

Chief Digital & Data Officer Thailand Summit **30 October 2024 | Bangkok**

The AI Edge: Driving Digital Growth in a Shifting Landscape

Thailand is vying for the position of ASEAN regional digital hub. With Government-led digital ambitions, national AI strategies are crafted, digital workforces are developed, and infrastructure is modernized.

Yet, careful strategy is needed for enterprises to harness advanced data science and AI/ML to fuel the next era of digital growth. Chief digital officers, chief data officers and AI leaders must strike the right balance between investment and ROI, modern infrastructure and budget constraints, cutting-edge innovation and robust governance, and the right level of automation. It's a winning formula that can help your company drive optimal business returns.

The inaugural **Chief Digital & Data Officer Thailand Summit** aims to discuss how to craft this formula, piecing together real-world experience, critical technological advances and upcoming digital trends that matter. It facilitates peer-to-peer discussions between digital, data, IT, e-commerce, CX, and AI leaders as they share their experiences, triumphs, visions, and insights. The Summit addresses data readiness, digital revenue, core reinvention, ROI, speed, collaboration, compliance, and emerging tech as CDOs reconsider how technology is delivered, address skill gaps and reframe what success looks like.

Who should attend:

- Chief Digital Officers
- Chief Transformation Officers
- Chief Technology Officers
- Chief Digital Technology Officers
- Chief Data Officers, Chief Data Scientist, Chief Analytics Officer
- Chief Innovation Officers
- Chief Information Officers with Digital Portfolios
- Chief Strategy Officers
- Chief Customer Officers
- Heads of Digital Transformation

Industries covered:

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| - Insurance, Banking & Finance | - Agriculture, Forestry and Fishing |
| - Manufacturing | - Tourism, Travel & Hospitality |
| - Retail | - Automotive |
| - Healthcare & Medical Services | - Real Estate & Construction |

DRAFT AGENDA

Conference Day – 30 October 2024

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| 8:15 a.m. | Registration & Light Breakfast |
| 9:00 a.m. | Welcome Remarks |
| 9:10 a.m. | <p>Keynote: Mastering the AI Balancing Act for Business Wins – The New Roadmap</p> <p>Between pace, costs, skillsets, partnerships, compliance, and outcomes, digital teeters on the balance. To successfully outperform their competitors, CDOs must strike the delicate balance that maximizes the benefits best suited for their enterprise needs. A leading analyst will provide his/her perspective on the contrasting goals, restrictions, and considerations CDOs face and how they can prevail in their digital journeys in an AI World.</p> |
| 9:40 a.m. | <p>Industry Insights: How Embedded AI Drives Advanced Analytics At Speed</p> <p>Business landscape and customer behavior are evolving. To pivot seamlessly and make progress faster, you need to understand what your data indicates now. For out how you can drive better decisions that boost performance, productivity, and trust, at the speed that you need with AI-embedded analytics.</p> |
| 10:00 a.m. | <p>Panel: The Pace of AI – Threat or Opportunity?</p> <p>AI is evolving quickly, and some technologists believe that it heralds new capabilities, enhancing automation, CX, decision-making, and productivity. Others opt that AI's fast-paced advancement creates conceptualization, implementation, and governance challenges, hampering its ROI and potential. This panel will explore:</p> <ul style="list-style-type: none"> - Envisioning and conceptualising AI use cases amidst quick technological advancements - Accelerating adoption lifecycles, from ideation to deployment - Balancing rapid product changes with long-term ROI - Tightening data and AI governance without impeding the speed of innovation - Deriving the capabilities and limitations of AI to manage management expectation - Developing data, technology, and governance talents to propel the adoption of cutting-edge technologies <p>Moderator: Winston Thomas, Editor-in-Chief, CDOTrends</p> <p>Panelists: Kramol Pulkes, Vice Chairman, KASIKORN Business-Technology Group Geert Warlop, Chief Data Officer, Chief Technology Officer, BTS Group Suwat Meemook, EVP Digital Organization, Bangchak Corporation Kreecha Puphaiboon, Head of AI/ML, Banpu PCL</p> |
| 10:40 a.m. | <p>Industry Insights: Generating Exceptional Experiences - How AI Revolutionises CX Delivery</p> <p>Customers expect personalised, seamless experiences, and AI might help digital leaders to deliver just that. From</p> |

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| | creating content and harmonising messaging to measuring campaign impacts and converting with predictive insights, explore how embedded AI can accelerate and automate the personalisation of customer journeys. |
| 11:00 a.m. | Refreshment Break |
| 11:30 a.m. | <p>Industry Insights: Infrastructure Reimagined – Building for an AI Era</p> <p>Facilitating the next generation of AI requires massive computing power and cost-effective data storage. Stringent requirements on data privacy, security, and sovereignty add an additional layer of consideration in removing data gravity barriers. And with sustainability now a board-level mandate, CDOs must rethink the IT infrastructure behind the data. This session will explore ways to unlock the potential of AI at all scales.</p> |
| 11:50 a.m. | <p>Panel: Continuous Transformation – Is Your Core Up to the Task?</p> <p>CDOs are committing to fast-paced technological advancements to pursue the next wave of digital transformation in the interconnected world. But can the existing IT infrastructure cope with the significant change in computing needs and the shift in business requirements? This panel will discuss:</p> <ul style="list-style-type: none"> - Modernizing core IT to place workloads strategically through connectivity - Orchestrating IT infrastructure with consideration of outcomes, simplicity, sovereignty, security, sustainability, and regulatory requirements - Rethinking data gathering, broader architectures, and tech tool deployments - Balancing the dual priorities of core modernization and cost rationalization <p>Panelists: Axel Winter, CEO, Xponential</p> |
| 12:30 p.m. | Closing Remarks, Networking Lunch & Invite-Only Roundtables |
| 12:30 p.m. | <p>[By Invitation Only] Executive Luncheon – Decoding the Data Advantage: How Modern Databases Power AI-Driven Innovation</p> <p>In today's fast-paced market landscape, where every millisecond and cent counts, your database isn't just a storage solution; it's your competitive edge. However, not all databases are created equal.</p> <p>This exclusive luncheon, organized by CDO Trends with OceanBase, will explore how next-generation RDBMS is redefining what's possible in different industries. Whether you're a digital bank streamlining core systems, a retailer looking to get closer to a customer, or a payment solution provider looking to speed up transactions and identify fraud at warp speed, this luncheon is your gateway to unlocking the full potential of your data.</p> <p>Speakers: Pawat Assavapayukul, Director of Sales for Thailand, OceanBase Tronny Qiang, Senior Solution Architect for International Business, OceanBase</p> |

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