



DIGITAL
INNOVATION AND
TRANSFORMATION
SUMMIT

28-29 FEBRUARY
2024


MUSCAT,
SULTANATE OF OMAN

OMAN'S MOST IMPACTFUL
B2B TECH
SUMMIT

Day 1	28 February 2024
08:00 - 08:55	Registration and Networking Sessions
08:55 - 09:00	Welcome Address
09:00 - 09:30 OPENING KEYNOTE	<p>The Role of Innovation and Digital Transformation in Achieving the Oman Vision 2040</p> <p>Uncover the pivotal role of innovation and digital transformation in realizing the ambitious goals of the Oman Vision 2040. Explore how cutting-edge technologies and strategic initiatives are driving socioeconomic progress, sustainable development, and enhanced quality of life across Oman's diverse sectors</p> <p>Speaker: TALAL BIN AHMED BIN AMER AI SAADI - Director of the Office of the Undersecretary, Ministry of Interior Oman</p>
09:30 - 10:00 TECH TALK	<p>The Future of Human Computer Interaction</p> <p>Exploring the Horizon: The Future of Human-Computing Interaction delves into the next generation of technological advancements, where artificial intelligence, quantum computing, and brain-computer interfaces converge to redefine our interaction with machines. This presentation will navigate through the cutting-edge innovations poised to transform society, work, and everyday life, offering a glimpse into a future where human potential and computing power unite to unlock unprecedented possibilities</p> <p>Speaker: AARON JONES, CEO Yepic AI</p>
10:00 -10:30 INDUSTRY KEYNOTE	<p>GEN AI - How to Survive and Thrive in the Age of AI</p> <p>In the age of AI, adaptability is key. Embrace lifelong learning to stay relevant and continually upgrade your skills. Cultivate critical thinking, creativity, and emotional intelligence—traits that AI lacks. Collaborate with AI tools to enhance productivity and problem-solving</p> <p>Speaker: FIRAS AL MUHARRAMI, CEO AI Data</p>
10:30 - 11:00 TECH TALK	<p>Unlocking Business Insights: Generative AI in Data Extraction and Business Intelligence</p> <p>In today's age, the abundance of data poses both a challenge and an opportunity for businesses. This presentation explores the transformative role of Generative AI in the realms of data extraction and business intelligence. From streamlining data retrieval to extracting actionable insights, Generative AI is revolutionizing the way organizations harness the power of their data across business units. Making legacy software AI enabled is another big opportunity but comes with its own set of challenges. We also introduce our Gen AI software tool BI42 and its ongoing use cases in Pharma, Life Sciences, Industrial, Accounting and a few more.</p> <p>Speaker: ASHISH MEHTA, Co-Founder BI42</p>
11:00 - 11:15	Coffee Break & Networking Sessions

11:15 - 11:45 INDUSTRY KEYNOTE	Building Digital Agility for Organizational Growth in Middle East Enterprises Building Digital Agility for Organizational Growth in Middle East Enterprises" explores strategies and best practices for fostering adaptability and resilience within Middle East enterprises amidst rapidly evolving digital landscapes. This session delves into innovative approaches to cultivating agility, empowering organizations to thrive in dynamic market environments and capitalize on emerging opportunities for sustainable growth Speaker: SANJEEV MADAVI , Digital Transformation Expert
11:45 - 12:15 INDUSTRY KEYNOTE	Guarding your Digital National Critical Infrastructure Fortress Explore the paramount importance of safeguarding digital national critical infrastructure in an increasingly interconnected world. Delve into strategies for fortifying defenses, mitigating cyber threats, and ensuring the resilience of essential systems vital to national security and societal functioning Speaker: SARA AL-KINDI - Cyber Defense Head Petroleum Development Oman
12:15 - 12:45 INDUSTRY KEYNOTE	AI-powered Smart City future aligned with Vision 2040 Like every country in the GCC, Oman has set ambitious Net-Zero targets. How will embedding AI systems meet Oman Vision 2040 and its Net-Zero Emission Targets in 2050 by realizing AI-powered Smart Cities and Smart Industries? By the end of the decade, every publicly listed and public sector organization will need to realize these ambitions not through passive annual reporting but through the realization and integration of 4IR technologies, AI and the Circular Economy based on high-quality and high-frequency data streams. How will countries who rely on conventional energy leverage next-generation interconnected 4IR to monitor, manage and develop AI-reinforcing models through the electrification of systems to meet these targets – what does the technological framework that aligns with goals require in terms of high-quality big data sets? Speaker – FARIS A AL KHARUSI , Chief Innovation & Transformation Officer Renaissance services

