

RIGA COMM 2023

MAIN STAGE

PROGRAMME

October 5

- 10:00 **Registration. The event venue is open to attendees**
- 11:00 **Empowering ESG Reporting: The Mitigate ESG Platform - Technology for User-friendly Quick Input with Tips and Tricks**
Jana Trapāne, COO, Mitigate
- 11:25 **A New Frontier in Online Dating: Unleashing the Power of AI and Personal Challenge**
Evelīna Pārkere, Founder, RiskMe
- 11:50 **HealthTech discussion: The health data revolution. The battle for control, profit and security**
Kristaps Krafte, Head, Digital Health Cluster
Marina Petrakova, CEO, VREACH
Ieva Bikava, Business and system analyst, ZZ Dats
Āris Kasparāns, Director, The National Health Service of Latvia
Jānis Rancāns, Director, Meditec, AB business Center
Renārs Jansons, Director of Digital Transformation, The Riga East University Hospital
- 12:30 Break & Exhibition
- 13:10 **Embrace the infinite: navigating a world full of opportunities**
Thomas Anglero, Nordic CTO & Innovation Officer, Cognizant
- 13:50 **Discussion: Do's and Dont's before you decide to use LegalTech**
Anrijs Šimkus, Head of Legal Technology & Innovation, Cobalt Legal
Taavi Tamkivi, Founder, CEO, Salv
Ieva Andersone, Partner, Sorainen
Sanita Meijere, Head of Business Relations, SK ID solutions
Sergejs Jermakovs, COO, Co-Founder, Graip.ai
- 14:25 **The secret accelerator: speed-to-market in tech**
Uldis Karlovs-Karlovskis, DevOps advisor and coach, Zen IS

14:40 Break & Exhibition

15:00 **The Rising Tide of Digital Transformation in Asia: Opportunities and Challenges**

Riccardo Benussi, Director for Europe, Dezan Shira & Associates

15:20 **Discussion: The East Tech Frontier: Should Asia be your next target market?**

Riccardo Benussi, Director for Europe, Dezan Shira & Associates

Toms Niparts, Co-founder, Jeff app

Žilvinas Kazlauskas, CEO, DocLogix

Sigita Gailuma, CEO, Baltic China Connected

16:00 **Automation in Hospitality**

Filip Kuhnel, Commercial Director, HotelTime Solutions

16:30 **Discussion: Prospects of Quantum Technology Integration: Tomorrow's Impact or Distant Horizons in Industries?**

Amara Graps, Interdisciplinary physicist

Zane Kalniņa, Applied Quantum Computing R&D Project Lead, Accenture

Eva Narunovska Founder, CEO, Sapiens.BI

Mārtiņš Kālis, Researcher, The Center for Quantum Computing Science at the University of Latvia

Darba valoda atbilst valodai, kāda norādīta tēmā

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

MAIN STAGE

PROGRAMME

October 6

- 10:00 **Registration. The event venue is open to attendees**
- 10:30 **CFO discussion: How technology is changing the role of the CFO?**
Andrejs Grigoļunovics, Founder, CEO, AG Capital
Vita Balode-Andrews, Member of the Management Board and CFO, Latvian Railway
Girts Vildavs, CFO Baltics, Premier Restaurants Estonia, Latvia & Lithuania (McDonald's)
- 11:10 **Discussion: Digitalisation as a path for a sustainable future**
Igor Semjonovs, CEO, EthnoExpert & DataArt
Dainis Jakovels, Leading Researcher, Institute for Environmental Solutions
Anete Garoza, Co-Founder & Chief Climate Officer, 1MTN
Irina Kuzmina, Head of Sustainability Area, Baltic Banking CSM, Swedbank
Ove Muuk, Partner, Helmes Group
Andrejs Mlijevskis, Business Development Manager, SoliTek
- 11:50 Break & Exhibition
- 12:30 **Discussion: The use of the latest technologies in the world of investments**
Kaspars Peisenieks, Executive Manager, Investoru Klubs
Marcis Laksa, Head of Sales, Capitalia SE
Gints Ozolins, CTO, Indexo
Cyril Golub, Chairman of the Board, Latvian Business Angels Network
- 13:05 **Demo: How Bolt unlocked their productivity potential with Slack**
Mathis Bogens, Head of Internal Communications, Bolt
Tatiana Blanc, Senior Solutions Engineer, Slack
- 13:35 **Analogue Love in the AI Era: The Power of Face-to-Face Communication in a Digital World**
Olga Zorova, Communications Director, Findanode
- 13:55 **Discussion: Global Regulatory Framework for AI**
Anri Leimanis, AI Researcher, Riga Stradins University
Evalds Urtans, Lead researcher and assistant professor, Riga Technical University
Henrik Trasberg, Legal Advisor on AI and New Technologies, The Ministry of Justice of the Republic of Estonia
Paulius Pakutinskas, Board member at AI Association Lithuania & Professor at Mykolas Romeris University
- 14:35 **Mobility Fireside Chat: Car subscription as a Service "CaaS: What awaits the market and how tech supports this business model?"**

