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GLOBAL AI WEEK

Rita Arrigo

Strategic Engagement Manager at
National AI Center

CSIRO National Artificial Intelligence Centre

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Responsible AI – The opportunity to usher in a better future responsibly

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National AI Centre

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Responsible AI – The opportunity to usher in a better future responsibly

The Discussion

1. About me, my background and expertise?
2. How artificial intelligence is helping to improve our lives?
3. How Australia is activating AI?
4. Responsible AI Network

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My Journey

88 - My First Role PC Support
90-95 HP Dealer Channel Manager
1994- 2000 3RRR Byte Into It
1995 – Australia's First Internet Café
1997- 2000 Telstra Big Pond
2000- 2004 Optus/Singtel
2005- 2010 Digital Agencies
2010 – 2016 – Collaboration/Digital Consulting
2011 – 2016- CloudBug User Groip
2016- 2020 Microsoft Digital Advisor AI Ambassador
2017- Leonardo Science Gallery Melbourne
2021-2023 – RMIT CIAIRI Centre of Industrial AI Research and Innovation
2021 – Digital Lead at Frazer-Nash
2023- Strategic Engagement National AI Centre

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3RRR Microsoft

AI in our world

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OpenAI

Hi, how can I help you?

Microsoft

Tobi handles with 1.6 Million contacts per months.

10X increase in engagement

80% successful Resolution

44% deflection

hp

70% of cases handled by AI

Trained from 1 million chat logs and 50,000 KB articles

Tinker Frog AI

National AI Centre Mission

Activate Australia's AI capability to create responsible and inclusive opportunities for every person, every business and the country

Person

Broaden skilling efforts by connecting more Australians to the skills needed to succeed in our AI-enabled world

Business

Create trusted paths to AI value with principles, practices and tools for: Responsible AI, Diversity + Inclusion in AI, and AI at Scale

Country

Amplify Australia's AI capability and coordinate AI ecosystem to foster a thriving environment for AI investment and talent to benefit our society

What is Responsible AI?

"The development of intelligent systems according to fundamental human principles and values." (Dignum 2019)

Australia's AI Ethics Principles

1)Human, societal and environmental wellbeing
2)Human-centred values:
3)Fairness
4)Privacy protection and security
5)Reliability and safety
6)Transparency and explainability
7)Contestability
8)Accountability

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Use of AI an emerging issue Globally

NEWS

Fines for privacy breaches to soar

We've filed a lawsuit challenging Stable Diffusion, a 21st-century collage tool that violates the rights of artists.

Because AI needs to be fair & ethical for everyone.

ChatGPT sparks cheating, ethical concerns as students try realistic essay writing technology

'It is painful to see some of these offensive responses'—Meta defends its occasionally anti-Semitic BlenderBot 3 chatbot

Facial Recognition Is Accurate, if You're a White Guy

Deepfake 'news anchors' appear in pro-China footage on social media, research group says

Chinese state-aligned actors are using AI-generated deepfake news broadcasters to peddle pro-China propaganda videos for social media platforms, a new research report claims.

Microsoft Plans to Eliminate Face Analysis Tools in Push for 'Responsible A.I.'

Technology

Tesla autopilot driver was reportedly watching Harry Potter when he was hit and killed

THE car was on autopilot and the driver is believed to have been watching Harry Potter when he was hit and killed.

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Responsible AI Network (RAIN)- The Opportunity

The Responsible AI Network is a world first cross-ecosystem collaboration aimed at establishing and sharing the best practice of responsible AI in the commercial sector.

We are bringing together domain experts, commercial organisations and practitioner communities to enable rapid creation and sharing of responsible AI best practice so that we lead AI in way that benefits business and communities.

The Responsible AI Network will uplift Australia's AI practice, by supporting industry to distil Responsible AI operationalisation into 6 actionable pillars:

- Law
- Standards
- Principles
- Governance
- Leadership
- Technology

Digital technologies, including AI, are potentially worth $315 billion to the Australian economy by 2028 and AI could be worth $22.17 trillion to the global economy by 2030.

