

BUSINESS ETHICS SUMMIT

2ND EDITION

4 JUNE 2024, PONTIFICAL ACADEMY OF SCIENCES CONTENT AGENDA

9.00 Welcome coffee

9.30 **Session 1 - AI & Politics - Focus on the European Union (EU) Regulation**

This session aims at understanding the new EU - AI Regulation, the rationality behind it and the implications for business.

10.15 **Session 2 - AI & Business (Part 1)**

The sessions provide an opportunity to share ideas and experiences on the balancing act of leveraging AI to boost productivity and increase efficiency while at the same time enhancing relations capabilities to create value and compete in a world where customers, shareholders, talents, and stakeholders are still human.

- Service and Product Development
- Brand, Marketing & Advertising
- Finance
- Safety, security

11.30 Coffee Break

11:45 **Session 2– AI & Business (Part 2)**

- Sustainability
- Talent, Diversity
- Governance

12.30 **Session 3 - Philosophy class**

After a brief review of the key ethical questions posed by AI participants will reflect on the relations between Artificial Intelligence and Human Consciousness.

13.15 Light lunch