<p>12:45 - 01:15 PANEL DISCUSSION</p>	<p>Managing Information Security and Operational Risk in Vital Infrastructure and Government Services at a National Scale</p> <ol style="list-style-type: none"> 1. Challenges, Strategies, and Opportunities in Enhancing Cybersecurity in Oman 2. Cyber Threat Intelligence: Charting a Path to National Security 3. Empowering E-Government: Advancing Digital Services for a Secure Tomorrow 4. Cybersecurity Innovations for Smart Cities: A Smart Approach to Safety 5. Securing Critical National Infrastructure: Strategies for Mitigating Cyber Threats <p>Moderator: DR. HAITHAM HILAL AL HAJRI, Executive - Cyber Security Projects Specialist Ministry of Transport, Communications and Information Technology Oman National CERT</p> <p>Speakers:</p> <ul style="list-style-type: none"> • AMNA AL BALUSHI, Chief Information Security Officer IT Governance & Security, Bank Nizwa, Sultanate of Oman • ALI ABDULLA ALSADADI, Chief of Information Technology, Ministry of Oil and Environment, Kingdom of Bahrain • AHMED AL BAHDOOR – Head of Cybersecurity, Oman Airports Management Company • JAIFAR AL MAMARI, Cyber Security Lead Vodafone, Oman • TALAL AL SIYABI, Cyber Defense Center Lead PDO • DR. AMJED SID AHMED MOHAMED SID AHMED - Associate Professor, Majan UniversityCollege
<p>01:15 - 02:15</p>	<p>Lunch, Prayer & Networking Break</p>
<p>02:15 – 02:45 PANEL DISCUSSION</p>	<p>Empower governments and private firms to accelerate progress through the implementation of AI-driven, high-performance solutions</p> <p>In the quest to enhance government operations and services, the implementation of AI-driven, high-performance solutions has become a pivotal force. This session delves into the transformative potential of artificial intelligence in governance, emphasizing how it accelerates progress. By harnessing AI, governments can optimize decision-making, deliver more personalized and efficient citizen services, and achieve cost savings. This discussion also explores the challenges and ethical considerations surrounding AI in government and private firms while showcasing real-world success stories</p> <p>Moderator: HANAN HAMAD AL SALMI, Head of Change Management Ministry of Transport, Communication and Information Technology</p> <p>Speakers:</p> <ul style="list-style-type: none"> • AMJID ALI -Head of Transformation and Growth, Al Ansari Group • SAUD AL ZAKWANI – Head of Digital Transformation Petroleum Development Oman • AARON JONES, CEO – Yepic AI • FIRAS AL MUHARRAMI, CEO AI Data

