality test drive**
Bjorn Annwall, Senior VP Marketing, **Volvo**

12:00-
12:30

Vendor Case Study

12:30

Regional End User Panel

Invited

Fadi Ghosn, Chief Marketing Officer, **Nissan Middle East**
Thierry Antinori, Executive Vice President, **Emirates**
Omar Salim, General Manager Marketing, **Almarai, KSA**
Lina Shehadeh, Chief Marketing Officer (CMO), **Aramex**
Yousef Tuqan, Group VP, Brand Marketing & Loyalty, **Jumeirah Group / Jumeirah Hotels & Resorts**

13:00

The Startup Show: Digital Marketing Innovation session

(3 Selected Digital Marketing Start-ups will pitch before the attendees)

13:30

Lunch and Networking

14:30

Masterclasses

A format designed to connect with you and help you acquire skills in application of AI and AR/VR benefitting your business

AI; Big Data

AI in marketing: How Amazon are using machine learning in marketing, ads, and sales

Edouard Dinichert, Director, Advertising Sales, **Amazon.com**
David Limp, SVP, Devices & Services, **Amazon.com**

15:30

Vendor Case Study/The Dragons Den

3 solution providers have a chance to present their technologies to a panel of expert judges who will critique their presentation. Each presentation will last 20 minutes. After all 3 presentations the judges will decide on the overall winner

16:00

End of Digital Marketing Day



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OCT 2017
DUBAI WORLD TRADE CENTRE



Vertical Conference Draft Agenda

**Day Two, Monday, 9th October 2017
Healthcare**

<p>11:00-12:00</p>	<p>Challenger Brands <i>(Fireside chat- Keynote Sessions by game changers who are creating and designing the future of healthcare)</i></p>	<p><i>Invited</i></p> <p>Johns Hopkins' High Tech Hospital Case Study: Enhancing patient safety and security as well as improving medical care through the next wave of digital transformation Stephanie Reel, CIO, John Hopkins Medicine, US</p> <p>El Camino Hospital Case Study: One of the most technologically advanced hospitals with 80% of its operations automated saving upto \$650,000 a year Debbi Muro, Interim Chief Information Officer, El Camino Hospital, US</p> <p>Digitally Disrupting the NHS for Improved Patient Outcomes and Organizational Efficiency Tony Young, National Clinical Director for Innovation, NHS Mahiben Maruthappu, Co-founder, NHS Innovation Accelerator</p>	<p>Security; Big Data; Cloud; IoT</p>
<p>12:00-12:30</p>	<p>Vendor Case Study</p>		
<p>13:00</p>	<p>Regional End User Panel <i>Invited</i></p> <p>Osama Alswailem, CIO, King Faisal Specialist Hospital and Research Centre, KSA Gareth Sherlock, CIO, Cleveland Clinic Abu Dhabi, UAE Ali Sanousi, Executive Chief Medical Information Officer, Hamad Medical Corporation, Qatar Amani Aljassmi, Director of Information Technology Department, Dubai Health Authority, UAE</p>		
<p>12:30</p>	<p>The Startup Show: Healthcare Innovation session <i>(3 Selected Healthcare Start-ups will pitch before the attendees)</i></p>		
<p>13:30</p>	<p>Lunch and Networking</p>		
<p>14:30</p>	<p>The Internet of (Healthcare) Things</p> <ul style="list-style-type: none"> Leveraging Johnson & Johnson's role as the world's largest healthcare company to transform health and wellness through technology Showcasing how Johnson & Johnson is embracing IoT across its consumer, medical device and pharmaceutical businesses Sharing Johnson & Johnson's view of how IoT is bringing innovative solutions to consumers and patients <p>Stuart Mcguigan, Vice President And Chief Information Officer, Johnson & Johnson</p>		<p>IoT; AI</p>

