

## EXECUTIVE STAGE

Internet of Things Conference

**14. oktobris / 14 October**

- 10.00 **Reģistrācija un sertifikātu pārbaude / Registration and certificate verification**
- 11.00 **When will we be passing by robots at stores?**  
Darius Lapienis, Global Product Director, StrongPoint
- 11.30 **The best fuel for IoT**  
Jans Jelinskis, Technical Director, 1NCE GmbH
- 12.00 **Function on demand**  
Matīss Zemītis, Group E-mobility Manager, Moller Baltic Import SE
- 12.30 **Pārtraukums un izstādes apmeklējums / Break & Exhibition**
- 13.10 **How to IoT-enable your production in 30 minutes**  
Kristaps Enkuzens, Digitalization consultant, KECOM RISINA
- 13.40 **Future training platform for trainers and sports practitioners (SCAPE-IF)**  
Kristina Oļševska, Commercialisation Expert, Institute of Electronics and Computer Science  
Krišjānis Nesenbergs, Head of Project, Institute of Electronics and Computer Science
- 14.10 **IoT is here, is security clear?!**  
Vladimir Jelov, Head of Sales, CYBERS
- 14.40 **Data is the lifeblood of IoT. So what are we doing with it?**  
Bryan Tantzen, Senior Director, Manufacturing Solutions, Cisco
- 15.10 **Pārtraukums un izstādes apmeklējums / Break & Exhibition**
- 15.40 **The role of research institutes in the field of automated and connected driving**  
Kaspars Ozols, Institute of Electronics and Computer Science
- 16.10 **Discussion: Self-driving vehicles and autonomous transportation systems**  
Kaspars Ozols, Institute of Electronics and Computer Science  
Rihards Gailums, Founder & CEO, PILOT Automotive Labs  
Johannes Mossov, CEO, Auve Tech  
Ilya Klyuev, Business Development, BaseTrack

Darba valoda atbilst valodai, kādā norādīta tēma.

Topics are listed in the language that corresponds to the working language.

# FUTURE STAGE

## Machine Learning Conference

**14. oktobris / 14 October**

- 10.00 **Reģistrācija un sertifikātu pārbaude / Registration and certificate verification**
- 11.00 **Artificial Intelligence – the driver of innovation in Additive Manufacturing**  
Pavels Cacivkins, CTO, Exponential Technologies
- 11.30 **AI for content summarization and information overload challenges**  
Dmitrijs Nedovis, CEO, SummarizeBot
- 12.00 **Using AI for food and personalisation: How AI can provide CHOICE and OPTIONS for people, rather than just choosing for them**  
Michael Haase, Founder & CEO, Plant Jammer
- 12.30 **Pārtraukums un izstādes apmeklējums / Break & Exhibition**
- 13.10 **Boost your e-commerce revenue in skincare with AI/ML-powered personalised recommendations**  
Ksenia Plisetskaya, Head of Marketing, Haut.AI
- 13.40 **Intelligent claim/document management**  
Muntis Rudzītis, ML Lab lead, Emergn
- 14.10 **Optimise your workforce with AI and Machine Learning: The automated road to a healthy, happy, and well-performing workforce**  
Jacob Nyman, Optimisation Manager, VISMA  
Martin Olstad, Optimisation Consultant, VISMA
- 14.40 **Pārtraukums un izstādes apmeklējums / Break & Exhibition**
- 15.20 **Lessons learnt from the AI journey at Rimi**  
Nikita Strezhnev, Data Analytics Manager, RIMI Baltic
- 15.50 **AI – as a must have element for a better customer experience**  
Elena Chernykh, Head of Europe Enterprise Sales, CITIC Telecom International CPC
- 16.20 **Applied AI/ML in Cybersecurity**  
Oleg Orlov, Regional Director – Eastern Europe, BlackBerry