Jordan Symonds, Head of Communication, Casi
Jekabs Bricis, Project Manager Business Development Baltics, Moller Auto Latvia

15:05 Break & Exhibition

15:35 **Accelerating application development and business process digitalization with Microsoft Power Platform**

Jasmo Hiltula, Head of Low Code, Solita
Arvi Alamaa, Low-code developer, Solita

16:15 **Fireside chat: Advantages and limitations of low-code & no-code development**

Karlis Kivlenieks, Co-founder, No-Code MiniAccelerator & Baltic No-Coders
Jasmo Hiltula, Head of Low Code, Solita

16:35 **GovTech discussion: Practical approaches to innovation in the public sector**

Andre Nitzschmann, Chairman of the board "EdTech" Latvia
Kaspars Anonevics, Vice Rector, Jelgava Secondary School of Technology
Rudolfs Cimdins, Head of Spatial Planning Department, Riga Planning Region
Juris Zarins, Head of Forest Management Planning Division, Riga Forests
Viesturs Bulans, CEO, Helmes Latvia

Darba valoda atbilst valodai, kāda norādīta tēmā

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

WALLESTER EXECUTIVE STAGE

Fintech Conference

PROGRAMME

October 5

- 10:00 **Registration. The event venue is open to attendees**
- 11:00 **Digital Euro – impact on payment systems**
Marta Cera, Associate Partner, Head of Banking & Finance, Ellex Kļaviņš
- 11:25 **What are the challenges and barriers to e-invoicing adoption?**
Edgars Strazds, Managing Director, Unifiedpost Latvia
- 11:45 **What is the importance of innovations in scaling FinTech Startups? How to manage growth in FinTech Startups nowadays?**
Nazar Mysholivskyi, CEO & Co-founder, LNOKS
- 12:10 Break & Exhibition
- 12:50 **Wallester Presents: Exploring Corporate Finance and Card Issuing Challenges and Opportunities**
Vladislav Belobabin, Business Development Manager, Wallester
Vitaly Zaporozhets, Client Relationship Manager, Wallester
- 13:30 **Discussion: What does a state-of-the-art financial institution look like and whether are there any restrictions on being one in the Baltics**
Richard Doherty, Principal Consultant - Digital Transformation & Fintech
Sergejs Mazurs, dCEO, Confero Technologies
Gints Ozolins, CTO, Indexo
Jari Koivula, IT Director, IPF Digital
- 14:10 **Fraud in trading**
Mindaugas Puodziukas, Director of the Anti-Fraud Department CEE, Coface Baltics
- 14:30 **Discussion: How are emerging technologies being used to combat financial fraud?**
Andris Lazdiņš, Partner, Ellex Klavins
Mindaugas Puodziukas, Director of the Anti-Fraud Department CEE, Coface Baltics
Lev Bass, Co-Founder, CBDO, Huntli.io
Liudas Kanapienis, Co-founder, CEO, Ondato
- 15:05 Break & Exhibition
- 15:35 **Top factors to consider when looking for a Fintech partner**
Justinas Badaras, Founder, PSP Circle