For every AI project that was implemented, $361,000 of additional revenue was realised. Businesses implementing AI also found time savings of 30% on existing processes

30%

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Responsible AI Network

Knowledge Partners

https://www.csiro.au/naic

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Australian AI Capability

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Thank- you
Rita Arrigo
https://www.linkedin.com/in/ritaarrigo/

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Febrero 20-25, 2023
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#DigitalReport

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TECHNOLOGY FOR INCREASE EFFICENCY

Just one goal,
Create value with technology.

Through 5 different specific strategies:

1. **Spreading and encouraging the use of technologies to increase the efficiency of organizations from all over the world**

2. **Connecting organizations and executives to create more value, sell more in an omnichannel, and geopolitically fragmented world.**

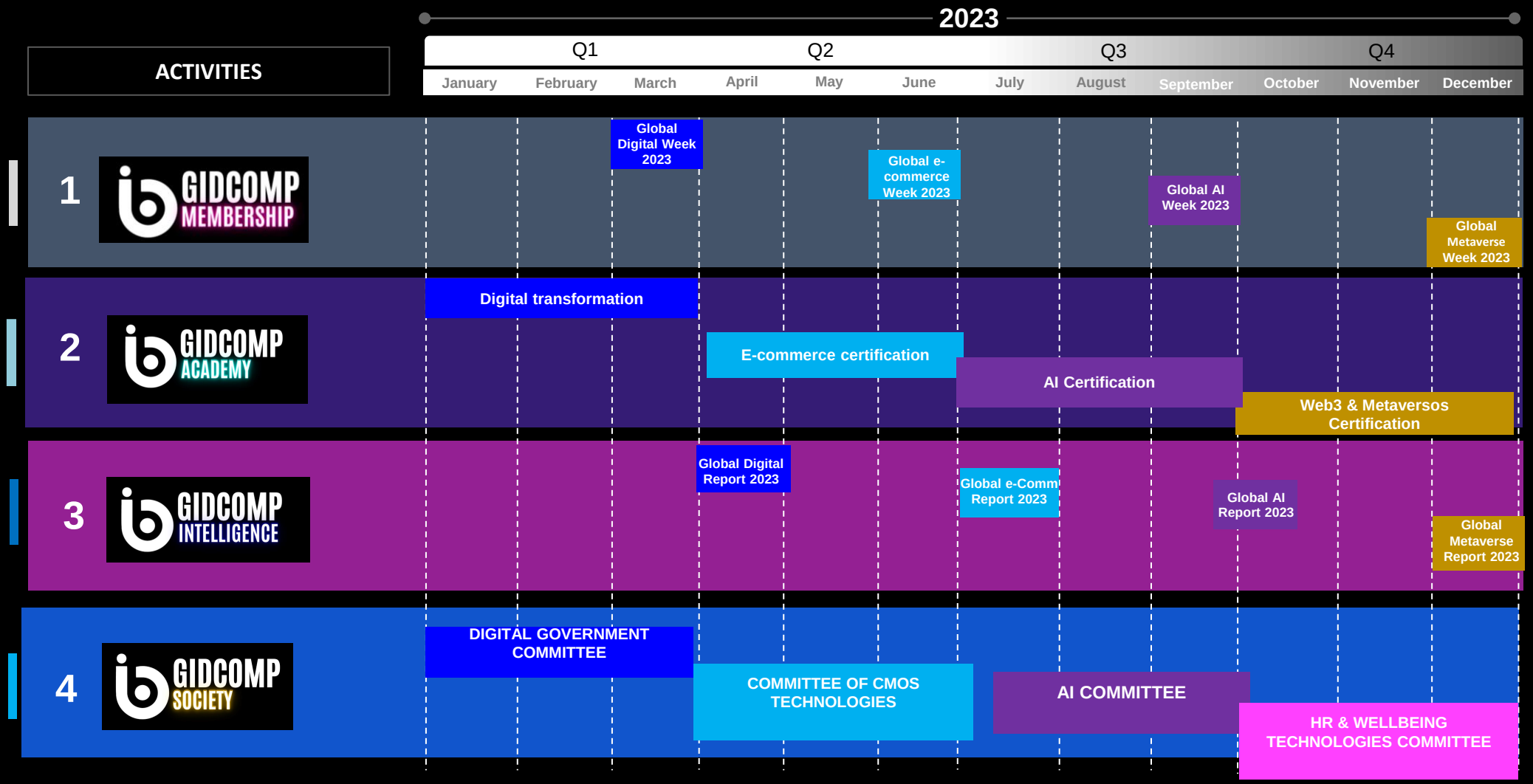
3. Work together with authorities and institutions to remove barriers to technologies and trade

4. **Bring experts, knowledge and cases to communities or regions with little access to technological knowledge and digitalization to make opportunities inclusive.**

5. **Establish Committees by type of technology to share uses, applications, as well as groups that want to interact, collaborate and test new applications in the practical field**.

