

3rd - 4th September | Belgrade, Serbia

SPEAKER PANEL



Eve Psalti
Senior Director
Artificial Intelligence
Microsoft, US



Andreas Horn
VP AI & Growth
BLP



Ronny Fehling
Chief AI Transformation
Officer
HTEC



Milen Genchev
Lead Customer Engineer
Google Cloud



Zarija Milić
Member of the
Management Board
NLB Bank AD Podgorica



Martin Krček
Company Owner -
sentio Robotix
Google Developer Expert
(AI/ML)



Vladimir Prodanovic
Principal Program
Manager
NVIDIA



Mahmoud Draz
Founder & CEO
EnergyAI



Siegfried Jaeken
Managing Director |
Data&AI
Accenture



Vlad Larichev
Associate Vice President -
Industrial AI
Siemens Advanta



Jens Nestel
Technology Lead & AI
Consultant
101.technology GmbH



Dr. Boris Bogdan
AWS Life Sciences Lead
EMEA
Amazon AWS



Idir Ouhab Mesquine
Senior AI Engineer
OpenAI



Leonid Panfilov
Head of New Products
Yandex



Vedran Bajer
General Manager,
Adriatics, Hungary and the
Baltics
Wonderful



Sonel Popatlal
EMEA Leader DC, AI, Client
& Gigafactory
Intel



Rijad Sarić
Research associate
**Bosnia and Herzegovina
Futures Foundation / La
Trobe University, Australia**



Sherouk EL Shershahi
Vice President, Data
Partnerships & Product
Strategy | Principal Data &
AI Consultant
RMG



Asteris Apostolidis
Senior Technical
Innovation Lead
KLM Royal Dutch Airlines



Jose Antonio Martin H.
Head of Artificial
Intelligence
Repsol Technology Lab



Gabriel Rusu
CEO and AI-Driven
Products & Strategy
Mejix SRL



Temí Afeye
Technical Lead | Senior AI
Scientist
Lloyds Banking Group



Dušan Vasiljević
Competitiveness and
Investments Department
Director
NALED



Marko Carević
CEO
Ananas E-commerce



Tamara Pavlović
Senior Data Engineer
Coinis



Paulina Chotrova
President at **Women in
DeepTech** | President of
**Bulgaria-India Business
Council**



Milan Šolaja
CEO
Vojvodina ICT Cluster



Merdihan Ismailov
VP Products & Solutions,
FinTech
Sirma Group JSC



Rumyana Stoykova
VP Products & Solutions,
FinTech
Sirma Group JSC



Ivana Slović
Head of Artificial
Intelligence
Delta Holding

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08.30 Registration & Networking

09.00 Opening Address

09.10 OPENING KEYNOTE
10 Best Practices for Successfully Integrating AI into Business Operations

- Artificial intelligence is no longer an emerging technology—it is becoming the foundation of how modern organizations operate. Yet despite significant investments, many enterprises still struggle to move beyond isolated pilots and achieve measurable business impact.
- In this keynote, Eve Psalti, global AI executive and technology leader, shares ten practical best practices drawn from years of helping organizations build, deploy, and scale AI at enterprise scale. Through real-world customer examples and lessons learned, attendees will discover how leading organizations align AI initiatives with business strategy, build robust data foundations, establish production-ready architectures, implement responsible AI, and create the organizational capabilities needed to succeed.
- The session also explores why AI transformation is fundamentally about redesigning business processes—not simply automating existing ones—and how organizations can measure meaningful business outcomes while preparing their workforce for an AI-native future.
- Whether you're just beginning your AI journey or looking to scale enterprise-wide adoption, this keynote provides a practical roadmap for turning AI investments into sustainable business value.

Eve Psalti
Senior Director Artificial Intelligence
Microsoft, US

09.40 From Automation to AI Agents: Building Systems That Actually Work

A practical look at how organisations can move from rule-based automation to AI agents that understand context, use tools, and carry out multi-step work. I'll cover where traditional workflows are still the right choice, where agents make a real difference, and what it takes to deploy them responsibly without losing visibility or human control.

- The difference between traditional automation and AI agents, and when to use each.
- How agents use context, tools, and workflows to get real work done.
- The role of permissions, security, human oversight, and reliability.

Idir Ouhab Meskine
Senior AI Engineer
OpenAI

10.10 You Cannot Design Transformational AI from the Sidelines
Why AI must be built in production—and what forward-deployed teams do differently

- Most enterprise AI initiatives are still delivered like conventional software: define the requirements, build the solution, deploy it, and hand it over. But transformational AI does not simply automate an existing process. It changes how work is performed, how decisions are made, and where human accountability sits. That means the system—and the operating model around it—must be refined in live production.
 - This session explains why traditional project structures, centralized AI factories, and isolated technical teams often stall before measurable value is created. It introduces the forward-deployed model: small, cross-functional teams embedded in the business, jointly accountable for the technology, the redesigned workflow, adoption, and economic outcome.
- Attendees will learn how to structure AI delivery around production learning, avoid fragmented ownership, and turn a working model into a durable business capability.

