



Agenda

Panels, Keynotes & workshops

BIGTECH CONFERENCE #TDS

26 to 29 June 2024, The Kram Exhibition and International Trade Center of Tunis

Main Stage - www.bigtech.africa

"Façonner l'avenir : l'IA et la transformation du paysage économique mondial"

"Shaping the future: AI and the Transformation of the Global Economic Landscape"

Day 1, Wednesday 26 June 2024, Main Stage

Hall 3, The Kram Exhibition and International Trade Center of Tunis

Maitre de cérémonie: **Sami Bennour**, Journalist and media producer, Tunisia

11H20-11H30: Program Overview

Sami AYARI, Senior Expert in Data & IT organization, Co-founder & General Coordinator of Tunisian AI Society TAIS, France

11H30-12H00: Keynote 1 Welcome to AI - The Future is NOW!

Jamel GAFSI, General Manager, Microsoft Europe, France

12H00-12H20: Keynote 2

L'IA à la conquête des moteurs de recherche

AI revolutionizing Search.

Imed ZITOUNI, Director Of Engineering, Google, USA (À DISTANCE)

12H20-12H50: Keynote 3 Humanity in an AI-driven world

Nizar YAICHE, PwC Global Digital Leader, Former Finance Minister, Tunisia

Topic: Impact de l'IA sur l'économie / *Impact of AI on the economy*

13H00 - 14H00: Panel 1

L'IA, un levier pour une croissance durable et une transformation économique inclusive

AI: Leverage for Sustainable Growth and Inclusive Economic Transformation

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Nejia GHARBI, DG Caisse des Dépôts et Consignations, Tunisia

Anas ROCHDI, Chief innovation Officer at Novation City, Tunisia

Omar BOUZOUADA, DG, APII, Tunisia

Adel TORJMEN, Transformation Director, Wimbee Tunisia & France

Moderator: Rim FAIZ, Full Professor in Business Computing at IHEC Carthage, PhD in Artificial Intelligence, Tunisia

14H00-15H00: Mots d'ouverture:

Skander HADDAR, CEO de TPM & Organisateur de BIGTECH, Tunisie

Zeineb FAKHFAKH, Managing Director at Impact partner, Tunisie

Aslan BENRJAB, Président Conect, Tunisie

Hichem TURKI, CEO Novation City, Tunisie

Omar BOUZAOUADA, Directeur Général, APII, Tunisie

Nizar BEN NEJI, Ministre des Technologies de la communication, Tunisie

Maitre de cérémonie: **Hanen Ben Hariz**, Professor / Head of Department & Head of Master Digital Marketing, Esprit School of Business, Tunisie

15H00 - 15H50: Panel 2

Impact de l'IA sur le repositionnement et la résilience des entreprises

AI Impact on Enterprise Repositioning and Resilience

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Mohamed KAROUIA, Founder and Managing Partner of Executive digital partners, France

Elyes BEN RAYANA, Co-Founder and CEO at Value, Tunisia

Ouel MOUELHI, Founder & CEO AI BRIGHT, France

Noaman BEN ABDESSALEM, Chief Business & Wholesale Officer, Ooredoo, Tunisia

Moderator: Souhir LAHIANI, Docteure en SIC, Journaliste, Tunisie

Topic: IA, éthique, gouvernance et responsabilité / AI, ethics, governance, and accountability

16H00 - 16H50: Panel 3

Gouvernance de l'IA : politiques et cadres pour une IA responsable dans les organisations

AI Governance : policies and frameworks for Responsible AI in organizations

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Maledh MARRAKCHI, Founder MindofMind, Senior Consultant in AI, ML and ICT, Tunisia

Mario FRANCO, President of Mellinum@Edu, Portugal

Mohamed BEN AMOR, Director general of AICTO, Tunisia

Jawaher ALLALA, CEO/co-fondatrice Systnaps, experte DATA/IA et Numérique, France

Maher GAIDA, Chartered accountant, Digital Transformation Consultant, ABC - AUDIT & BUSINESS CONSULTING, Tunisia

Moderator: Mohamed JEMNI, ICT Director at ALECSO, Tunisia

17H00 - 17H50: Panel 4

La Cybersécurité dans un environnement gouverné par l'IA : les enjeux et les défis pour les entreprises

AI-Driven Cybersecurity: Enterprises Threats and Challenges

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Ryma ABASSI, Directrice de l'ISET'Com et Maître de Conférences en Cybersécurité, Tunisia