02:45 – 03:15 TECH TALK	<p>Understanding the Impact of Digital Changes on Customer Satisfaction Today Through Digital Transformation</p> <p>Explore the transformative journey of digital technologies and their profound impact on enhancing customer satisfaction in the modern era. Delve into the strategies, tools, and insights driving successful digital transformations, and discover how organizations are leveraging these changes to create exceptional customer experiences.</p> <p>Speaker: RAJESH RENGANAHAAN, Senior Business Consultant, Zoho</p>
03:15 – 03:45 INDUSTRY KEYNOTE	<p>AI-Enabled Healthcare Advancements: Transforming Oman's Healthcare Vision 2040</p> <p>Explore the transformative potential of AI-enabled healthcare innovations, paving the way for Oman's ambitious Healthcare Vision 2040. Join us as we delve into how artificial intelligence is reshaping the healthcare landscape in Oman, enhancing patient care, and driving the nation's progress toward a healthier, digitally empowered future</p> <p>Speaker: WAAD AL SALAMI, Head of Innovation Department, Ministry of Health</p>
03:45 – 04:15 PANEL DISCUSSION	<p>Empowering Students for a Tech-Integrated Future: 21st Century Education, STEM, and EdTech in Digital Transformation</p> <p>This session explores the pivotal role of STEM (Science, Technology, Engineering, and Mathematics) education and EdTech (Educational Technology) in preparing students for an increasingly tech-driven future. Discover innovative strategies, emerging trends, and success stories that are reshaping the way we educate and equip the next generation for the challenges and opportunities of the digital era. Join us understanding how education, technology, and sustainability intersect in the pursuit of a brighter, tech-integrated future</p> <p>Moderator: NADEESHA HEMACHANDRA, Cambridge Advanced Level Educator, United Private Schools</p> <p>DR. ESSAM HUSSAIN AL LAWATI - Head of Innovation and Technology Transfer, University of Technology and Applied Sciences</p> <p>Speaker: IVAN LANGTON, Digital Literacy Coordinator, Sultans School</p> <p>Speaker: DR. AMJED SID AHMED MOHAMED SID AHMED - Associate Professor, Majan University College</p>
04:15 – 04:30	<p>Networking Coffee Break & End of Day 1</p>

Day 2	29 February 2024
08:00 – 08:55	Registration and Networking Sessions
08:00 – 09:00	Welcome Address
09:00 - 09:30 OPENING KEYNOTE	<p>Navigating the Path to Smart and Sustainable Cities</p> <p>This session will illuminate the transformative journey towards building intelligent and sustainable cities in Oman. Gain insights into the strategic initiatives, technological innovations, and collaborative efforts shaping Oman's digital landscape. Explore the intersection of technology, sustainability, and smart city initiatives that propel Oman towards a digitally empowered and environmentally conscious future.</p> <p>Speaker: LAILA AL HADHRAMI, Executive Director, OITS Smart Sustainable Cities Advisor</p>
09:30 - 10:00 KEYNOTE	<p>AI Revolution in Banking and Financial Sector</p> <p>Explore the transformative impact of AI technologies on banking and financial services, revolutionizing customer experiences, risk management, and operational efficiency. Discover how AI-driven innovations are reshaping the future of finance and driving unprecedented growth and competitiveness in the sector</p> <p>Speaker: FIRAS AL LAWATI - General Manager - Information Technology Directorate Central Bank of Oman</p>
10:00 -10:30 PANEL DISCUSSION	<p>Driving factors powering Digital Transformation in the Banking Sector</p> <p>Discover how banking and financial institutions are embracing digital transformation to enhance customer services, optimize processes, and adapt to changing market demands. Explore the evolving landscape of digital innovations reshaping the industry and driving strategic growth</p> <p>Moderator: MAHA ALHABSI, President of Oman Blockchain Club & FOSS</p> <p>Speakers:</p> <ul style="list-style-type: none"> • ALI HASSAN MOOSA, Banking Technology Expert, Financial Expert at Estidamah (The National Programme by Ministry of Finance for Fiscal Sustainability & Development of the Financial Sector) • FIRAS AL LAWATI - General Manager - Information Technology Directorate Central Bank of Oman • MUSTAHIL AHMED AL MAMARI, Assistant General Manager and Head of Strategy and Transformation National Bank of Oman
10:30 - 11:00 INDUSTRY KEYNOTE	<p>Digital Innovation & Transformation influence on Customer Experience in Banking Sector</p> <p>Digital innovation and transformation is the fundamental of the accelerating the digitization of product and service and offered the fast service to customer where fulfillment the customer lifecycle & lifestyle needs without any hassles. The bank utilized the innovation as the main roadmap of the digitation and ensure the customer acceptance and lead to transformation to meet the organization goal. Furthermore, the market demand going to the acceleration of innovation either by utilizing the existing bank capabilities or benefit from Fintech solution. The transformation is contusion journey of the innovation to enhance customer experience and be in line with the bank vision once digitizing any product and service.</p> <p>Speaker: DR.ALI SALIM AI SHEKAILI, AGM - Head of Digital & e Channels Retail & Digital Banking National Bank of Oman</p>
11:00 - 11:15	Coffee Break & Networking Sessions

