

GENERATIVE AI 2024

Unlocking the Revolutionary Power of GenAI in Your Organization
15-16 July 2024 | PARKROYAL COLLECTION HOTEL KUALA LUMPUR

In the rapidly evolving landscape of technology, Generative AI stands out as a transformative force with the potential to redefine productivity and economic growth in the Asia-Pacific region. Discover how GenAI is reshaping industries, reimagining businesses, and revolutionizing the way we perceive the future. Attend to unlock the boundless potential of GenAI and envision a future of endless possibilities at this premier event.



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OVERVIEW >

The Asia Pacific is the fastest-growing regional market for Generative AI where it is estimated to reach USD110 billion by 2030. According to a study published by the Infosys Knowledge Institute (IKI) in January 2024, companies in Asia Pacific are increasing their investments in GenAI and moving to a higher level of maturity. The study estimates that APAC companies are set to witness the most significant increase up to 140% in 2024.

Forward thinking companies are right now harnessing this powerful, fast emerging technology for a wide range of use cases – from customer service automation to product recommendations and fraud detection to name a few.

This conference aims to empower organizations to increase productivity, drive growth, and transform culture through practical GenAI adoption. It is also to foster awareness, share real-world examples, and collaboratively address implementation challenges to transform organisation and people to be GenAI-ready. Take advantage of this opportunity to drive your organisation forward with a roadmap to harnessing the power of GenAI.

6 STRATEGIC OBJECTIVES FOR THE TWO-DAY CONFERENCE >



Evolution of AI

Understand the evolution of artificial intelligence (AI), differentiating between traditional AI and Gen AI, which is revolutionising various domains.



Real-World Transformation with AI

Hear from industry experts about real-world examples of organizations using GenAI to transform their business models, work processes, and consumer behaviours.



Operational Use Case

Delve into case examples illustrating how GenAI is utilised to expand market reach, enhance customer engagement, improve operational efficiency, and accelerate talent growth.



Actional Discussion

Participate in a discussion on the practical applications of GenAI with everyday SAAS (service-as-a-service) tools to boost productivity and growth.



Breaking Barriers

Participants will exchange practical insights on how to overcome the challenges in GenAI adoption in your organisation.



Networking and Collaboration

Opportunity to network with industry peers, experts, and leaders with knowledge exchange

WHY ATTEND >



Everything You Need To Learn and Everyone You Need to Meet in The Artificial Intelligence Sphere



Discover the GenAI Use Cases, Business Models and Roadblocks that Can Support Your Digital Transformation



Learn From International Thought-Provoking AI, Data and Analytics Experts



Connect with Global technologist and Early Adopters to Expand your Network

WHO SHOULD ATTEND? >

- Chief Executive Officer
- Chief Data Officer
- Chief Technology
- Chief Operating Officer
- Chief AI Officer
- VP Innovation/AI/ Analytics
- Head of Generative AI
- Head/Managers of Business Efficiency
- Head/Managers Human Resources Planning
- Customer Services Head
- Marketing Heads and Managers
- Business Leaders
- Head/Managers AI & Data Analytics
- Head of Business Efficiency
- Data and Data Science
- Product Owner
- Anyone who is interested in GenAI
- Head of Business Transformation