- 16:00 **Should cash flow forecasting be trusted to accountants**
Kārlis Mikoss, Founder & CEO, Tailwind Technologies
- 16:15 **How to take your operations to the next level with B2B transaction automation: the benefits of a Smart Business Network**
Jussi Ertiö, Sales Director, East Europe, Pagero
Minna Myllyluoma, Regional Partner Account Manager, Pagero
- 16:40 **How fintechs are helping SMBs to reach global market**
Siim Varm, Business Development Manager, Wise

WALLESTER EXECUTIVE STAGE
Cybersecurity & Web3 Conference

PROGRAMME
October 6

10:00 **Registration. The event venue is open to attendees**

Cybersecurity Conference

10:30 **How not to manage a cyber-crisis: Learn from others' mistakes**
Menny Barzilay, Partner, Cytactic

11:10 **Security tools in Your business computer**
Kaspars Kalniņš, ASUS Commercial Product Manager in Baltics, Asus

11:30 **Cyber security ensuring for critical infrastructure facilities and companies in modern conditions (RU/EN)**
Yurii Kohut, Founder, SIDCON Consulting Company

12:10 **Importance of Cyber Security: Lessons Learned from the Recent Attack!**
Sven Karuse, Leader of Developing Department, Excellent Business Solutions Eesti
Giorgi Sharia, Penetration Tester, Cybers

12:30 **Nextcloud Hub - Your complete GDPR compliant content collaboration platform**
Björn Schießle, Co-founder, PreSales Lead, Nextcloud

12:50 **The Role of CISOaaS in Business Security: What It Covers and What It Lacks**
Normunds Aizstrauts, CISO, NS Advisory
Kaspars Iesalnieks, Founder, CITM Advisory

13:10 **We need to talk about DORA**
Tamas Balogh, Founder, CEO, KyberX

13:30 **Ukrainian CyberWAR stories. Complex protection bricks**
Vladyslav Samoilenko, Sales Engineer, Bakotech

15:05 Break & Exhibition

Web3 Conference

- 14:00 **Decentralizing identity: navigating through shadows to transparency**
Gintare Kosubiene, Co-founder, CEO, MicaPass
Justas Rozenas, Co-founder, CMO, MicaPass
- 14:20 **Discussion: Are digital assets and NFTs taking over the digital world?**
Maksims Kurajevs, CEO, Monezo
Janīna Vinklere, Co-founder, Vividly space
Lukass Lappuķe, Co-founder, NFTonPulse, NFT Generator & HowToPulse
Artūrs Garais, Web3 project lead, airBaltic
- 14:50 **Discussion: Developing Web3 projects - Where is the real value?**
Vattan PS, Board Member, Internet Native Organization
Davis Dargelis, Founder, Blockchain Advisory Global
Martins Benkītis, Co-founder, Gravity Team
Vents Viksna, Chief Analyst, High Capital
- 15:20 Break & Exhibition
- 15:40 **Fireside chat: How to invest in blockchain companies?**
David Ventzel, Partner, Accelerace VC
Alex Petrov, Blockchain expert | ex-CIO at Bitfury
- 16:00 **Discussion: Development of the financial system in the Baltic States**
Marine Krasovska, Head of Financial Technology Supervision Department, The Bank of Latvia
Evaldas Krampas, Head & Chairman, Crypto Hub Lithuania
Sofian Berrahal, CBO, Nexpay
Aija Zitcere, Director of Financial Market Policy Department, The Ministry of Finance of the Republic of Latvia
- 16:30 **Discussion: How can Latvia develop a sexy blockchain ecosystem?**
Ričards Roziņš, Moderator, Httpool
Reinis Znotins, Latvian Blockchain Association
Gintautas Nekrosius, CEO, Blockchain Centre
George Groshkov, Co-founder, Mint Ventures XYZ