Achraf JDAY, Lead AI Transformation @ PriceHubble, France

Donia EL KATEB, Cybersecurity expert, Luxembourg

Bechir SEBAI, CEO - ACG Cybersecurity, France

Moderator: Olaya BAHLOUL GHENIA, Security Director of the information system at STEG, Tunisia

Day 2, Thursday 27 June 2024, Main Stage

Hall 3, The Kram Exhibition and International Trade Center of Tunis

Maître de cérémonie: **Hanen Ben Hariz**, Professor / Head of Department & Head of Master Digital Marketing, Esprit School of Business, Tunisie

10H30-11H00: Keynote 4: Building a sustainable african startup ecosystem

Noomane FEHRI, Managing Partner at MEDIN Fund Management Company (FMC), Tunisia

11H00-12H00: Panel 5

IA et Conformité Bancaire : Diriger la Transformation Stratégique

AI and Banking Compliance: Managing the Strategic Transformation in Banking

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Wissem AJILI BEN YOUSSEF, Associate Professor of finance EM Normandie Business School, France

Thibault VERBIEST, Fintech & Blockchain lawyer, Dalaw, France

Wassel BELHADJ, Senior director, IT Advisory at KPMG, Tunisia

Mohamed Moncef GASSOUMA, Central Director of Compliance for anti-money laundering and combating the financing of terrorism at ATB, Tunisia

Moderator: **Nesrine BOUZOUITA**, Research professor and head of the Master's program in Finance at Université Paris-Dauphine, Tunisie

Topic: IA, emploi et formation / AI, employment, and training

12H00-13H00: Panel 6

L'IA au Travail : Réorganisation des emplois et reformulation des compétences

AI-Driven Workplace: New Skills and Competencies For Employment

Mohamed Naceur AMMAR, Chairman of the Advisory Board of Pristini School of AI, Tunisia

Razi MILIANI, CEO COGEPHA | Healthcare Logistics, Tunisia

Stefanie LARMUSEAU, Strategic Business Development and Innovation Manager, Wimbee, Tunisia & France

Benjamin MAURICE, CEO ASphere, France

Moderator: **Ines TROJETTE**, Associate Professor in Economics at GROUPE ESPI, France

Topic: IA générative : défis et opportunités / Generative AI: challenges and opportunities

13H00-14H00: Panel 7

La GenAI : un Levier pour la transformation économique en Afrique

GenAI: Leverage for Economic Transformation in Africa

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Aymen BELHEDI, Managing Principal (Director), CAPCO, France (À DISTANCE)

Khaled BEN YOUNES, CEO, Technagile, France

Henry SELMI, Data, AI and Innovation Delivery Manager at Amaris Consulting - TN Hub

Fouad BEN NASR OMRI, VP AI & Engineering - Investor QiO Technologies, Germany

Moderator: Saoussen LAKHDHAR, PhD, Director of Internships and External Relations, ISG Tunis

Day 3, Friday 28 June 2024, Main Stage

Hall 3, The Kram Exhibition and International Trade Center of Tunis

Maître de cérémonie: **Sarra Zitouni**, Professor ISET Charguia, Tunisia

10H30 - 11H30: Panel 8

Diasporas: levier des stratégies IA et accélérateur des écosystèmes IA en Afrique.

Diaspora: Leverage of AI Strategies and Driving Force of AI Ecosystems in Africa

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Firas BEN HASSEN, Deputy Head of Data Science Services of Allianz, Germany

Oussama CHELLY, ML Data Lab Solutions Architect, Amazon Web Services (AWS), Germany

Taha RIDENE, AI Expert and lecturer at Telecom Paris & CEO of RTIT Consulting, France

Youssef HORCHANI, Senior AI Strategy and Policies consultant, IQO, France

Moderator: Samar LOUATI, Co-Founder, President Bridging Angels, Tunisia

11H30- 12H30: Distinguished Keynote

AI, Generative AI and the Economy: Secrets, Threats, and Opportunities

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Usama FAYYAD, Executive Director, Institute for Experiential AI, Northeastern University, Professor of the Practice, Khoury College of Computer Sciences, Chairman, Open Insights, USA

Topic: Cas d'usages, Finances et banques / Use cases, Finance and banking

12H30- 13H30: Panel 9

Intelligence artificielle et facture digitale, la nouvelle révolution financière

AI and Digital Divide: The New Financial Revolution

Hubert TONDEUR, Vice-president of Ordre des experts Comptables, France

Salah ZIDI, AI R&D Expert - Neoledge, Professor in Artificial Intelligence, Tunisia