Some brands that are part of our international ecosystem

Calendar GIDCOMP 2023



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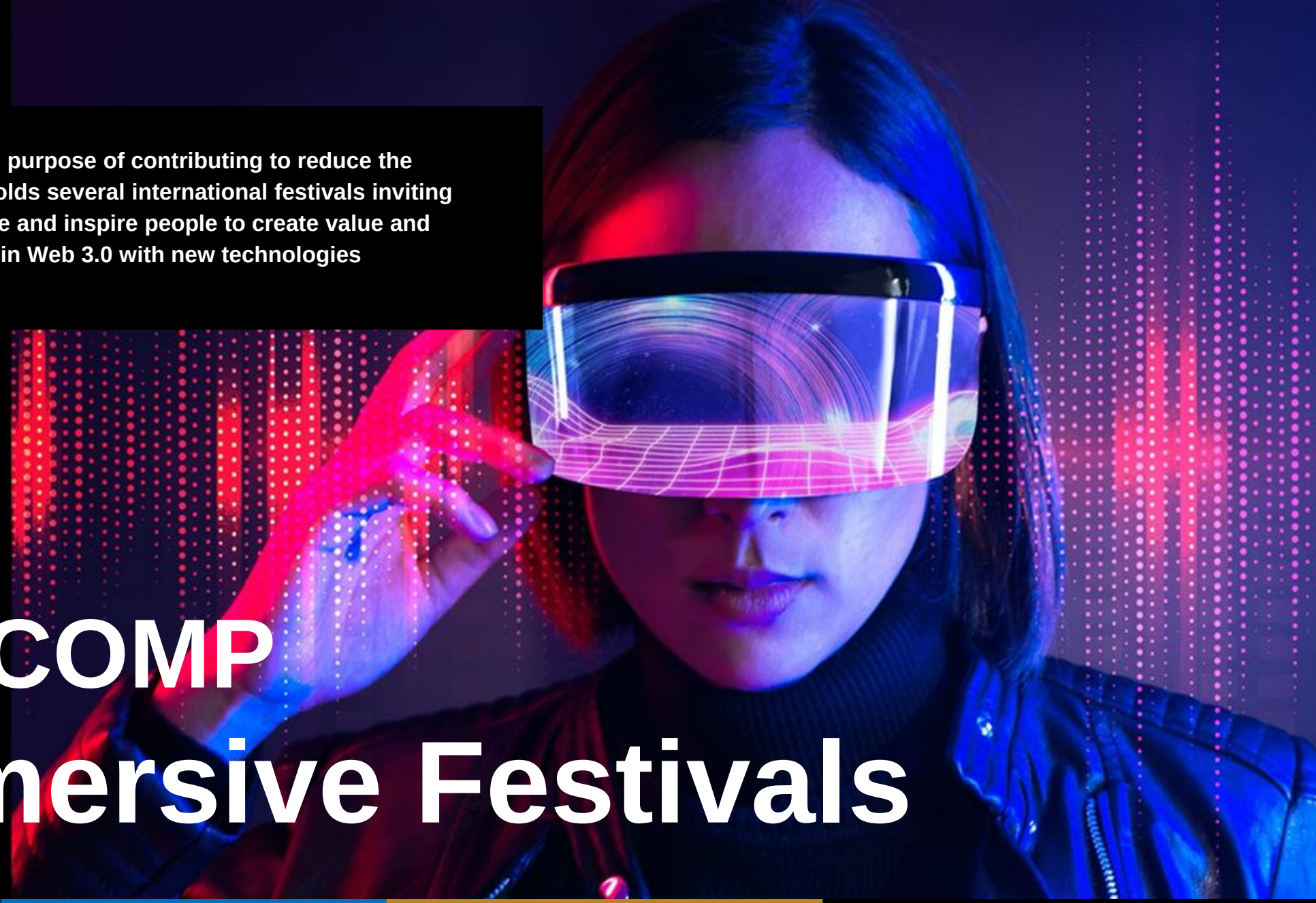

