

AGENDA

THE AI SHIFT: FROM IDEA TO IMPACT

11.11.2026 | WEDNESDAY

08:30 AM – 06:00 PM

MORNING PROGRAMME

09:00 AM 01 OPENING

09:10 AM 02 AI DIFFERENTIABILITY & VALUE CREATION: A NEW FRAMEWORK FOR EVALUATING COMPANIES IN THE AI ERA

Omit Singh, Director Deals, PwC Advisory



09:50 AM 03 PANEL: THE STATE OF AGENTIC AI: LESSONS AND USE CASES ACROSS INDUSTRIES

Lead: **David Stephenson PhD**, Adjunct Faculty, University of Amsterdam

Gert Nyns, Sr. Director, Cargill

Bauke Brenninkmeije, Orq.ai, Member of Technical Staff

Fadi Katrina, Product Manager Agentic AI Platform, Booking.com

10:30 AM BREAK & NETWORKING

11:00 AM 04 BUILDING THE ENTERPRISE AI PLATFORM: FROM FRAGMENTED TOOLS TO ONE ECOSYSTEM

Bassem B. Hassouna, Sr. Technical PM, Uber



11:40 AM 05 FROM EXPERIMENT TO EVERYWHERE: HOW AI HAS CHANGED IN A REMARKABLY SHORT TIME

Jasper Wognum, Chapter Lead, AI Salon



12:20 PM LUNCH

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AFTERNOON PROGRAMME

01:30 PM **06** **FIRECHAT: THE ENTERPRISE AI REALITY CHECK**

With **Omit Singh**, Director Deals, PwC Advisory

02:15 PM **07** **THE REAL COST OF ENTERPRISE AI: BEYOND TOKENS AND MODEL FEES**

Rense Siegmund, FinOps Lead, Gasunie; Founder FinOps Academy



02:55 PM **BREAK & NETWORKING**

03:30 PM **08** **AGENTIC AI MEETS ERP: CAN AGENTS TURN ANY CUSTOMER INTERACTION INTO AN AUTOMATED BUSINESS TRANSACTION?**

Gert Nyns, Senior Director, Cargill



04:10 PM **10** **CONTEXT IS THE PRODUCT: BUILDING THE DATA PRODUCTS THAT ENTERPRISE AI ACTUALLY NEEDS**

Gaurav Patole, Principal Data Strategist, Thoughtworks



04:50 PM **12** **CLOSING**

05:00 PM **NETWORKING DRINKS**