生成式人工智能应用开发
与行业赋能(AI4Industry)

IEEE ICEBE国际电子商务工程会议今年将举办一个以"生成式人工智能的发展与行业应用"为主题的分论坛。本次论坛将聚焦于大模型训练与推理、AI-Agent、RAG、多模态大模型等热门领域，探讨生成式人工智能在行业应用实践中的最新进展和发展趋势。

本次论坛不仅将邀请国内外顶尖企业和顶级院校的专家学者进行精彩演讲，还将安排闭门会议、圆桌交流、大模型行业应用等多种社交活动，为参会人员提供宝贵的交流学习和拓展人脉的机会。同时，本次论坛也为相关企业和机构提供一个展示自身实力和成果的舞台，目前已吸引包括上海交大，复旦大学，同济大学，华南理工大学等国内一流高校，以及SAP、微软，苹果，华为、腾讯、Inventec、联想等国内外一流企业的参与和交流。

我们诚挚邀请您参加本次论坛，共同探讨生成式人工智能在行业应用中的创新与发展，共同开创人工智能领域的美好未来。

生成式人工智能开发与行业应用（论坛)

主题演讲 （9:30~11:30）

时间	主题	演讲人
9:30 ~ 9:50	开幕致辞（论坛主席介绍目的和日程)	论坛主席
9:50~10:10	AI大模型技术展望	知名AI学者（上海交大/复旦/同济)
10:10~10:30	企业如何利用生成式AI创造价值	企业高管
10:30~10:50	生成式AI在特定行业应用案例分析	企业高管
10:50~11:10	生成式AI在特定行业应用案例分析	企业高管
11:10~11:30	生成式人工智能的现状与未来及对商业的影响	企业高管

专题讨论 （14:00~17:15）

时间	主题	演讲人
14:00~15:30	专题讨论一：技术深潜-生成式AI的关键技术与创新	特邀嘉宾
15:45~17:15	专题讨论二：行业视角-不同行业的生成式AI应用	特邀嘉宾

AI4Industry Forum of Development and Industry Applications of Generative Artificial Intelligence
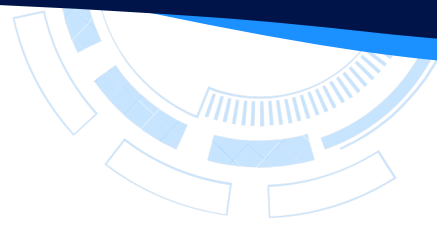
Introduction: The IEEE ICEBE International Conference on e-Business Engineering will host a sub-forum this year with the theme "Development and Industry Applications of Generative Artificial Intelligence." This forum will focus on hot topics such as large-language model training and inference, AI agents, RAG, and multimodal large models, aiming to explore the latest developments and future trends of generative artificial intelligence in practical industry applications.

The forum will not only invite experts and scholars from top domestic and international enterprises and institutions to deliver exciting speeches but also arrange various social activities, including closed-door meetings, roundtable discussions, and applications of large language models in the industry, providing valuable opportunities for participants to learn, network, and expand their connections. Meanwhile, this forum also provides a platform for relevant enterprises and institutions to showcase their strengths and achievements, attracting the participation and exchange of top universities such as Shanghai Jiao Tong University, Fudan University, Tongji University, and South China University of Technology as well as leading domestic and international enterprises including SAP, Microsoft, Apple, Huawei, Tencent.

We sincerely invite you to participate in this forum, which will jointly explore the innovation and development of generative artificial intelligence in industry applications and create a bright future for artificial intelligence.

Agenda

Development and Industry Applications of Generative Artificial Intelligence *(forum）*		
Keynote （9:30~11:30)		
Time	**Topic**	**Speaker**
9:30 ~ 9:50	Welcome speech and opening	Forum Chairman
9:50~10:10	The current status and future of Gen-AI	Well-known researcher
10:10~10:30	How enterprises generate business through Gen-AI	Enterprise Executive
10:30~10:50	Enterprises adoption of Gen-AI	Enterprise Executive
10:50~11:10	LLM trends and industrial adoption	Enterprise Executive
11:10~11:30	LLM for the future	Enterprise Executive
Panel Discussion （14:00~17:15)		
14:00~15:30	Panel Discussion One: Technical Deep Dive - Key Technologies and Innovations in Generative AI	Distinguished Guest
15:45~17:15	Panel Discussion Two: Industry Perspectives - Applications of Generative AI Across Various Industries	Distinguished Guest