The GIDCOMP with its purpose of contributing to reduce the global digital divide holds several international festivals inviting senior leaders to share and inspire people to create value and generate experiences in Web 3.0 with new technologies

1 GIDCOMP Immersive Festivals

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Free inmersive festivals by streaming in english and spanish

GLOBAL DIGITAL WEEK 2023

International experts

Día 1. Smart Cities
Día 2. Public Policies
Día 3. e- Commerce
Día 4. Disruptive Business
Día 5. Wellness Technologies

Marzo 27 al 31

GLOBAL E-COMMERCE WEEK 2023

Internanional experts

Día 1. Marketplaces
Día 2. Digital Commerce
Día 3. Omnichannel
Día 4. Metacommerce
Día 5. Customer Experience

Jun 26 al 30

GLOBAL AI WEEK 2023

International experts

Día 1. Robotics & AI
Día 2. IOT
Día 3. Automation
Día 4. AI Performance
Día 5. Machine Learning

Sept 11 al 15

GLOBAL METAVERSE WEEK 2023

International experts

Día 1. Immersive Technologies
Día 2. Omnichannel
Día 3. NFTs & Blockchain
Día 4. 3D & Web 3.0
Día 5. Artificial Intelligence

Diciembre 4 al 8

2

GIDCOMP ACADEMY

The Academy Division seeks to bring international experts in practice together to share their pragmatic and tactical execution lenses in leading global companies.
The main mission is for executives to develop the skills in practice in order to increase the efficiency and sales of brands.

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GIDCOMP ACADEMY HELPS PROFESSIONALS BECOME MORE COMPETITIVE

CERTIFICATION IN: DIGITAL TRANSFORMATION

The digital transformation certification seeks to help decision makers to digitize business. In order to develop skills to add value and differentiation through innovation in brands.

See agenda

UPCOMING START DATES:

Beginning

JANUARY 14, 2024

Closing of admissions

DECEMBER 15, 2023

CERTIFICATION IN: E-COMMERCE AND OMNICHANNEL

The certification in e-commerce & Omnichanality seeks to help decision makers to digitize businesses. In order to develop skills to add value and differentiation through innovation in brands.

See agenda

UPCOMING START DATES:

Beginning

APRIL 16

Closing of admissions

MARCH 20

AI CERTIFICATION APPLIED TO MARKETING AND BUSINESS

The certification in AI for marketing and sales areas seeks to help decision makers maximize results, optimize budgets, predict customer behavior, study, define and segment users, predict audiences and improve operational efficiency.

See agenda

UPCOMING START DATES:

Beginning

AUGUST 15

Closing of admissions

JULY 30

CERTIFICATION IN: WEB 3 AND METAVERSES

This certification seeks to provide the tools for executives to take their organizations to web3 and metaverses. Immersive technologies will allow superior experiences both at the retail level with augmented and mixed reality and on the web3 with virtual stores and specialized metaverses.

See agenda

UPCOMING START DATES:

Beginning

OCTOBER 01

Closing of admissions

SEPTEMBER 3RD

3

GIDCOMP INTELLIGENCE

Research, prototypes, tests, reports and Digital Laboratory

Global Metaverse Report 2022
Release for November 2022

Global Digital Report 2023
Release for February 2023

Meta Commerce 2023
Release for June 2023

Digital poles 2023
Release for November 2023

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POSITIONING AND BRAND PRESENCE IN METAVERSES

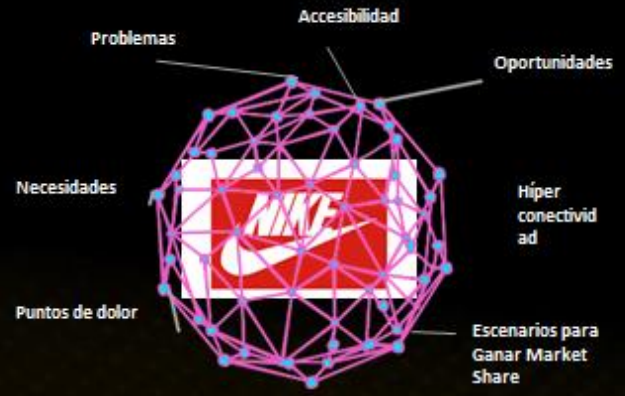
1. CONNECTING WITH CONSUMERS - ESTEFANÍA YAGÜEZ, HEAD OF CONSUMER INTELLIGENCE AT L'ORÉAL
2. MARKETING AND BRANDING – FERNANDO CANO, MANAGING DIRECTOR OF HAVAS METAVERSE