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<p>15:00</p>	<p>Masterclasses: A format designed to connect with you and help you acquire proven strategies to close security gaps and combats threats Current cybersecurity landscape in healthcare and how it will continue to evolve <i>Invited</i> Dan Bowden, CISO, Sentara Healthcare</p> <p>Why You Should Attend -80% of HIMSS Cybersecurity Survey respondents reported their organization experienced as least one recent "significant security incident". -Industry experts predict that even more cybersecurity attacks by hackers will occur in 2017 -The average cost of a data breach for healthcare organizations is now over \$2.2 million, while the average cost of a data breach for business associates is over \$1 million, according to the Ponemon Institute -Email, mobile devices, IoT, network security, cloud-based systems, applications and servers continue to be the top areas of vulnerability for cyber-attacks.</p>	<p>Security; Cloud</p>
<p>16:00</p>	<p>End of Healthcare Day</p>	

Day Three, Tuesday, 10th October 2017
Retail

<p>Challenger Brands (Fireside chat- Keynote Sessions by game changers who are creating and designing the future of retail)</p>		
<p>11:00-12:00</p>	<p><i>Invited</i> Sephora Case Study: Makeup brand Sephora has been an innovator and disruptor since its launch, merging digital and in-store shopping experiences- AR/VR/frictionless payments Savio Thatti, Chief Information Officer and Senior Vice President Technology, Sephora</p> <p>AI-as-a-Service for eCommerce Conversion: Customer understanding, personalization, promotions and inventory Bob Strudwick, Chief Technology Officer, ASOS</p> <p>With 4.7 Billion Dollar funding, How India's First Internet 'Unicorn' is Taking on Amazon? Sachin Bansal, Chairman, Flipkart</p>	<p>AR/VR; AI; IoT</p>
<p>12:00-12:30</p>	<p>Vendor Case Study</p>	
<p>12:30</p>	<p>Regional End User Panel <i>Invited</i> Khalid Al Tayer, CEO – Retail, Al Tayer Group Samer Awajan, CTO, Aramex Gerhard Roux, Group CIO, Al-Futtaim Group Rami Alameddine, CIO, Alhokair Fashion Retail, KSA</p>	
<p>13:00</p>	<p>The Startup Show: Retail Innovation session (3 Selected Retail/e-commerce Start-ups will pitch before the attendees)</p>	

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13:30	Lunch and Networking
14:30	<div data-bbox="999 495 1554 555" style="border: 1px solid black; padding: 5px; text-align: right;"> <p>3D Printing; Robotics; IoT</p> </div> <p>Masterclasses A format designed to connect with you and help you acquire skills in application of AI, IoT and Robotics benefitting your business</p> <p>Closing the digital divide: IoT in retail's transformative potential Mal Minhas, Head of Software, Vertu</p> <p>Why you should attend The widespread availability of cheap IoT sensors and ability to leverage the cloud to collect, analyse and learn from the data they generate has opened up many opportunities for retail brands to exploit to improve customer experience. In order to take full advantage of the transformative potential of IoT brands need to ensure they avoid the hype and address the three S's of IoT in order to successfully operate IoT technology into their current business operations: Scalability - will the solution cost effectively cope with success? Security - are customer data and controls secured correctly? Speed - is it simple and fast to apply learnings to innovate and pivot proposition if necessary?</p>
15:30	<p>Vendor Case Study/The Dragons Den 3 solution providers have a chance to present their technologies to a panel of expert judges who will critique their presentation. Each presentation will last 20 minutes. After all 3 presentations the judges will decide on the overall winner</p>
16:00	End of Retail Day