Darba valoda atbilst valodai, kāda norādīta tēmā

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

SALESFORCE & LEVERUP DIGITAL STAGE

Digital Marketing Conference

PROGRAMME

October 5

- 10:00 **Registration. The event venue is open to attendees**
- 11:00 **Discussion: How to influence customer behavior at different stages of the purchase journey?**
Nikita Volosins, Head of Growth, LeverUP
Vilius Kavaliauskas, Marketing Cloud Lead for Baltics, Salesforce
Renars Neimanis, Head of E-channel Development, Bite Telecom
Daria Nemchonok, CEO, Senior Solution Architect, LeverUP
- 12:00 **State of the Baltic Digital Advertising Market - Learnings from the 2022 European IAB AdEx**
Kaarel Oja, MP for Quantitas Innovation, Borad Member & Head of Research, IAB Baltics
- 12:20 **Rezultatīva reklāma Latvijas digitālajos medijos**
Uldis Vītiņš, Managing Director, Digital Matter
- 12:50 Break & Exhibition
- 13:30 **From cost to profit center: How top marketers build sustainable ROI with Salesforce Marketing GPT**
Vilius Kavaliauskas, Marketing Cloud Lead for Baltics, Salesforce
- 14:00 **Powerful Storytelling through Visual Arts: A Case Study with Panic Studio**
Rita Alikā Šteimane, CEO, Panic Studio
- 14:20 **Unleashing the Power of Influencers: How to manage the global approach?**
Gabriele Palepsaite, Influencer Marketing Regional Lead, EMEA & LATAM, Surfshark
- 14:40 **Discussion: How to Build Strong Relationships with Content Creators?**
Marija Vorkule, Account manager, PR consultant, MSL Baltics
Gabriele Palepsaite, Influencer Marketing Regional Lead, EMEA & LATAM, Surfshark
Uģis Briedis, Head of Business Development, Desktime
Piia Õunpuu, Global Influencer Marketing Manager, Bolt
- 15:10 Break & Exhibition
- 15:40 **Bootstrapping to 436k paying customers: How?**
Emīls Pakārklis, Founder, iPhone Photography School

16:00 **AI Insights: Deciphering Online Content for Enhanced Brand Reputation & eCommerce Success**

Robertas Danielianas, Co-Founder and Chief Revenue Officer, Repsense.io

16:30 **Discussion: How to Build a Personal Brand on LinkedIn to Generate Leads for Your Company**

Ieva Drazniece, Moderator

Indrek Põldvee, LinkedIn expert, B2Bgrowth

Klinta Kocane, LinkedIn Strategy Consultant

Dominyka Venciūtė, Founder & Consultant, Persona Cognita

Darba valoda atbilst valodai, kāda norādīta tēmā

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

SALESFORCE & LEVERUP DIGITAL STAGE

E-commerce Conference

PROGRAMME

October 6

- 10:00 **Registration. The event venue is open to attendees**
- 11:00 **Composable Commerce: The Future of Digital Business**
Pavels Koliskins, CCO, PearlConvert
- 11:20 **Case Study: How Marketing Personalization elevate E-Commerce, Bite**
Daria Nemchonok, CEO, Senior Solution Architect, LeverUP
Renars Neimanis, Head of E-channel Development, Bite
- 12:00 **Discussion: eCommerce Beyond Magento: Unleashing Potential with Sylius**
Jonas Tirevicius, Co-founder & Managing director, Nordcode
Justinas Rastauskas, Co-founder & Business Development Executive, Nordcode
Przemysław Połec, Business Developer, Sylius
Sniedzite Vilmane, Head of Ecommerce, Mēness Aptieka
- 12:30 Break & Exhibition
- 13:10 **The New Frontier of E-commerce Marketing: Integrating "Buy Now, Pay Later" to Enhance Customer Experience and Sales**
Alina Mazzotti, CMO, ESTO Group
- 13:40 **How to sell successfully on Amazon?**
Mark Daniel Zalomajev, CEO, INNELS
- 14:00 **Discussion: No more email: creating a B2B self-service platform for full customer journey**
Daividas Pinkevičius, Territory manager for Baltics, Salesforce
Jurgis Bakanas, CEO, Bluelark
Marius Šimkūnas, CTO, FL Group (First Logistics)
Julija Varneckienė, COO, CapitalBox
- 14:40 Break & Exhibition
- 15:05 **E-commerce is becoming more and more regulated: the upcoming challenges for e-commerce companies**
Linda Sarane-Reneslace, Senior Associate, Sorainen
- 15:25 **Fast start in the field of ecommerce, implementing a project using extreme no code solutions in just 10 minutes**
Dmitro Nechai, Chief Architect, Platma