OMNICHANNEL COMMERCE

1. VIRTUAL STORES – JONATHAN MÁSMELA, CEO DE LA COLONIA
2. SALES IN METAVERSES – THORSTEN WALTHER, CEO DE INSPIFY

MASSIVE METAVERSES

1. MANAGEMENT OF VIRTUAL COMMUNITIES, DANIELLE MCCONNELL, CMO DE VIRTWAY
2. SPECIALIZED METAVERSES, SORAYA CADALSO, CEO DE UTTOPION



Current Portfoilio

1. Tenis
2. Ropa
3. Accesorios

Tailored Portfolio (medium term)

1. NIKELAND
2. Clothing with technological applications.
3. Monitoring Accessories

Example: Non-exhaustive Business Unit NIKE.

ILLUSTRATIVE EXAMPLES

Market fit. Short term

- Incorporate technological applications
- Prioritization in terms of sales impact

Market fit. Medium term

- Be the first to incorporate technologies
- Prioritization in terms of sales impact

Technology adoption diagnostics

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Reasons to join GIDCOMP:

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1. To receive information on Business Intelligence and Technology trends
2. To leverage existing technology (leap Frog)
3. To generate *networking* / community
4. To have visibility of applications in the use of technologies
5. To inform me and keep abreast of the latest news
6. To receive support or consultancy
7. To train my team in the face of new market challenges
8. To generate relationship with Authorities
9. Access to +300 Experts from more than 52 countries and presentations of their models at our festivals

Accompanied by senior international leaders who lead the committees

Smart Cities, Sustentabilidad & Industria 4.0, Public Policy, e-government &Ciberseguridad	Blockchain and NFT. Digital Economy, Artificial Intelligence	Data Science & Big data, RH & Well-being Technologies, Education Technology	Metaverses, inmmersives Technologies (RA, 3D, RM, RV), Experiences Omnicanal & Digital Commerce	Social enterprises, Sustainability, Social Digital Business, Social responsibility
Governments, Int. Agencies	CTOs, CDOs, CIOs	CRHOs, COOs, CHOs.	CEOs, CMOs. CSOs.	CSR, ONGs,

Macro ---------- Application of technologies ---------- Micro

Affiliates will live an international Figital experience

Meetings are held weekly as follows: E.g. Metaverse Committee

Canal	Hours	Assistants	City	Physical host
Metaverse	1.5 hours	10		
physical	30 min	4	CDMX	Sura
		2	Bogotá	Coats
		4	Madrid	Let me Park

- **ANNUAL OBJECTIVES OF THE COMMITTEES:**
- Publish trends by technology.
- Collaborations with media.
- Working papers.
- Video Cases and documentaries.
- International networking.
- Coordination of Roadshows.
- Support to associations, international organizations, governments, chambers, universities with the digital knowledge bank and global network of experts
- Recognition of executives and exposure of brands that collaborate in the integration of knowledge.

Social responsibility activities of access to the public, via streaming and technological platforms with co-organizing brands.

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VICE PRESIDENTES
DIGITAL GOVERNMENT

Committee 1

Objective:
The Digital Government committee of GIDCOMP aims to share best practices, analyze trends, create articles and reports to different stakeholders.

