

CEO Corner - Tuesday 4 June 2024

In-person only

4.30pm - 5.00pm	Welcome and registration
5.00pm - 5.10pm	Welcome words <i>François Génaux</i> , Advisory Partner, Advisory Leader, PwC Luxembourg <i>Koen Maris</i> , Advisory Partner, Cybersecurity & Privacy Leader, PwC Luxembourg
5.10pm - 5.30pm	AI and sign of the times <i>Mika Lauhde</i> , Senior Fellow, FIET, Private Law of Faculty of Law, Maastricht University AI is many times considered as an isolated technology or phenomena. In this presentation AI will be put in the context of the current cyber security, technological, geopolitical, regulative and also socioethical context, all impacting the end result which is currently forming AI's journey from narrow intelligence AI towards super intelligence and what it could mean for different stakeholders.
5.30pm - 5.50pm	Information Management in the Regulation of Privacy and AI <i>Herwig Hofmann</i> , Professor of European and Transnational Public Law, Head of the Department of Law, University of Luxembourg, FDEF Many regulatory requirements in the EU's digital legislation (the GDPR, the AI Act and many more others) are linked to information. Information management is increasingly becoming key to complying with regulatory requirements. Information management is also becoming an essential tool for accountability of automated of decision-making procedures. In many areas, arguably, regulating information and data might be an altogether better alternative to regulating AI and other technologies. But what does this mean for private and public businesses, and where are the requirements for technological innovations?
5.50pm - 6.10pm	The GenAI security dilemma: Friend or foe? <i>Snezhana Ilieva</i> , Director, Data Science, PwC In the rapidly evolving landscape of GenAI, we are witnessing a proliferation of sophisticated threats that pose complex challenges for cybersecurity professionals worldwide. This dynamic shift heralds a new era of vulnerabilities, demanding innovative approaches and strategies to safeguard digital assets. Yet, amidst this uncertainty, there is a glimmer of hope—GenAI itself. This session explores the dual-edged impact of Generative AI in the cybersecurity domain. It delves into the critical question: Can Generative AI be the cornerstone in reinforcing our defences and redefining the trajectory of future cybersecurity methodologies?
6.10pm - 6.30pm	The Transformational Power of AI <i>Sébastien Respaut</i> , Country Manager, Microsoft Luxembourg Sébastien will explore the dynamic progression of artificial intelligence, emphasising the transformative role of generative AI in the modern business environment. He will offer strategic insights on optimising data strategy to fully leverage AI capabilities, fostering integration and synergy across various business units and technological platforms.
6.30pm - 7.30pm	NETWORKING COCKTAIL