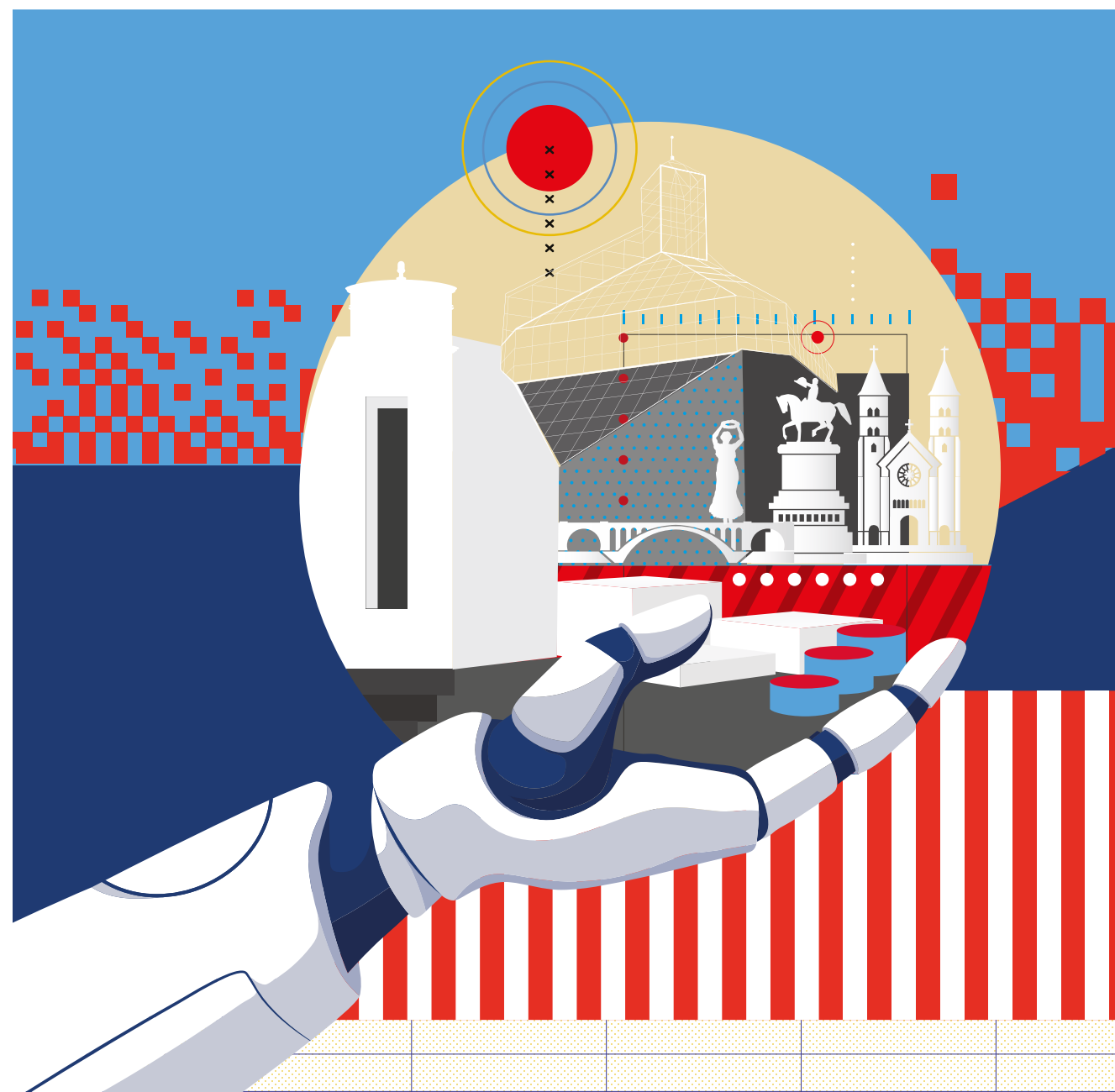


# AI Technologies

Overhyped, imperative or  
real opportunity?



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# Agenda

24 March 2025

12:00 – 13:30 REGISTRATION & NETWORKING LUNCH

13:30 – 13:40 **Welcome**

**Vincent Hein**, *Director, IDEA*

13:40 – 13:50 **Opening address**

**Carlo Thelen**, *Director General, Chamber of Commerce*

13:50 – 14:05 **Welcome speech**

**Lex Delles**, *Minister of the Economy, SME, Energy and Tourism*

14:05 – 14:20 **Address by the President of the EIB**

**Nadia Calviño**, *President, European Investment Bank Group*

14:20 – 14:30 **Should we fear AI?**

**Pre-recorded video**

**Philippe Aghion**, *Economist, Professor at the Collège de France, INSEAD, and at the London School of Economics*

14:30 – 15:00 **GenAI: myth or reality?**

**Dr Luc Julia**, *Chief Scientific Officer, Renault Group*

15:00 – 15:45 **Time for Luxembourg & Europe to realise their digital ambitions!**

*What are the risks and opportunities of AI for Luxembourg?  
How can Luxembourg and Europe close the digital gap?  
What role do governments play in driving digital transformation?*

Moderated by **Gérard Cops**, *Industry & Services Leader, PwC Luxembourg* and with:

- **Gérard Hoffmann**, *Chief Executive Officer, Proximus Luxembourg*
- **Ananda Kautz**, *Member of the management board - Innovation, Payments and Sustainability, ABBL*
- **Jacques Thill**, *Digital Economy and Data Policy Coordinator, Luxembourg Ministry of the Economy*

15:45 – 16:15 COFFEE BREAK

16:15 – 16:35 **Energy transition & digitalisation: making distribution and consumption smarter**

*How can AI support this transition?*

Live interview by **Amanda Roberts**, *Founder LUX WMN & Professor (Miami University)* with:

- **Dr Grégory Nain**, *Co-founder & Head of Operations, DataThings*
- **Laurence Zenner**, *Chief Executive Officer, CREOS*

16:35 – 16:45 **PwC's Annual Global CEO Survey "Reinvention on the edge of tomorrow"**

**Cécile Liégeois**, *Clients and Markets Leader, PwC Luxembourg*

16:45 – 17:30 **Is AI really transforming businesses?**

*Are AI technologies genuinely poised to revolutionise our economy and businesses?*

*How mature and affordable are key technologies?  
How can AI increase productivity? What are the risks?*

Moderated by **Gaston Trauffler**, *Head of Industrial Policy, FEDIL* and with:

- **Maxime Allard**, *Co-founder, Helical*
- **Véronique Martin-Lang**, *Chief engineer AI and Advanced Analytics, The Goodyear Tire & Rubber Company*
- **Marie-Hélène Massard**, *Deputy General Director, Foyer Group*
- **Stefano Perego**, *VP International Operations & Global Ops Services, AMAZON*

17:30 – 17:45 **Wrap-up and Q&A**

**Vincent Hein**, *Director, IDEA*

17:45 – 19:00 NETWORKING DRINKS