肖仰华

Yanghua Xiao

博士，复旦大学正教授、博士生导师，担任上海数据科学重点实验室主任

他长期从事大数据和知识图谱的研究工作。他在顶级会议上发表了200多篇论文。他出版了三本学术专著和教科书。他获得了2024年国际数据工程会议（ICDE）十年影响力论文奖和2023年计算语言学会（ACL）杰出论文奖。他获得了华为、阿里巴巴、美团等公司授予的二十多个科研奖项。他担任《应用智能》副主编或多个国际期刊的编委会成员。

Doctor, full professor and doctoral supervisor at Fudan University, and the director of the Shanghai Key Laboratory of Data Science

He has been engaged in research on big data and knowledge graphs for a long time. He has published more than 200 papers in top conferences. He has published three academic monographs and textbooks. He was awarded the ICDE 2024 Ten-Year's Influential Paper Award and the ACL 2023 Outstanding Paper Award. He has won more than twenty scientific research awards granted by Huawei, Alibaba, and Meituan, etc. He serves as an associate editor Applied Intelligence or editorial board member of several international journals.

Invited Speaker

薛建敏
Phipps Xue

副总裁，SAP中国研究院 南京分院院长，SAP商业技术平台创新 中国负责人

SAP商业技术平台创新团队，致力于探索新兴信息技术（如人工智能，元宇宙、区块链，隐私计算等）在企业计算中的潜在价值，并通过和生态伙伴的紧密合作，从网络安全与隐私保护，人机互动，数据与智能，可重构业务流，和资产及财务流等五方面从事前瞻性创新。

此外，作为SAP南京研究分院院长，薛建敏先生负责南京分院的产品创新，生态创新以及院际合作。薛建敏先生荣获2022年SAP哈索·普拉特纳创始人奖提名。薛先生拥有英国曼彻斯特大学商学院商业管理硕士学位，拥有多项有关企业语义计算、块链方面的美国专利。薛先生也是国际教练协（ICF）认证的管理与高管专业教练，一位马拉松跑者。

Vice President, Head of SAP Business Technology Platform Innovation China, Head of SAP Labs China Nanjing Branch

SAP Business Technology Platform Innovation team, holds the mission to contextualize and pioneer emerging technologies (e.g. AI, Blockchain, Metaverse, Privacy) into transformative innovations for the future success of SAP and customers. ICN focus on transformative innovation in areas like Cyber Security & Data Privacy, User Centricity, Data and Analytics, Composable Process Layer and Asset & Financial Flow.

Additionally, as the head of SAP Labs Nanjing, Phipps oversees innovation, ecosystem engagement, cross lab location collaboration. Phipps was selected into Hasso Plattner Founder's Award Finalist 2022. Phipps holds MBA from University of Manchester. He has several patents on enterprise semantic and blockchain. Phipps is an ICF certified professional coach, and a marathon runner.

Invited Speaker

钟健尧
Jen-Yao Chung

英业达股份有限公司 (Inventec Corporation) 业务发展副总裁兼新业务开发中心负责人

钟健尧博士毕业于伊利诺伊大学厄巴纳-香槟分校（University of Illinois at Urbana-Champaign），获得计算机科学硕士及博士学位。自2021年6月起，他加入英业达股份有限公司，担任业务发展副总裁，负责规划愿景、制定战略以及推动新兴业务发展。在此之前，他担任量子云科技（QCT）的助理副总裁，负责创建超融合云解决方案。更早之前，他曾担任云计算系统软件研究所（Cloud System Software Institute, III）的高级研发总监，以及在IBM T.J. Watson研究中心担任高级经理，负责识别并开发新兴解决方案。

钟健尧博士是《国际服务导向计算与应用期刊》（Int. Journal of Service Oriented Computing and Applications）的共同主编，并担任超过10个国际期刊的编辑委员会成员。他是IEEE计算机学会（IEEE CS）电子商务技术委员会（TCEC）的联合创始人及联合主席。1998年，他与人共同创立了IEEE国际电子商务技术会议（CEC），并于2004年创立了国际电子商务工程会议（ICEBE）。他已担任超过35个国际会议的总主席及程序主席。他在已出版的期刊或会议论文集中发表或合著了超过200篇技术论文，并拥有12项美国专利。

VP of Business Development and Head of New Business Development Center at Inventec Corporation