Technological themes:

ROBERTO HERNÁNDEZ
FORMER CEO LATAM OCDE
PUBLIC POLICY GIDCOMP VP

HÉCTOR CARDENAS
CEO THE ERGO GROUP
E-GOVERNMENT COMMITTEE VP

JUAN CARLOS REYES
CEO ANTI FRAUDE
CIBERSECURITY GIDCOMP VP

LUIS GODOY
FORMER CEO DE INTELIGENCIA ECO GLOBAL
PUBLIC POLICY GIDCOMP VP

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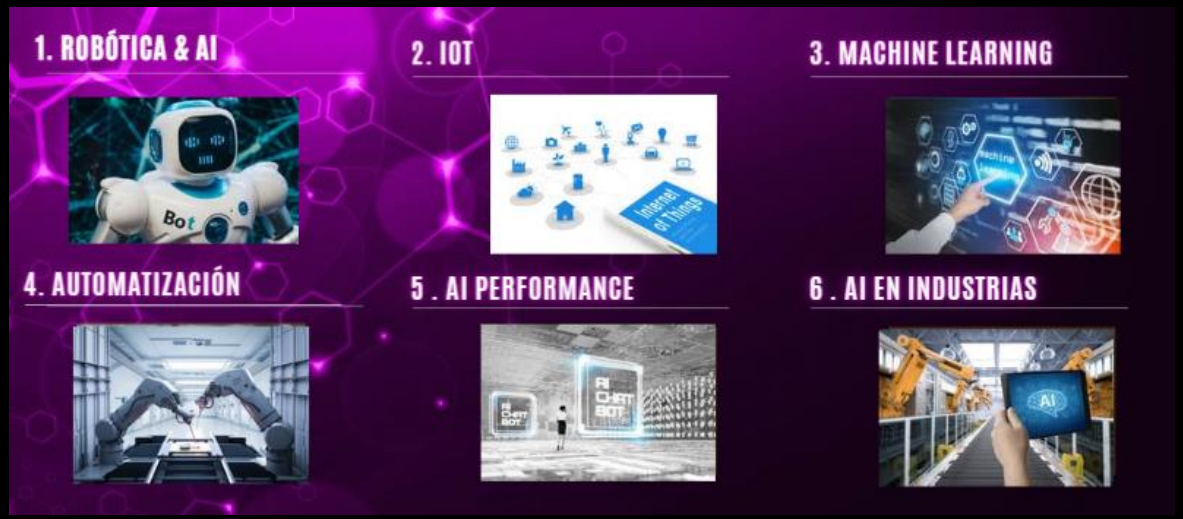
VICE PRESIDENTS
ARTIFICIAL INTELLIGENCE & DISRUPTIVE TECHNOLOGIES

Committee 2

Objective:

The Artificial Intelligence & Disruptive Technologies committee of GIDCOMP aims to share best practices, analyze trends, create articles and reports to different stakeholders.

Technological themes:



FERNANDO CARRIO
O2O MARKETING EXECUTIVE
AI GIDCOMP VP

MIRIAM ESPICHÁN
ANALISTA DE MARKETING & CONTENIDOS
DISRUPTIVE TECHNOLOGIES GIDCOMP VP

MARISOL CAPETILLO
CEO OF VERSE TECHNOLOGY
INDUSTRY 4.0 GIDCOMP VP

RAMÓN MARTÍNEZ
CEO DE HIRXLAB
TECNOLOGÍAS DISRUPTIVAS GIDCOMP VP

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VICE PRESIDENTES
HR & WELLBEING TECHNOLOGIES

Committee 3

Objective:

The HR & Wellbeing Technologies committee of GIDCOMP aims to share best practices, analyze trends, create articles and reports to different stakeholders.

Technological themes:.

MONTSERRAT CAZORLA
GLOBAL LEAD ATTRACTION & RETENTION
CHG-MERIDIAN
HR TECHNOLOGY GIDCOMP VP

SUSANA NILA
FUTURE EMPLOYABILITY EXPERT
FOW 2050 GIDCOMP VP

JULIÁN VARAS
CEO OF C1DO1
ED TECH GIDCOMP VP

EMILIO SERRA
DATA & ANALYTICS ONE SR. MANAGER
DANONE
BIG DATA & DATA SCIENCE GIDCOMP VP

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VICE PRESIDENTES
DIGITAL COMMERCE

Committee 4

Objective:

The Digital Commerce committee of GIDCOMP aims to share best practices, analyze technological trends, create articles and reports to different stakeholders.