Ronny Fehling
Chief AI Transformation Officer
HTEC

10.40 Coffee Break & Networking

11.10 Building the infrastructure that makes AI practical, scalable, secure, and sustainable

- The future of AI infrastructure and heterogeneous computing
- Scaling AI from the data center to the edge
- The role of open ecosystems in accelerating AI innovation
- Turning AI ambition into real business outcomes

Sonel Popatlal
EMEA Leader DC, AI, Client & Gigafactory
Intel

11.40 Topic reserved for NVIDIA

Vladimir Prodanovic
Principal Program Manager
NVIDIA

12.10 Topic reserved for Siemens

Vlad Larichev
Associate Vice President - Industrial AI
Siemens Advanta

12.40 Lunch

13.40 How AI is transforming Life Sciences (focus on Pharma) - Going from Vision to Value

Dr. Boris Bogdan
AWS Life Sciences Lead EMEA
Amazon AWS

14.10 Reserved for Delta x Ananas

Marko Carević

14.25 The Agentic Enterprise: Proven in Banking, Built for Every Industry

Meet Sirma.AI Enterprise - an agentic AI platform that puts AI to work on your own data, on your own infrastructure. Featuring agents that read, reason, and act across real operations, orchestrating hundreds of models behind a single governed layer. It runs the same way across insurance, hospitality, logistics, healthcare, the public sector, and beyond - grounded in each organization's own data, with nothing sensitive leaving the perimeter. We'll close where our depth runs deepest: banking, the most demanding test any enterprise AI can face. The takeaway - if agentic AI can be trusted there, it's ready for your industry too.

Rumyana Stoykova
SVP AI & Data Science, CCO
Sirma Group JSC

Merdihan Ismailov
VP Products & Solutions, FinTech
Sirma Group JSC

14.55 The Missing Layer of AI: Why Every Major Player Builds Physical Products — and How You Can Too

- Why AI ecosystems need physical products, not only apps and agents
- Why Amazon, Google, Apple invested in AI-enabled devices
- The full landscape of Physical AI — consumer devices, wearables, B2B, robots, and autonomous systems — and where the real opportunities are emerging
- Why Edge AI is becoming a key layer for future AI products
- How to create Physical AI and hardware products, and why it is not as hard as many people think
- A basic framework for approaching Physical AI products

Leonid Panfilov
Head of New Products
Yandex

15.25 Coffee-Break & Networking

15.55 Towards Trustworthy Physical AI in Aviation

Asteris Apostolidis
Senior Technical Innovation Lead
KLM Royal Dutch Airlines

16.25 PANEL DISCUSSION
The Future of AI in Southeast Europe: Building a Regional AI Ecosystem

- The current state of AI across Southeast Europe
- Opportunities and challenges facing the region
- Cross-border collaboration between AI ecosystems
- Supporting innovation, startups and talent
- How the region can become more competitive on the global AI stage

Moderator:
Paulina Chotrova
President at Women in DeepTech | President of Bulgaria-India Business Council

Panelists:
Gabriel Rusu
CEO and AI-Driven Products & Strategy
Mejix SRL

Rijad Sarić
Research Associate
Bosnia and Herzegovina Futures Foundation / La Trobe University, Australia

Dušan Vasiljević
Competitiveness and Investments Department Director
NALED

Tamara Pavlović
Senior Data Engineer
Coinis

Milan Šolaja
CEO
Vojvodina ICT Cluster

17.05 WORKSHOP
Enterprise AI Beyond the Hype: Governance, ROI, and Production Architecture

Moving enterprise generative AI from pilot projects to measurable business impact requires bridging the gap between strategic ROI and engineering reality. Designed for business leaders, IT directors, and system architects, this interactive 30-minute workshop explores proven frameworks for scaling enterprise AI safely and cost-effectively. Through live polling, real-world case scenarios, and governance audits, you will learn how to align business value with technical execution. We will cover key best practices across ROI evaluation, FinOps and capacity planning, enterprise risk and compliance guardrails, and production observability. Walk away with an actionable enterprise readiness checklist to accelerate your AI roadmap with confidence.

Facilitated by:
Eve Psalti
Senior Director Artificial Intelligence
Microsoft, US

17.35 Drinks, Networking and After-Party

09.00 OPENING KEYNOTE You Don't Have an AI Problem. You Have a Strategy Challenge

Most organizations don't lack AI initiatives—they lack enterprise results. After hundreds of pilots, very few have turned AI into a lasting competitive advantage. In this keynote, Siegfried Jaeken takes the audience on a journey from today's AI experimentation to tomorrow's AI-native enterprise. Rather than focusing on technology alone, he challenges common assumptions about AI and explains why scaling AI requires a different mindset, a different strategy, and ultimately a different way of organizing the enterprise. Using the AI Factory as a practical blueprint, he demonstrates how organizations can move beyond isolated use cases towards reusable capabilities, a scalable operating model, and a Digital Brain that enables AI to reason with enterprise knowledge and context. Attendees will leave with a fresh perspective on enterprise AI and practical ideas to accelerate their own AI journey.