Dr. Chung Jen-Yao received the M.S. and Ph.D. degrees in computer science from the University of Illinois at Urbana-Champaign. Since June 2021, he has been with Inventec Corporation as a VP of Business Development for developing vision, strategy and emerging business development. Before that he was AVP, QCT for creating hyper converged cloud solution. Before that he was senior R&D director for Cloud System Software Institute, III. Before that he was senior manager, IBM T. J. Watson Research Center, responsible for identifying and creating emerging solutions. Dr. Chung is co-Editor in Chief of the Int. Journal of Service Oriented Computing and Applications. He also served as editorial board member for over 10 international journals. Dr. Chung is the co-founder and co-chair of the IEEE CS TC on Electronic Commerce (TCEC). Dr. Chung co-founded IEEE Int. Conference on e-Commerce Technology (CEC) in 1998 and e-Business Engineering (ICEBE) in 2004. He has served as general chair and program chair for over 35 international conferences. He has authored or coauthored over 200 technical papers in published journals or conference proceedings. He has 12 US patents issued.

张振华

Zhenhua Zhang

阿里云上海政企解决方案总经理、阿里云上海政企首席架构师

张振华长期从事政企行业数字技术及数字化转型解决方案工作。上海市数字化项目评审专家、上海商用密码行业协会委员。多次参与国家级、省市级重要课题顶层规划工作。曾担任上海市"一网通办"、上海市"随申码"、上海市电子政务云、上海市城运中心"一网统管"顶层规划、上海市政府数字化六大会战等市级重大项目团队主要负责人。

现主要工作是以阿里云创新的技术理念、先进的云原生、人工智能、大数据技术能力和团队在政务领域丰富的行业实践经验持续打造全国领先的技术规划和解决方案。持续助力各级政府构建智慧化、高效能的城市治理体系，助力政企行业实现数字化转型以及智能化提升。

General Manager of Government and Enterprise Solutions and Chief Architect for Government and Enterprise in Shanghai, Alibaba Cloud

Zhenhua Zhang has a long-standing career in digital technology and digital transformation solutions for government and enterprise sectors. Recognized as an expert in Shanghai's digital project evaluation and a committee member of the Shanghai Commercial Cryptography Industry Association, he has repeatedly participated in the top-level planning of significant national, provincial, and municipal research projects.

Previously, he served as the key leader of major municipal projects such as Shanghai's "One-Stop Service" platform, "Shanghai Health QR Code" (Shuishenma), Shanghai's e-Government Cloud, the top-level planning of "One Network for Overall Management" in Shanghai's Urban Operations Center, and the six major battles for digitalization of the Shanghai Municipal Government.

His current focus is leveraging Alibaba Cloud's innovative technology concepts, advanced cloud-native, artificial intelligence, and big data capabilities, combined with the team's extensive industry experience in the government sector, to continuously develop nationally leading technical plans and solutions. He strives to empower governments at all levels to build intelligent and highly efficient urban governance systems, facilitating the digital transformation and smart upgrades of government and enterprise sectors.

Invited Speaker

黄莹

Ying Huang

斯坦福大学运筹学博士、联想集团副总裁，联想研究院企业云和无线实验室主任

黄莹曾先后在飞利浦、IBM等国际知名企业研究院工作，并曾担任IBM中国研究院副院长及杰出研究员。在联想集团，黄莹领导全球化研发团队，专注于5G标准、边缘计算平台、智能运维、软件定义存储等领域的研究及其应用，并成功推动了联想在NFV及云化基站方面的研究。他主导了联想边缘云的研发和落地，关键技术和应用方案获得了多项国内外大奖，包括CCF技术发明奖、世界物联网大奖、5G绽放杯应用大赛奖、信通院优秀边缘方案奖等。

Vice President of Lenovo Group and Director of Lenovo Research Cloud and Wireless Lab.

Dr. Huang boasts a rich technology industry background, having previously worked at renowned research institutions of international companies such as Philips and IBM, where he served as Deputy Director and Distinguished Researcher of IBM China Research Lab. As a leader at Lenovo, Huang Ying directs a global R&D team focusing on research and application in areas such as 5G standards, edge computing platforms, intelligent operations and maintenance, and software-defined storage. He has spearheaded the development and implementation of Lenovo's edge cloud, with key technologies and application solutions winning numerous domestic and international awards, including the CCF Technology Invention Award, World Internet of Things Awards, 5G Bloom Cup Application Competition Award, and the China Academy of Information and Communications Technology's Outstanding Edge Solution Award.