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## SMART STAGE

Influenceru mārketinga konference

14. oktobris / 14 October

- 10.00 **Reģistrācija un sertifikātu pārbaude / Registration and certificate verification**
- 10.40 **Influenceru mārketinga tirgus situācija Latvijā**  
Olga Kazaka, "A. W. Olsen & Partners" partnere
- 11.10 **Zīmols: influencera klients vs. sadarbības partneris. Kopīgi radīti produkti**  
Kristīne Virsnīte, TV raidījumu vadītāja, producente, uzņēmēja
- 11.20 **Digitālā satura autora un uzņēmēja sadarbības ētika**  
Žanna Dubska, digitālā satura veidotāja, stiliste
- 11.30 **"TikTok" platforma: ar ko tev jāērķinās**  
Airita Kodorāne, "TikTok" satura veidotāja, ēdienu blogere
- 11.40 **Satura monetizēšana, izmantojot abonēšanas platformas**  
Rojs Rodžers, influencers, jūtūberis
- 11.50 **Influenceru diskusija: kā sadarboties?**  
Kristīne Virsnīte, TV raidījumu vadītāja, producente, uzņēmēja  
Žanna Dubska, digitālā satura veidotāja, stiliste  
Airita Kodorāne, "TikTok" satura veidotāja, ēdiena blogere  
Rojs Rodžers, influencers
- 12.30 **Pārtraukums un Valsts ieņēmumu dienesta un Patērētāju tiesību aizsardzības centra konsultācijas**
- 13.10 **Influencer marketing landscape and trends in the Baltics**  
Aleks Koha, Founder & CEO, Promoty Marketing
- 13.40 **Influenceru mārketinga no Patērētāju tiesību aizsardzības centra skatpunkta – prasības, prakse, uzraudzība**  
Baiba Vītoliņa, Patērētāju tiesību aizsardzības centra direktore
- 13.50 **Influenceris = saimnieciskās darbības veicējs**  
Monta Dūrēja, Valsts ieņēmumu dienesta Apkalpošanas daļas Zemgales nodaļas galvenā nodokļu inspektore
- 14.00 **Slimību profilakses un kontroles centra pieredze ar satura veidotājiem Latvijā**  
Ilze Straume, Slimību profilakses un kontroles centra Veselības veicināšanas departamenta direktore
- 14.10 **Valsts sektora diskusija: vienoti spēles noteikumi tirgus dalībniekiem**  
Deniss Ševeļovs, "BSMS" Mārketinga nodaļas direktors  
Ieva Andersone, "Sorainen" partnere, zvērināta advokāte  
Baiba Vītoliņa, Patērētāju tiesību aizsardzības centra direktore  
Ilze Borance, Valsts ieņēmumu dienesta Nodokļu pārvaldes direktora vietniece
- 14.50 **Pārtraukums un Valsts ieņēmumu dienesta un Patērētāju tiesību aizsardzības centra konsultācijas**
- 15.20 **Content is dead, long live the creators – rebels of the passion economy**  
Jean Mauris, Founder & CEO, UNAGI Media
- 15.50 **Influenceru mārketinga kā neatņemama interneta mārketinga sastāvdaļa**  
Olga Grigorenko, "Pranamat" Sabiedrisko attiecību nodaļas direktore
- 16.00 **Ietekmētāju atlases un sadarbības veiksmes formula**  
Diāna Grudule, "airBaltic" sociālo mediju komunikācijas vadītāja
- 16.10 **Sava biznesa uzsākšana, pateicoties sadarbībai**  
Linda Embutniece, "Reneve Monaco Latvia" valdes locekle
- 16.20 **Zīmolu diskusija: ko nozīmē influenceru mārketinga zīmolam?**  
Diāna Grudule, "airBaltic" sociālo mediju komunikācijas vadītāja  
Olga Grigorenko, "Pranamat" Sabiedrisko attiecību nodaļas direktore  
Linda Embutniece, "Reneve Monaco Latvia" valdes locekle
- 17.00 Noslēgums / Closing