Siegfried Jaeken
Managing Director | Data&AI
Accenture

09.30 Transaction Foundation Models – A New Approach to Building Models Within the Banking Industry

Temí Afeye
Technical Lead | Senior AI Scientist
Lloyds Banking Group

10.00 Agentic AI in 2026: Hype, Reality, and the Road Ahead

"Agent" has become one of the most overused terms in AI as we step into 2026, with definitions ranging from simple prompts to the vision of full AGI. In this keynote, I'll share insights from our experimentation with AI agents, shedding light on what works and what doesn't. While multi-step agents capable of solving long-term, complex problems remain elusive, agentic software development has made significant advancements. Yet, despite impressive demos, many early products fail to deliver measurable productivity gains. We will explore why this is happening, the challenges to overcome, and the steps required to unlock the true transformative potential of AI agents.

Andreas Horn
VP AI & Growth
BLP

10.30 Coffee Break

11.00 From Pilot to Production - Real Lessons from Enterprise AI in Live Environments

Vedran Bajer
General Manager, Adriatics, Hungary and the Baltics
Wonderful

11.30 Reserved for Repsol

Jose Antonio Martin H.
Head of Artificial Intelligence
Repsol Technology Lab

12.00 AI4Energy & Energy4AI

AI development is constrained by power availability and grid access, not only compute capability. The talk provides practical, first-hand insights into how data center demand, grid capacity, and regulatory processes interact in Germany and the EU.

- How grid connection processes work in practice (case studies: Germany, France, and Poland)
- Where delays occur in permitting and approval procedures
- How AI hyperscalers secure power under constrained grid conditions
- Where AI can support grid operation, planning, and administrative processes (demo)
- Which constraints are structural and cannot be solved by technology alone

Mahmoud Draz
Founder & CEO
EnergyAI

12.30 Lunch

13.30 PANEL DISCUSSION From Innovation to Impact: Scaling AI, Robotics, and Intelligent Automation

- As AI and robotics rapidly transform industries, companies across the Balkans are increasingly contributing to the next wave of intelligent technologies.
- This panel brings together innovators, technology providers, and industry leaders to discuss how AI-powered solutions are moving from research into real-world deployment, creating measurable business value and accelerating digital transformation.

Panelists:
Ivana Slović
Head of Artificial Intelligence
Delta Holding

14.10 Google Antigravity as a Daily Driver: From Simple Asks to Full-Fledged Agents Swarm (Live Demo)

- As artificial intelligence transitions from passive code completion to autonomous agentic systems, software development is undergoing its biggest paradigm shift in a generation. In this session, Google Customer Engineer Milen Genchev demonstrates how Google Antigravity transforms everyday developer workflows into high-throughput, agent-orchestrated environments. Moving beyond surface-level AI autocompletes, attendees will see how developers use natural language and unified CLI/GUI tools to orchestrate parallel subagent swarms, turn team playbooks into custom slash commands, and build complex, enterprise-ready software at unprecedented speed.

Milen Genchev
Lead Customer Engineer
Google Cloud

14.40 Coffee Break

15.00 Beyond AI Adoption: Rewiring the Operating Model for Enterprise Transformation

- How AI is reshaping operating models, decision-making and organizational transformation in banking

Zarija Milić
Member of the Management Board
NLB Bank AD Podgorica

15.30 What AI Failures Teach Us About Trust, Governance, and Enterprise Readiness

- Strange failure modes in frontier models. Worse than "wrong answers" and difficult to catch with benchmarks.
- How consultants should (never) deploy agents. Agent frameworks are not stable environments.
- Vision-language models in medicine. A domain that combines high stakes with subtle failure modes.

Jens Nestel
Technology Lead & AI Consultant
101.technology GmbH

16.00 Closing Remarks & Networking Drinks

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STANDARD TICKET

~~699 €~~

- ▶ 2 Day Pass to the summit
- ▶ Access to the exhibition area hall
- ▶ Access to all presentation materials after the event
- ▶ Access to the Ai tech Party on Day 1 (Thursday, September 3rd)
- ▶ Standard gift bag
- ▶ Access to 1000+ AI Tech professionals from SEE and Europe
- ▶ 15% Discount for future tickets to all AI Tech Summits around Europe

Discount Price

449 €

VIP TICKET

~~999 €~~

- ▶ 2 Day Pass to the summit
- ▶ Access to the exhibition area hall
- ▶ Access to the VIP Room
- ▶ Access to all speakers and VIP executives in the VIP Room
- ▶ Access to all presentation materials after the event
- ▶ Access to VIP dinner on Day 1 (Thursday, September 3rd)
- ▶ Access to the Ai tech Party on Day 1 (Thursday, September 3rd)
- ▶ Full catering in the VIP Room
- ▶ VIP Gift bag
- ▶ Access to 1000+ AI Tech professionals from SEE and Europe
- ▶ 20% Discount for future tickets to all AI Tech Summits around Europe

Discount Price

799 €