15:50 **Hidden opportunities in e-commerce: How to reach your full potential**

Kārlis Andžāns, Sales Manager, Infinitum Agency

Aleksandrs Slobodjaņuks, Infinitum Agency

16:10 **Discussion: From Cart to Customer: The Logistics of E-commerce Success**

Oskars Baltais, Head of Sales and Business Development, Swotzy

Kristaps Birmanis, Head of Marketing and Business Development, SelfNamed

Māris Kuļikovskis, Head of Sales, Omniva Latvija

Darba valoda atbilst valodai, kāda norādīta tēmā

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

EMERGN FUTURE STAGE

Machine Learning Conference

PROGRAMME
October 5

- 10:00 **Registration. The event venue is open to attendees**
- 11:00 **AI risks and challenges**
Andis Liepins, Chief AI solution architecture expert, Apply IT
- 11:20 **What kind of tiger you are? Some practical examples of Computer vision cases from Accenture Baltics**
Daria Lashkevich, Lead Computer Vision Engineer, Accenture
- 11:40 **Expectations management on conversational AI. Business lessons by isLucid**
Vytenis Pakenas, CEO, isLucid
- 12:00 **AI, don't f*#\$ up my name! Language is personal**
Marcis Pinnis, Chief AI Officer at Tilde, Tilde
- 12:20 Break & Exhibition
- 13:00 **Asya.ai case studies of using AI technologies within bounds of GDPR**
Evalds Urtans, CEO, CTO, Asya & Pitch Patterns
- 13:20 **Sustainable AI**
Satu Korhonen, Machine Learning Engineer, Solita
- 13:40 **Unleashing New Frontiers: Harnessing LLM and AI Tools for Business Evolution**
Nauris Bloks, Chief Innovation Officer, Member of the Management Board, DelfinGroup
- 14:00 **Advanced AI Platform for Enterprise**
Aleks Jan Polak, Inside Sales Account Manager, NVIDIA
- 14:20 Break & Exhibition
- 15:00 **AI Limitations**
Antons Mislevics, Head of AI/ML, C.T.Co
- 15:20 **Building Intelligent Workplace: Limits and Challenges**
Muntis Rudzitis, Lead Data Scientist, Emergn
- 15:40 **Preconditions of successful ML projects / implementations**
Sanita Meijere, Country Manager, Latvia, Smart-ID

16:00 **Improving Customer Experience Leveraging AI Noise Reduction in customer service**
Michael Aman, Sales Specialist Leader, Avaya

16:20 **AI Tools for E-commerce**
Karlis Stipnieks, Head of business development, Magebit

Darba valoda atbilst valodai, kāda norādīta tēmā

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

EMERGN FUTURE STAGE

IoT & Robotics Conference

PROGRAMME
October 6

- 10:00 **Registration. The event venue is open to attendees**
- 10:50 **LPWAN networks, easy way to cost effective digitalization**
Eric Brisset, Founder, OG Baltics
- 11:10 **The New Age of IoT: Connectivity Is Not Enough!**
Jans Jelinskis, Technical Director, 1NCE GmbH
- 11:40 **Maximo: Empowering IoT with Maximo Monitor and Maximo Predict**
Primož Sevčnikar, CEO, TROIA
- 12:00 **Multitechnological time attendance systems for industry, construction and service companies, offices, and schools**
Albinas Bacliunas, CEO, Acoris
- 12:20 Break & Exhibition
- 13:00 **Creating Space, Labour, Energy and Environmental Efficiency in Supply Chain Operations**
James Smith, Regional Director for Northern Europe, AutoStore
- 13:30 **Ruijie Networks - All in Cloud, Light the Future!**
Gleb Tomasov, Channel Sales Manager, Baltics & Nordics, Ruijie Networks
Anna Illiša, Ruijie product manager, Getic
- 14:00 **AI future expands with Quadruped robot**
Molly Xia, Overseas sales director, Unitree Robotics
- 14:30 Break & Exhibition
- 15:05 **Collaborative Robots in Action: Real-world Applications and Best Practices**
Artūrs Agejevs, Operations Manager, ABB
- 15:30 **Autonomous store technology by Grab2Go**
Ago Mölder, CTO, Grab2Go