Eric Jean VISTE, Chartered Accountant, Auditor and Judicial Expert, France

Moderator: Maher GAIDA, Chartered accountant, Digital Transformation Consultant, ABC - AUDIT & BUSINESS CONSULTING, Tunisia

13H30- 14H30: Panel 10

Pour l'émergence d'un écosystème IA en Tunisie : Défis à Surmonter et Opportunités à Saisir

Emerging AI Ecosystem in Tunisia: Challenges and Opportunities

Powered by TAIS, Tunisian AI Society

Mohamed JEMAIEL, Professor of Computer Science ENIS, Tunisia

Amira CHENIOUR, Co-fondatrice et CEO de Seabex, France

Anas ROCHDI, Chief innovation Officer at Novation City, Tunisia

Mehdi BADR, CEO ALMA DATA SCIENCE, France

Moderators: Nahla BEN AMOR, Full Professor of business computing at ISG Tunis

Sami AYARI, Senior Expert in Data & IT organization, Co-founder & General Coordinator of Tunisian AI Society TAIS, France

Day 3, Friday 28 June 2024, Main Stage

Hall 3, The Kram Exhibition and International Trade Center of Tunis

Maître de cérémonie: **Sahbi Braham**, Edge computing developer, Wasmer, et fondateur du startup GenerativeIA Tunisia, Tunisia

14H30- 15H00: Keynote 1

Peut-on vraiment faire confiance à l'IA?

Can we really trust AI?

Moez HAMMAMI, Partner Risk & Reg | PwC France & Maghreb

15H00- 15H30: Keynote 2

IA : trouve mon prochain job !

AI : find my next job !

Senda BEN GAMRA, Human Ressource Director - PwC Tunisia

15H30- 16H30: Keynote 3

Les solutions Managées dans l'ère de L'IA

Managed solutions in the AI era

Noureddine BOUHADDAOUI, Associate Director - Cloud, Security & Collaboration Ooredoo Qatar

Ines OMRANI, Assistant Director Product B2B Ooredoo Tunisia

16H30- 17H00: Keynote 4:

Ceci n'est pas un discours de motivation !

This is not a motivational speech!

Hamza BELLOUMI, Producer TV and radio presenter, Speaker, Go Prod, Tunisia

Agenda des workshops IA

26 to 29 June 2024, The Kram Exhibition and International Trade Center of Tunis

"Façonner l'avenir : l'IA et la transformation du paysage économique mondial"

"Shaping the future: AI and the Transformation of the Global Economic Landscape"

Day 1, Wednesday 26 June 2024, Open Stage

Hall 3, The Kram Exhibition and International Trade Center of Tunis

10H00 - 11H00 Workshop 1

Implémenter l'A Générative en Toute Sécurité dans Votre Entreprise : Exploiter les LLM Open Source

Implementing Generative AI Safely in Your Enterprise: Harnessing Open Source LLMs

Khaled BEN DRISS, CTO Wevoo Group, France

11H00 - 12H00 Workshop 2

Révolutionner la gestion documentaire grâce à l'intelligence artificielle

AI-Powered Document Management Revolution

Salah ZIDI, AI R&D Expert - Neoledge, Professor in Artificial Intelligence, Tunisia

Ghazi ABASSI, Director of Private Pole – Neoledge Africa & Middle East, Tunisia

12H00 - 13H00 Workshop 3

L'IA Favorise la Réussite en Gestion des Réseaux Sociaux

AI Boosts Social Media Managers' Success

Bilel AMDOUNI, Consultant in marketing, digital transformation and entrepreneurship, Tunisia

13H00 - 14H00 Workshop 4

Leadership dans un environnement dynamique

Leadership in dynamic environment

Amen Allah BEN AMOR, Program OFFICER INJAZ, TUNISIE

Day 2, Thursday 27 June 2024, Pro Stage

Hall 3, The Kram Exhibition and International Trade Center of Tunis

11H00 - 11H50 Workshop 1

Intégration de l'IA dans Dynamics 365 Finance & Operations

Sonia CHOUIREF, Director Tech Solutions KPMG, Tunisie

Taieb KHALFALLAH, Delivery Director, KPMG, Tunisie

12H00 - 12H50 Workshop 2

The Power of Two: AI and ESG Transforming Our World

Wassel BELHADJ, Senior director, IT Advisory at KPMG, Tunisia

Malek ROMDHANE, Senior Consultant, KPMG, Tunisia

13H00 - 13H50 Workshop 3 : Groupe 3S

Topic: Impact de l'IA sur l'économie / Impact of AI on the economy

14H00 - 14H50 Workshop 4

Les enjeux géostratégiques et économiques de l'IA

The IA Geostrategic and Economic Challenges

Powered by TAIS

Wissem AJILI BEN YOUSSEF, Associate Professor of finance EM Normandie Business School, France