## DIGITAL STAGE

### E-commerce Conference

**14. oktobris / 14 October**

- 10.00 **Reģistrācija un sertifikātu pārbaude / Registration and certificate verification**
- 11.00 **How Global Marketplaces can help you grow your Cross Border Trade business**  
Alon Paster, Head of Commercial Development, eBay
- 11.30 **Selling on Amazon in 2021 and growing your eCommerce business – tips and tricks and comparison with other marketplaces**  
Jānis Bošs, CEO, Fast Brands
- 12.00 **“Etsy” pārdošanas platforma – vai tikai mājražotājiem?**  
Edīte Klīdzēja, lektore un “Etsy” veikalu īpašniece
- 12.30 **Pārtraukums un izstādes apmeklējums / Break & Exhibition**
- 13.10 **Digital trust services in eCommerce**  
Keit Kivisild, Partner, Consultant, Digital Mind
- 13.40 **Balancing the growing demand and limited supply with effective e-commerce sales and operation planning**  
Sanita Bērziņa, CEO, Barbora
- 14.00 **Natural and artificial scarcity in E-commerce**  
Maksims Vlasenko, Head of Business Development, Mēness aptieka
- 14.20 **Automating and simplifying the declaration of eCommerce goods imported into the EU**  
Egor Paanukoski, Co-founder, Feeport
- 14.40 **Pārtraukums un izstādes apmeklējums / Break & Exhibition**
- 15.20 **One stop shop: Modernised VAT for cross-border e-commerce**  
Olga Maximova, CoF, CEO, Lovat Compliance
- 15.50 **E-komercijas izaugsmes dizains**  
Arnis Jēkabsons, “Element Digital” vadītājs
- 16.20 **Desmit idejas tiešā mārketiņa aktivitātēm e-komercijā**  
Jānis Karāns, “Bregards” vadītājs

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## EXECUTIVE STAGE

FinTech Conference

15. oktobris / 15 October

- 10.00 **Reģistrācija un sertifikātu pārbaude / Registration and certificate verification**
- 11.00 **Digital on-boarding for individuals and businesses: creativity, compliance and partnerships**  
Vladislavs Mironovs, Chief Strategy & Business Development Officer, Member of the Management Board, Citadele Bank
- 11.07 **Fintelligence – we use Artificial Intelligence to accelerate & automate the negative media search process**  
Līga Viņķele, Founder, Fintelligence
- 11.14 **Financial crime data sharing**  
Jānis Timmermanis, Chairman of the Board, Credit Information Bureau
- 11.21 **Customer due diligence and processing of personal data**  
Jekaterina Macuka, Director, Data State Inspectorate of the Republic of Latvia
- 11.28 **Discussion: RegTech in service for better customer experience in Latvia**  
Vladislavs Mironovs, Chief Strategy & Business Development Officer, Member of the Management Board, Citadele Bank  
Jānis Timmermanis, Chairman of the Board, Credit Information Bureau  
Līga Viņķele, Founder, Fintelligence  
Jekaterina Macuka, Director, Data State Inspectorate of the Republic of Latvia  
Laima Letiņa, CAMS, Advisor, Finance Latvia Association
- 12.00 **Pārtraukums un izstādes apmeklējums / Break & Exhibition**
- 12.40 **How open platforms are disrupting FinTech**  
Markus Lember, Co-Founder & CEO, Montonio
- 13.20 **#ecommerce #openbanking #sharingeconomy #shaken**  
Paulius Tarbūnas, Head, Neopay
- 13.50 **FinTech – achieving rapid growth with a rocketship fueled by tech**  
Toms Jurjevs, Founder & CEO, Sun Finance
- 14.20 **Pārtraukums un izstādes apmeklējums / Break & Exhibition**
- 15.00 **The Evolution of Money. Digital Euro**  
Deniss Filipovs, Head of Payment Systems Policy division, The Bank of Latvia
- 15.30 **FCMC innovation Hub and Regulatory Sandbox: tools to scale FinTech business**  
Marine Krasovska, Financial Innovation Department Director, FCMC
- 16.00 **Financial technologies and alternative financing solutions in a modern business**  
Kaspars Barons, Managing Director, Factris
- 16.15 **Easy access to Bitcoin mining**  
Tiziana De Pasquale, Marketing director, Swag