Darba valoda atbilst valodai, kāda norādīta tēmā
Topics are listed in the language that corresponds to the working language

SMART STAGE

HR Tech Conference

PROGRAMME
October 5

- 10:00 **Registration. The event venue is open to attendees**
- 11:00 **How technology in HR help Talent teams & organizations create greater value?**
Aukse Zukauskiene, Workforce Advisory Services Practice Lead, EY
Rudite Springe, Senior Manager, EY
- 11:30 **Very tech of very human?**
Ernests Sinkevics, CCO, AGroup
- 12:00 **Person-Environment Fit: Scientific Research and AI Application**
Alisa Miniotaite, Founder, HRIZER & Alisa Management Laboratory
- 12:30 **Empowering Talent in the Knowledge Era: Leveraging Purposeful Career Pathing and Skillit for Enhanced Retention and Development**
Monika Cesnauskaite, Leader in IT, Reiz Tech
- 13:00 Break & Exhibition
- 13:40 **How to get workplace ready for Web3**
Alina Aronberga, SVP Human Resources, AirBaltic
- 14:10 **Automated onboard/offboard tasks - how important it is for a modern company**
Arturs Banga, Usability analyst and expert, Elva
- 14:30 **Discover star players: how to create a high-performance team**
Dana Kocane, CEO, Tech Recruitment
- 14:50 **Revolutionizing HR Processes with Embedded Trust Services**
Andrejs Jesko, Business Development Manager, TrustLynx
- 15:10 **How to foster adaptability in the ever-changing business environment**
Ernestas Rusevicius, Business Development Manager, DocLogix
- 15:30 Break & Exhibition
- 15:50 **AI as a helping tool for HR professionals to work with teams**
Liliia Chepelieva, Head of Business Development, HRMNY.ai

16:10 **Meet our new talent acquisition specialist, AI**

Janis Kreilis, Cofounder, CEO, Hyperjob

16:25 **Building Emotional Resilience: Safeguarding Workplaces from Stress-Fueled Catastrophes**

Ieva Vaitkeviciute, Founder, CEO, Mindletic

16:40 **Leveraging Data for HR Strategy: Insights and a Case-Study Expedition**

Hanna Ishutsinova, HR Manager, Head of People, EPAM Latvia

Darba valoda atbilst valodai, kāda norādīta tēmā

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

SMART STAGE

Women in Tech Conference

PROGRAMME

October 6

- 10:00 **Registration. The event venue is open to attendees**
- 11:00 **Opening. Riga TechGirls community**
Anna Andersone, Chief Empowerment Officer, Riga TechGirls
- 11:10 **Solaride - how engineer's solar car project became so much more**
Liisa Sevtsuk, Head of People Operations, Solaride
- 11:35 **Get into Tech - There is no why but how**
Jana Budkovskaja, General Partner at The Better Fund, Managing Partner at Beamline Accelerator
- 12:00 **Fireside chat: Google story**
Liza Belozerova, Senior Manager, Google.org, Europe, Middle East & Africa, Google
Anna Andersone, Chief Empowerment Officer, Riga TechGirls
- 12:30 Break & Exhibition
- 13:10 **Unlocking big tech doors: Strategies for landing your dream job**
Monika Da Silva Xavier, Independent consultant | ex-Google
- 13:25 **Discussion: Empowering Women in Tech: Lifelong learning journeys**
Monika Da Silva Xavier, Independent consultant | ex-Google
Karin Kunnapas, CEO, Kood/Johvi
Renita Kasper, Co-founder, Recruitment Thursday
Sigita Kotlere, CEO & Board member, Nectaro
Vidmante Ciziene, Data Engineer, carVertical
- 14:05 **Radmyla Kussi Career Story**
Radmila Kussi, UX Designer, ict.lv
- 14:20 **Dana Rubena Career Story**
Dana Rubena, IT Security Operations Officer, Allnex
- 14:35 **Continuous Learning is the key to finding a career path you are passionate about**
Anastasija Ivanova, Digital Designer, SERPA Media Group
- 14:50 Break & Exhibition

