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# BARCELONA 27–29 November 2019

## AI in Financial Services – Unleashing the Potential

**Wednesday 27 November 2019**

**Venue: mVenturesBcn**

Building Palau de Mar - Pier 01  
Plaza Pau Vila 1, Sector C 2nd floor  
08039 Barcelona

**EXPERT GROUP MEETINGS** (@mVenturesBcn, for Mobey Forum members only)

### OPEN BANKING

11:00 –  
12:45

Chaired by:  
Jordi Gaus, CaixaBank  
Mario Brkic, Erste / George Labs  
Luis Rodríguez, Strands

**LUNCH**  12:45–13:45

### DATA PRIVACY FOR BANKS IN THE AGE OF AI

Chaired by:  
Amir Tabakovic, Stealth

13:45 –  
15:30

### DIGITAL IDENTITY

Chaired by:  
Jukka Yliuntinen, Giesecke-Devrient  
Mobile Security  
Jenny Ahlqvist, SpareBank 1

13:45 –  
15:30

15.45 – 17.30



**Barcelona Tech City Visit** (for Mobey Forum members only)

**DEEP DIVE  
INTO  
INNOVATION**

- Mobile World Capital Foundation Presentation and Visit to 5G Lab and The Collider Venture Builder
- Visit to Tech City Barcelona

**HOSTED BY:**

The  
COLLIDER

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Venue: **ESADE Pedralbes Campus**  
Av. de Pedralbes 60-62, 08034 Barcelona



## Thursday 28 November 2019

### EVENT KICK OFF

8:30



**Registration opens** (@ESADE Pedralbes Campus)

9:00 *Welcome Words*, **Elina Mattila**, Executive Director, **Mobey Forum** and **Marc Torrens**, Academic Director, **ESADE Business School**

**OPENING  
KEYNOTES**

01

*AI and Banking: State of the Art*, **Erik Brieva**, CEO, **Strands**

*From Zero to AI Hero*, **Amir Tabakovic**, Independent Strategy Consultant and Lecturer, **experiens.ai**

*How to Build an AI Infrastructure in Banks*, **Antti Myllymäki**, Head of Artificial Intelligence, **OP Financial Services**

10:25 – 10:55



**Networking Coffee**

*Creating Value with Big Financial Data*, **Elena Alfaro**, Global Head of Data & Open Innovation, **BBVA**

*Applying Artificial Intelligence to the Financial Services - CaixaBank Use Case*, **David Almendros**, Director of Artificial Intelligence, **CaixaBank**

**CHALLENGES  
WITH AI  
IN FINANCE**

02

*Understanding Regulation in AI and Fintech*, **Ramiro Sánchez-Crespo**, CEO & Founder, **The Retail Bankers**

*Next AI Steps in Financial Fraud and What the Future Could Look Like*, **Kim Dressendoerfer**, Expert AI, Data and Watson Services, **IBM**

*Trustworthy AI and Fintech*, **Ulises Cortés**, AI Research Group Manager, **Barcelona Supercomputing Centre**

13:10 – 14:10



**Networking Lunch**

1) 5 min Pitches for Expert Tables

**EXPLORING  
AI AT  
EXPERT  
TABLES**

03

2) Group discussions with an expert leading each of the conversations; the aim is to share and exchange opinions and find best practices:

- Building AI Infrastructure for Banks – Leader: **Carlos Mérida**, **Accenture**
- Advanced Analytics Security – Leader: **Romana Sachova**, **CaixaBank**
- Tackling the Big Data Challenge of Banks – Leader: **Esteve Almirall**, **ESADE**
- Use Cases: Bringing Value to Customers with AI – Leader: **Luis Rodriguez**, **Strands**
- Making Sense of Regulation – Leader: **John Buyers**, **Osborne Clarke LLP**

16:00 – 16:30



### Networking Coffee

Key Takeaways from Expert Table Discussions by Leaders

## SHAPING THE FUTURE WITH AI

04

*AI & Data Analytics – Jumping the Chasm*, **Douglas Kinloch**, Chief Commercial Officer, **Bellrock Technology Limited**

*Shaping the Future with Technology*, **Luis Vives**, Deputy Dean for Programs, **ESADE**

18:00 – 20:00



### Networking Cocktails

## Friday 29 November 2019

8:30



### Registration opens (@ESADE Pedralbes Campus)

9:00 *Welcome from Mobey Forum’s Board of Directors*, **Jordi Guaus**, Chairman of the Board, **Mobey Forum**

## PRACTICAL APPLICATIONS OF AI

01

*Getting Ready For AI*, **Michel Neuhaus**, Head Advanced Analytics, **UBS**

*How Data is Transforming Retail Banking and Customer Expectations*, **Joakim Sjöblom**, CEO, **Minna Technologies**

*Behavioral Economics and AI*, **Alvaro Gaviño**, Behavioral Economics Global Leader, **BBVA**

10:50 – 11:30



### Networking Coffee

## DIGGING DEEPER INTO AI

02

*Data-driven Models: an Alternative to Understand the Mechanisms Behind Big Data*, **Jesús Gómez-Gardeñes**, Associate Professor, **University of Zaragoza**

*Assessing the Risk of Default Propagation in Interconnected Sectoral Financial Networks*, **Alex Arenas**, Associate Professor, **Universitat Rovira i Virgili**

*Algorithmic Auditing and Risk Mitigation for AI and ML*, **Oriol Pujol**, Vice President, **University of Barcelona**

13:00

### Closing Words



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