Vertical Conference Draft Agenda

Day 4, Wednesday, 11th October 2017

Smart Manufacturing

	<p>Early Adopters <i>(Case Studies- Sessions by game changers who are creating and designing the future of manufacturing)</i></p>
<p>11:00-12:00</p>	<div style="text-align: right; border: 1px solid black; padding: 5px; margin-bottom: 10px;"> <p>Robotics; IoT; AI; 3D Printing; VR</p> </div> <p><i>Invited</i> Tesla Gigafactory Case Study: 174 football fields of high-tech, robot-run , 3D printing fabricated, IoT communicated , Big data driving efficient smart factory Jens Peter Clausen, VP Gigafactory 1, Tesla, US Peter Hochholdingner, Vice President of Vehicle Production, Tesla, US</p> <p>Case Study: A catalyst for smart manufacturing with Germany's SmartFactory <i>Insider on how Industrie 4.0 was invented in their lab and What it is like to build the first multivendor automation line in the Industrie 4.0 paradigm</i> Prof. Detlef Zühlke, Chairman of the Board and Initiator, SmartFactoryKL, Germany</p> <p>#MakeinIndia: Building India's 1st smart factory Amaresh Chakrabarti, Professor and Chairman, Centre for Product Design and Manufacturing (CPDM), Indian Institute of Science, India</p> <p>An Airbus Case Study: Industry 4.0 Above the Clouds <i>Exploring VR; production lines where humans and robots work side by side; 3D printers producing prototypes. This session will provide insights into how Airbus Group is delivering tomorrow's ideas today.</i> Jens Graf, VP & Architect for Overall Physical Design (R&D), Airbus</p>
<p>12:00-12:30</p>	<p>Vendor Case Study</p>
<p>12:30</p>	<p>The Startup Show: Smart Manufacturing Innovation session <i>(3 Selected Manufacturing related Start-ups will pitch before the attendees)</i></p> <p>What is in it for you? -Learn how exponential technologies will impact your existing plants and the future -"If you don't create the things that will kill your company, someone else will"</p>
<p>13:00</p>	<p><u>Regional Panel</u></p> <p>Build UAE: The Case for making it here and the Government Strategy for Industry 4.0 <i>Playing off the post oil economy effort, the push to grow manufacturing within our borders appears to be having a renaissance, this roundtable will focus on the key advantages of manufacturing in the UAE (supply chain issues, quality control and distribution) as well as the ways in which the free zones can help companies overcome what they might still perceive as disadvantages (through incentives, subsidies, favorable tax rates, zoning, relaxed regulations, talent development, public-private partnerships and more).</i> <i>Invited</i> Ayman Al Makkawy, Director General, Abu Dhabi's Industrial Development Bureau, Department of Economic Development Badr Al-Olama Chief Executive Officer, Strata Manufacturing Saif Abdullah Al Aleeli, CEO, Dubai Future Foundation Saeed Eisa Mohammed Al Khyeli, Director General, Zones Corp</p>

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14:00	Lunch and Networking	
14:30	Concurrent Roundtables	
		Big Data, AI
	<p>Building Supply Chain Sustainability for Competitive Advantage: Lessons from Innovative Facility Design Discuss how companies both large and small can use environmental strategy to grow, create enduring value and build stronger supply chains. This roundtable will analyze how brownfield plants successfully incorporate environmentally sound practices into their facility upgrade and how it is driving efficiency and cost savings <i>Invited</i> Randolph L. Bradley, Technical Fellow, Supply Chain Management, The Boeing Company, US</p> <p>Industrial IoT Internet of Things: The Impact on the Factory Floor It is more common today to see IoT technology implemented into factory workplaces as more vendors offer always-connected devices. This roundtable will explore the dramatic impact of implementing tools that track products, manage energy use, gather operational data and gain insight into supply chains Murali Chandrasekaran, Industry Adviser- IT-OT Integration, Industrial IoT, Industrie 4.0 and Smart Manufacturing Solutions, Larsen and Toubro Limited, India Bicky Bhangu, Regional Director South East Asia and Pacific, Rolls Royce, Singapore</p>	
15:30	<p>Vendor Case Study/The Dragons Den 3 solution providers have a chance to present their technologies to a panel of expert judges who will critique their presentation. Each presentation will last 20 minutes. After all 3 presentations the judges will decide on the overall winner</p>	
16:00	End of Smart Manufacturing Day	

Day 4, Wednesday, 11th October 2017
Connected Automated Transportation

	Challenger Brands <i>(Fireside chat- Keynote Sessions by game changers who are creating and designing the future of education)</i>	
11:00-12:00		AI, Drones, Big Data, IoT, Security
	<p><i>Invited</i> Leading the Autonomous race: Googles effort to go main stream John Krafcik, CEO, Waymo</p> <p>Uber Elevate: Transformation of Urban Transportation with Flying cars by 2020 Mark Moore, Engineering Director of Aviation, Uber</p> <p>Project Apollo: I see. I think. I drive. (I learn), How Deep Learning is Revolutionizing the Way we Interact with Cars Wang Jiang, Head Of Autonomous Car Development Team, Baidu</p>	
12:00-12:30	Vendor Case Study	