11:15 – 11:45 INDUSTRY KEYNOTE	Disruption Prisms in Innovation for Startups, Beyond the Future <p>This session delves into the dynamic interplay between disruptive forces and innovation strategies, exploring how startups can harness disruption as a catalyst for growth and success. From technological advancements to shifting consumer behaviors, all facing the near future and its multiple shapes, attendees will gain insights into identifying disruption, adapting strategies, and ultimately shaping the future landscape of entrepreneurship.</p> <p>Speaker: DAZZA CAMILO, CEO - Founder, Dazza Holding Group LLC</p>
11:45 - 12:15 INDUSTRY KEYNOTE	Digital Business Technology Platform Enablement <p>This session delves into a forward-thinking approach for organizations to craft and develop their digital platforms, facilitating B2B interactions and embracing Platform Business Models. It emphasizes the significance of digital transformation, redefining business models, and ultimately strategizing for success through the creation of bespoke digital platforms. These platforms, uniquely tailored to each organization's needs, are envisioned to not only support their digital aspirations but also to contribute significantly to Oman's burgeoning API Economy.</p> <p>Speaker: ASHRAF DAHAB AHMED KHEIRI, Senior Strategist Digital & Innovation, Omantel</p>
12:15 - 12:45 INDUSTRY KEYNOTE	Role of Blockchain Tech in Digital Transformation <p>In current business involvement digital transformation may lead to so many tools to be implemented and digitized. By using blockchain technology in digital transformation it plays a pivotal role by revolutionizing how data is stored, shared, and secured. Its decentralized nature enhances transparency, trust, and efficiency in digital processes across industries. By enabling secure and immutable transactions, blockchain fosters innovation, streamlines workflows, and drives new business models, paving the way for a more inclusive and transparent digital economy.</p> <p>Speaker: MAHA AL HABSI, President of Oman Blockchain Club & FOSS</p>
12:45 - 01:15 INDUSTRY KEYNOTE	Strategies for Innovation and Business Transformation for Small and Medium Businesses in Oman <p>Dive into the intricacies of Oman's evolving business landscape and the pivotal role of SMEs in driving innovation and transformation. Explore the synergies between Oman Vision 2040 and SME initiatives, unraveling opportunities for sustainable growth and economic development</p> <p>Speaker: AMJID ALI - Head of Transformation and Growth, Al Ansari Group</p>
01:15 - 02:15	Lunch, Prayer & Networking Break
02:15 - 02:45 INDUSTRY KEYNOTE	AI for Academics: Transforming Education from Routine to Creativity <p>Unlock the potential of AI in education to transcend routine tasks and foster creativity among students and educators alike. Discover how AI-driven solutions are revolutionizing teaching methodologies, personalizing learning experiences, and shaping a future where innovation thrives in academic settings (Reserved for AITECH)</p>

02:45 – 03:15 INDUSTRY KEYNOTE	Navigating the Human Element in Digital Transformation Speaker: HAMID ALIBEIKI , Innovation Programs Director, One Global Hub Delve into the intricate balance between technology and human interaction in the digital transformation journey. Explore strategies for effectively navigating the human element amidst technological advancements to drive successful organizational change and innovation
03:15 – 03:30	Networking Coffee Break
03:30 – 04:30 PITCH COMPETITION	JURY MEMBERS <ul style="list-style-type: none"> • MOHAMMED AL WAHAIBI CEO, AL Jabr Mena • FATMA BAHWAN COO, Al Jabr Mena • DAZZA CAMILO, CEO - Founder, Dazza Holding Group LLC • HAMID ALIBEIKI, Innovation Programs Director, One Global Hub • MARYAM AL SHIDHANI, Investment Associate, IDO Investments
04:30 – 04:45	END OF CONFERENCE AND NETWORKING BREAK