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# FUTURE STAGE

## Women in Tech Conference

### 15. oktobris / 15 October

- 10.00 **Reģistrācija un sertifikātu pārbaude / Registration and certificate verification**
- 10.30 **Opening. Riga TechGirls community**  
Anna Andersone, Chief Empowerment Officer, Riga TechGirls
- 10.40 **Using data as feminists: Lessons from an Israeli study**  
Dr. Sarai Aharoni, Researcher (Women, Peace and Security),  
Ben-Gurion University of the Negev
- 11.00 **Journey as a Women in Tech – My Learnings**  
Farhat Nooruddin, VP – Global Delivery Strategy & Transformation,  
Cognizant
- 11.30 **My personal journey to the Cloud**  
Stefanie Gansterer, Digital Transformation Lead, Swisscom
- 12.00 **What is a UX researcher and why does your company need one?**  
Irina Ganevica, Senior User Experience Researcher, Citrix
- 12.30 **Pārtraukums un izstādes apmeklējums / Break & Exhibition**
- 13.00 **How coding taught me resilience**  
Alīna Karpeļceva, Frontend engineer, Shopify
- 13.30 **You can not deal with disruption if you doubt yourself: keep your tech tiara straight**  
Inga Alikā-Stroda, Business Owner, TET
- 14.00 **Life lessons from data science**  
Ariadna Kramkovska, ML developer, Emergn
- 14.30 **Pārtraukums un izstādes apmeklējums / Break & Exhibition**
- 15.10 **If not now – when?**  
Alda Zeila, Business Group Lead PCS Nordics, Accenture
- 15.40 **Career Shift to Game Design: Practical Advice**  
Jekaterina Boboļa, Game Designer & Team Lead, Estoty Riga
- 16.00 **Every experience counts**  
Agnese Bite, Head of Design, Printful
- 16.20 **Yesterday you said tomorrow. Just do it**  
Jeļena Smilga, Scrum master, TietoEvry

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# SMART STAGE

Smart HR Conference

**15. oktobris / 15 October**

- 10.00 **Reģistrācija un sertifikātu pārbaude / Registration and certificate verification**
- 11.00 **The Art and Benefits of Employee Recognition**  
Jānis Kolomenskis, Business Development Manager, Peero
- 11.30 **Lean & Virtual HR – Future Made Present**  
Mindaugas Šestilo, Head of HR, Telia Global Services Lithuania
- 12.00 **Where does the complexity of a new HR system implementation come from and how to deal with it?**  
Alexander Snurnitsyn, CEO, AGroup
- 12.30 **Key benefits of learning management system: Euronics implementation case study**  
Stanislav Voronovski, Training Manager, Sandmani Grupi
- 13.00 **Pārtraukums un izstādes apmeklējums / Break & Exhibition**
- 13.40 **Juniors pēc 40**  
Inga Jēgina, "VISMA" klientu panākumu vadītāja
- 14.10 **Best practices in introducing employee benefits**  
Valdis Bergs, Chairman of The Board, MobillyTX
- 14.40 **A tool to enable a Process-orientated continuous improvement culture: the Super User role**  
Laila Māra Pessoa, Member of the Board, Process-U
- 15.10 **The Work Ahead**  
Euan Davis, Associate VP – Leads the Centre for the Future of Work in Europe, Cognizant

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## DIGITAL STAGE

Digital Marketing Conference

**15. oktobris / 15 October**

- 10.00 **Reģistrācija un sertifikātu pārbaude / Registration and certificate verification**
- 11.00 **Benefits of working with the leading content management system**  
Pāvels Semenčuks, Microsoft Business Applications Manager, Accenture
- 11.30 **Digitālās piezīmes**  
Andrejs Žmiļevskis, "Omnicom Media Group" Digitālās nodaļas vadītājs  
Aija Šlahota, "Omnicom Media Group" digitālo mediju speciāliste
- 12.00 **Designing Smart B2B growth strategy on LinkedIn**  
Kristīne Sergejeva, Co-founder, SmartB2B
- 12.30 **Pārtraukums un izstādes apmeklējums / Break & Exhibition**
- 13.10 **Marketing challenge: dos and don'ts when your product is mystified**  
Monika Poškute, CMO, Brokoli Network
- 13.40 **How to diversify 2021 user acquisition risks with TikTok**  
Stanislav Rybachuk, Senior TikTok client partner, Httpool
- 14.10 **Go global with Snapchat**  
Diāna Gabrāne-Žukova, Emerging International Business, CEE, Snap Inc
- 14.40 **Pārtraukums un izstādes apmeklējums / Break & Exhibition**
- 15.20 **Kā izveidot "attiecības" ar klientu interneta vidē?**  
Gustavs Gotauts, "eCOMHUB" vadītājs
- 15.50 **Kā ir mainījies mūsdienu mārketingu un pārdošana?**  
Rolands Ozoliņš, "IBD Consulting" starptautiskā biznesa attīstības konsultants
- 16.20 **Shift | A marketing rethink – Foundations for the future**  
Annija Spēka, Managing Director, PHD Latvia

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