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12:30	<p>Regional Early Adopter: Stepping into the fast lane, what does a fully autonomous future really look like in the GCC and beyond?</p> <ul style="list-style-type: none"> • The regulatory & market requirements maze • Exploring approaches to autonomous features being developed and monetization opportunities • Looking at how to overcome major barriers to the adoption of autonomous driving such as reliability, security and liability issues • The advantages and dis-advantages of putting the consumer in the front line to test autonomous features <p>Fahd Al-Rasheed, Group Chief Executive Officer and Managing Director of Emaar the Economic City (master developer of King Abdullah Economic City) KSA Mattar Al Tayer, Director General and Chairman , Roads and Transport Authority (RTA) Violeta Bulc, European Commissioner for Mobility and Transport Ian Forbes, Head of the Centre for Connected and Autonomous Vehicles, Department for Transport, United Kingdom</p>
13:00	<p>The Startup Show: T Innovation session <i>(3 Selected Education Start-ups will pitch before the attendees)</i></p>
13:30	<p>Lunch and Networking</p>
14:30	<div style="border: 1px solid black; padding: 5px; text-align: center; margin-bottom: 10px;"> <p>IoT; AI/VR, AR, 3D Printing</p> </div> <p>Connected & Autonomous EV revolution TIN HANG LIU, CEO & Founder at OSVehicle Media defined OSVehicle as the "IKEA car", "Arduino for Vehicles", "Android for Electric Vehicles". <i>Developed an open source hardware platform for electric vehicles and an ecosystem for startups entrepreneurs, designers, engineers, makers, fabbers, manufacturers and investors.</i></p>
15:30	<p>Vendor Case Study/The Dragons Den <i>3 solution providers have a chance to present their technologies to a panel of expert judges who will critique their presentation. Each presentation will last 20 minutes. After all 3 presentations the judges will decide on the overall winner</i></p>
16:00	<p>End of Connected Automated Transportation</p>

Vertical Conference Draft Agenda

Day Five, Thursday, 12th October 2017

Education

<p>Challenger Brands <i>(Fireside chat- Keynote Sessions by game changers who are creating and designing the future of education)</i></p>	
<p>11:00-12:00</p>	<p style="text-align: right;">IoT; Cloud; Big Data</p> <p><i>Invited</i> Backing projects in stem education and is working with UNICEF to bring the benefits of wearable tech to children Simon Segars, CEO, ARM</p> <p>One Man, One Computer, 10 million students Salman Khan, CEO, Khan Academy</p> <p>How EdTech is Changing the Education and Lifelong Learning Landscape in Singapore Dr. Janil Puthucheary, Minister of state, Ministry Of Education & Ministry Of Communications And Information, Singapore</p>
<p>12:00-12:30</p>	<p>Vendor Case Study</p>
<p>12:30</p>	<p>Regional End User Panel <i>Invited</i> Afraa Al shamsi, Chief Information Officer, United Arab Emirates University Hosam Rowaihy, Head of Knowledge Management, Centre for Strategic Development, KSA Trevor Moore, Chief Information Officer, Qatar University Dr Yahya Al Ansaari, Chief Innovation Officer, HCT, UAE</p>
<p>13:00</p>	<p>The Startup Show: Education Innovation session <i>(3 Selected Education Start-ups will pitch before the attendees)</i></p>
<p>13:30</p>	<p>Lunch and Networking</p>
<p>14:30</p>	<p style="text-align: right;">IoT; AI/VR, AR, 3D Printing</p> <p>The School of the Future for 21st Century Students: Leaders' Perspectives Richard Culatta, Former Director Of Educational Technology, US Department Of Education Julian Fraillon, Director Of Assessment And Reporting, Australian Council For Educational Research Zhang Gao, General Manager Of Baidu Education, Baidu</p>
<p>15:30</p>	<p>Vendor Case Study/The Dragons Den <i>3 solution providers have a chance to present their technologies to a panel of expert judges who will critique their presentation. Each presentation will last 20 minutes. After all 3 presentations the judges will decide on the overall winner</i></p>
<p>16:00</p>	<p>End of Education Day</p>