15H00 - 15H50 Workshop 5

Explorer les Applications Pratiques de l'IA dans la Gestion des Ressources Humaines

Use Cases of AI Applied in HRM

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Hela ATMANI, CEO & Co-founder Palm.AI, France

Topic: IA, éthique, gouvernance et responsabilité / AI, ethics, governance, and accountability

16H00 - 16H50 Workshop 6

Explicabilité : Un Impératif pour une IA Fiable et Crédible

Explainable AI for Reliable and Trustworthy AI

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Aymen EL GHOUL, AI Leader worldwide, ICS Business Line, Ground Transportation Systems, France

17H00 - 17H50 Workshop 7

AI and Sustainability: Model Optimization and Adaptation

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Fouad BEN NASR OMRI, VP AI & Engineering - Investor QiO Technologies, Germany

Day 3, Friday 28 June 2024, Open Stage

The Kram Exhibition and International Trade Center of Tunis

Topic : IA, entrepreneuriat et innovation

10H10 - 11H00 Workshop 8

Impact de l'IA générative sur l'expérience client et la communication

GenAI Impact on Client Experience and Communication

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Mehdi BADR, CEO ALMA DATA SCIENCE, France

11H10 - 12H00 Workshop 9

Intégration de l'IA dans les Entreprises : Stratégies et Modèles d'Innovation

AI Driven Enterprise: Innovation Strategies and Models

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Jawaher ALLALA, CEO/co-fondatrice Systnaps, experte DATA/IA et Numérique, France

Topic: IA, emploi et formation / AI, employment, and training

12H10 - 13H00 Workshop 10

Les leviers de création de valeur par l'IA

Leveraging AI to create value

Fares SOUISSI, Head of AI & Advanced Analytics at Value, France

13H00 - 13H50 Workshop 11

Synérgies Internationales et Impact de l'élite tunisienne résidente à l'étranger

International Synergies and Contributions: Global Power of Tunisian Elites

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Sami AYARI, Senior Expert in Data & IT organization, Co-founder & General Coordinator of Tunisian AI Society TAIS, France

Day 3, Friday 28 June 2024,, Pro Stage

The Kram Exhibition and International Trade Center of Tunis

11H00 - 11H50 Workshop 12

Naviguer vers l'avenir des réseaux sécurisés et éthiques avec la Deep Tech

Navigating the Future of Secure and Ethical Networks with Deep Tech

Christophe HUGON, Vice President ODF Citizenship and Mediation, OpenDataFrance, France

Topic: IA générative : défis et opportunités / Generative AI challenges and opportunities

12H00 - 12H50 Workshop 13

Libérer le Potentiel des LLM et de la GenIA dans l'Entreprise

LLM and GenAI Potentials in the Enterprise

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Nejm Eddine FRIGUI, Lead Data Scientist at Schneider Electric, France

13H00 - 13H50 Workshop 14

L'IA générative dans l'éducation publique et privée: Entre menaces et opportunités

GenAI in Public and Private Education Systems: Threats and Opportunities

Powered by TAIS

Brahim HNICH, Professor of computer science at ENIM, Tunisia

Amine LAMINE, CEO, Product Owner, Researcher in Optimization and Machine Learning Intellect, Ireland

14H00 - 14H50 Workshop 15

La lutte contre la criminalité financière à l'ère de l'intelligence artificielle

Combating Financial Crime in the Era of Artificial Intelligence

Nabil BELGASMI, Founder & CEO at BUSINESS & AI, Tunisia

15H00 - 15H50 Workshop 16

Les premiers pas dans le Big Data

Big Data first steps

Dhiaeddine LAHMAR, Big Data and Machine Learning Consultant at Campusna, Tunisia

17H00 - 18H00 Gala Awards Ceremony 2024

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Six Women in Finance of The Year 2023 & Six Women in Tech of the Year 2023.

Twelve Tunisian Women will be awarded and honoured by RECONNECTT