Technological themes:

FERNANDO CANO
METAVERSE GENERAL DIRECTOR
GRUPO HAVAS MEDIA
BRAND & METAVERSE GIDCOMP VP

JENIFER SAMANIEGO
VIRTUAL REALITY HEAD CLUB
CATHOLIC UNIVERSITY OF LOJA
REALIDAD VIRTUAL GIDCOMP VP

RANDY CRUZ
CITI MANAGER RAPPI
DIGITAL COMMERCE GIDCOMP VP

ELADIO GONZÁLEZ
EDITORIAL DIRECTOR AT FORBES CENTRAL AMERICA
DIGITAL MEDIA GIDCOMP VP

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VICE PRESIDENTES
ONGs & RSC

Committee 5

Objective:

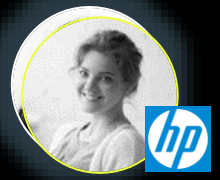
The NGO & CSR committee of GIDCOMP aims to share best technological practices, analyze trends, create articles and reports to different stakeholders.

Technological themes:

KELLY DUQUE
DIRECTOR OF PROJECTS AND PUBLIC RELATIONS
ONGs & CSR GIDCOMP VP

JULISSA JIMENEZ
DIRECTORA DE LMD
POLITICAS SOCIALES GIDCOMP VP

JOSÉ QUESADA
FOUNDER WORLD COMPLIANCE FORUM
TECH & COMPLIANCE GIDCOMP VP



MONICA LÓPEZ
CO-MARKETING MANAGER IN HP
MEJORES PRÁCTICAS DE RSC
GIDCOMP VP

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Reasons to become a member of GIDCOMP:

1. To receive information on Business Intelligence and Technology trends
2. To leverage existing technology (leap Frog)
3. To generate networking / community
4. To have visibility of applications in the use of technologies
5. To inform me and keep abreast of the latest news
6. To receive support or consultancy
7. To train my team in the face of new market challenges
8. To generate relationship with Authorities
9. Access to +300 Mentors from 52 countries and presentations of their models at the Global Digital Week & Global Metaverse Forum.

	GIDCOMP FREE	GIDCOMP SOCIETY
TECHNOLOGY TRENDS		
Newsletter technology cases	x	x
Free transmission of our festivals	x	X
Short version of the studies	x	x
NETWORKING, ALLIANCES AND BRAND EXPOSURE		
Participation and collaboration in Disruptive Technologies Committees		x
Provide Master Classes, success stories and initiatives of your brand.		x
Participate in international studies and reports.		x
30% discount on Certifications		x
Approach to Investors to fund technological projects and Startups		x
Unlimited introductions to over 1,000 brands part of the GIDCOMP ecosystem		x
Space for a commercial presentation at our festivals		x
2-minute video space within the agenda of our festivals		x
List of speakers, people part of the GIDCOMP ecosystem		x
Put your brand on technology providers		x
PRICE	FREE	500 – 4,000 USD
		Annual by size*

***GIDCOMP SOCIETY ANNUAL INVESTMENT**

Organization size	Number of collaborators	Investment in USD	Executives
Very large	More than a thousand	5,000	5
Big	501 -1,000	4,000	4
Median	251 a 500	3,000	3
Small	6- 250	2,000	2
Micro	1 -5	1,000	1

does not cause VAT / tax deductible

Important:

All values are expressed in U.S. Dollars (USD)

Company name: **Fundación Consultores Sin Fronteras A.C.**

RFC: **FCS190805FH9**

Bank: **BBVA**

Account Number: **0113640205**

Clabe Account Number: **012180001136402052**

Swift code for international payments: BCMRMXMMPYM

Mail: **be.digital@gidcomp.org**

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How to become a member?

Send us an email to be.competitive@gidcomp.org or a WhatsApp at: +52 56 1463 3902
GIDCOMP seeks to bring together and relate organizations linked to the international technological ecosystem to promote and develop digital capabilities in any location in the world.
Membership begins with the date of crediting payment to the bank account.
Valid 12 months from the date of payment.
Renewals begin to run from the expiration date of the current membership.

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More information

Our network of member Institutes fosters Innovation and Technology as factors that enable human progress, organizations and improve our lives. We contribute to support causes with our core business through Corporate Social Responsibility actions that are carried out through the Consultants Without Borders Foundation and the Global Institute for Digital Competitivenss www.gidcomp.org We also believe in respect for Human Rights and do not discriminate against any program, activity or person for reasons of sexual preference, income, religious preference, race, color, national origin, age, gender, or disability. GIDCOMP© All Rights Reserved 2023.