



# Shaping European AI leadership

**Enabling trustworthy industrial applications, standardization and innovation**



**afnor**  
NORMALISATION



**BDV** BIG DATA VALUE  
ASSOCIATION



**Online conference**

**March 10th, 09:30(CET)**

[Register](#)

Artificial Intelligence represents a major technological challenge, given its rapid development and numerous applications. To ensure a beneficial societal development and to address citizens' concerns, Artificial Intelligence should be trustworthy.

This conference will address the main challenges for AI standardization and innovation that industry has to tackle in order to ensure European leadership on an international context.

To support future regulation and define technical declination of this trustworthy, AI standardization works have been launched. In the meantime, to develop new products and services, industrial stakeholders work on innovations and solutions that will address several strategic markets for Europe.

Take part in our conference on 10 march, which is part of the French Presidency of the European Union, to exchange views with representatives of standardization bodies, public authorities and companies who will produce tomorrow's standard, and to participate in trustworthy AI development.



This event is organized by AFNOR, BDVA/DAIRO and Con fiance.AI.

REGISTER NOW!

## Agenda

Conference led by Ms Ana GARCÍA ROBLES (BDVA - General Secretary), Mr Stéphane MOULIERE (AFNOR Standardization - head of Department) and Ms Caroline DE CONDE (AFNOR Standardization - Digital Standards manager)

**09:30 Introduction de la conférence**  
***Global Introduction Keynote***

- Renaud VEDEL, French National AI Strategy Coordinator, France
- Thomas SKORDAS, European Commission - DG CNECT Deputy Director General,
- Olivier PEYRAT, AFNOR DG - Thomas HAHN, BDVA President, GAIA-X VP, Adra VP



**10:00 Keynotes de l'industrie - Perspectives industrielles**  
***Industry keynote - Industrial perspectives***

- Marko ERMAN, Industrial AI Manifesto, Thales Chief Scientific Officer
- Natalia OROPEZA, Siemens - Chief Cybersecurity Officer
- Christoph PEYLO, Bosch - SVP Digital Trust
- Yves NICOLAS, Sopra Steria - Deputy Group Chief Technical Officer

**10:45 Pause - Break**



**10:55 Table ronde 1 - Les enjeux industriels responsables**  
***Round table 1 – Responsible industrial challenges***

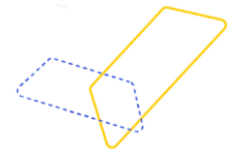
Modératrice - Moderator: Anna-Lena LAUB, Plattform Industrie 4.0 - Project leader

- Bernhard QUENDT, CTO Thales groupe
- Nozha BOUJEMAA, IKEA - Global Vice President, Digital Ethics and Responsible AI
- Sylvain RUBAT, Braincube – Co-founder



**11:40 Keynote - Enjeux éthiques et sociétaux**  
***Keynote – Ethical and societal challenge***

- Raja CHATILA, GPAI, Professor and Chair of IEEE Global Initiative on Ethics of Autonomous and Intelligent Systems



**11:55** **Table ronde 2 - Les enjeux de la réglementation et de la normalisation**  
**Round table 2 – Regulation and Standardization challenges**

Modératrice - *Moderator*: **Elena SANTIAGO**, CEN-CENELEC Director General

- **Sophie MUELLER**, European Commission - DG GROW Deputy Head of Unit, Standards Policy - DG GROW
- **Philippe MAREINE**, Atos - GAIA-X - Board Member
- **Marco-Alexander BREIT**, German Federal Ministry for Economic Affairs and Climate Action - Deputy Director-General Artificial Intelligence, Data and Digital Technologies
- **Julia FENART**, France Digitale - European Public Affairs & Communications Director
- **Fabrice TOCCO** – **Laurent LAFAYE**, DAWEX - Co-CEO

**12:40** **Pause - Break**



**13:30** **Table ronde 3 - Évaluation de conformité et certification**  
**Round table 3 – Conformity assessment and certification**

Modérateur - *Moderator*: **Jean-Christophe PAZZAGLIA**, SAP - Senior architect

- **Patrick van der SMAGT**, VW Group - Director of AI Research
- **Guillaume AVRIN**, LNE - AI Evaluation Department manager
- **Guillaume SOUDAIN**, Software Senior Expert at EASA
- **Aris TZAVARAS**, Head of Artificial Intelligence Notified Body at BSI Group



**14:15** **Stratégie de normalisation de l'IA**  
**AI Standardization strategy**

Modérateur - *Moderator*: **Pouline TERPAGER**, Chief Consultant at Danish Standard

- **Patrick BEZOMBES**, CEN-CENELEC JTC21 Vice-Chair, AFNOR CNIA Chair
- **Sebastian HALLENSLEBEN**, CEN-CENELEC JTC21 Chair
- **Kim SKOV HILDING**, CEN/CENELEC JTC21 Committee Manager
- **Salvatore SCALZO**, European Commission - DG CNECT Policy and Legal Officer AI

**15:15** **Pause - Break**





**15:25** **Table ronde 4 - Stimuler l'innovation et la coopération en Europe pour une IA digne de confiance**  
*Round table 4 - Boosting innovation and cooperation in Europe for trustworthy AI*

Modérateur - Moderator: **Thomas HAHN**, BDVA President, VP of GAIA-X, VP of Adra

- **David SADEK**, Confiance.AI, VP Research, Technology & Innovation at Thales
- **Martin SVENSSON**, AI Sweden - Co-director
- **Andreas LIEBL**, UnternehmerTUM GmbH - General Director of Applied AI
- **Daniel VŠETEČKA**, Czech Republic - Director digital economy at Ministry of Industry and Trade,

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**16:25** **Conclusion**

*Final announcement*

- **Julien CHIARONI**, General Secretary for Investment, France - AI Great Challenge Director

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**16:40** **Clôture de la conférence**

*Closing of the conference*

- **Olivier PEYRAT**, AFNOR CEO