15:10 **Get yourself out of your comfort zone!**

Vija Niedre, Founder, CEO, HR WellBe

15:30 **Finding your "Why" and the right idea to match your ambitions**

Ilze Folkmane Gibbs, Founder, CEO, Andiamo Travel

15:50 **Pre-acceleration Program SPRING UP Pitch Session**

Startup Founders:

Zane Segruma, Maija Krasna, Zane Sauka, Metra Strode, Kristine Vikle & Liene Turlaja

Darba valoda atbilst valodai, kāda norādīta tēmā

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

MINI STAGE

PROGRAMMA

5. oktobris

10:00 **Reģistrācija**

11:00 – 13:00 **Latvijas Digitālais akselerators darbnīca**
“Digitālā transformācija: modes tendence vai nepieciešamība?”

11:00 **No procesu digitalizācijas līdz digitālajām inovācijām**
Liene Strazdiņa, Biedrības "Latvijas Digitālais akselerators" direktore

11:10 **Inovāciju "ceļa karte": stratēģijas nākotnes izaugsmei**
Līva Pērkone, “Helve” partnere

11:30 **Uzņēmumu personāla zināšanu prasmju pilnveides aktualitāte un iespējas**
Roberts Gaižutis, “Latvijas Digitālais akselerators” Kurzemes reģiona koordinators

11:40 **Green and Digital: A Double Helix of Opportunities for Tomorrow's World**
Imants Martinsons, Member of the Board at Green and Smart Technology Cluster

11:50 **Mākslīgā intelekta risinājumu izstrāde**
Jānis Bicāns, Rīgas Tehniskā universitātes Datorzinātnes un informācijas tehnoloģijas fakultātes pētnieks

12:10 **VR/AR risinājumu izstrāde**
Edmunds Jansons, Vidzemes augstskolas maģistra studiju programmas "Virtuālā realitāte un viedās tehnoloģijas" vadītājs

12:30 **Jautājumu - atbilžu sesija**

Darba valoda atbilst valodai, kāda norādīta tēmā

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

MINI STAGE

B2B mārketinga darbnīca

PROGRAMMA

6. oktobris

10:00 **Reģistrācija**

10:30 **Kā efektīvi uzrunāt tehniskos pircējus B2B tirgos**

Andrejs Juščenko, "IBD Consulting" partneris, biznesa izaugsmes stratēģis
Rolands Ozoliņš, "IBD Consulting" partneris, pieprasījuma radīšanas stratēģis

11:45 **Mārketinga satura veidošana mūsdienu B2B auditorijai**

Andrejs Juščenko, "IBD Consulting" partneris, biznesa izaugsmes stratēģis
Rolands Ozoliņš, "IBD Consulting" partneris, pieprasījuma radīšanas stratēģis

12:45 Pārtraukums un izstāde

13:15 **Diskusija: Mārketinga nākotne mākslīgā intelekta laikmetā**

Andrejs Juščenko, "IBD Consulting" partneris, biznesa izaugsmes stratēģis
Rolands Ozoliņš, "IBD Consulting" partneris, pieprasījuma radīšanas stratēģis
Ivars Pavlovičs, "President Of Sale" dibinātājs
Ričards Roziņš, "Aleph Holding" Pinterest vadītājs Baltijā
Kaspars Kauliņš "Tilde" biznesa attīstības direktors

13:45 **Mārketinga automatizācija un mērogošana**

Andrejs Juščenko, "IBD Consulting" partneris, biznesa izaugsmes stratēģis
Rolands Ozoliņš, "IBD Consulting" partneris, pieprasījuma radīšanas stratēģis

14:45 Pārtraukums un izstāde

15:15 **Atbalsta instrumenti un iespējas IT uzņēmumiem eksporta attīstībai**

Aiga Irmeja, "Latvijas IT klasteris" izpilddirektore
Liene Leikuma-Rimicāne, "Latvijas IT klasteris" inovācijas projektu konsultante

Darba valoda atbilst valodai, kāda norādīta tēmā

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