2024 IEEE ICEBE Keynote Speeches &

AI4Industry Forum of Development and Industry Applications of AGI

(Co-sponsored By IEEE Technical Community on Business Informatics and Systems & SAP Research & Fudan University Institute of Financial Technology)

Keynote Speeches (9:30~11:30 Oct 12/13 2024) Xinjiangwan Campus of Fudan University Interdisciplinary Building No. 2, Room E1006/E1023		
Schedule: To be determined	**Topics**	**Keynote Speakers**
-	**Outlook and Discussions on AGI and Its Applications for Financial Business (Tentative)**	Prof. Hongfeng Chai, Fudan University, Academician Fellow of the Chinese Academy of Engineering. Prof. Chai presided over and was engaged in the research and development of several major national-level financial reform information projects, including China's Foreign Exchange Trading System, National Interbank Lending System, Government Bond Trading and Settlement System, and Bank Card Information Exchange System. He also established a modern service system for China's bank card industry platform operation, risk prevention, standard specifications, and testing and certification. For these contributions, he was awarded two Second-Class National Science and Technology Progress Awards.

-	**Technical Forecast of LLM/AI4Industry (Tentative)**	Dr. Yanghua Xiao, a full professor and doctoral supervisor at Fudan University, is 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.
-	**Enterprises adoption of Gen-AI (Tentative)**	Dr. Jen-Yao Chung. IEEE Fellow, VP of Inventec. He 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.
-	AI trends and industrial adoption (Tentative)	Dr. Ying Huang, Chief Technology Officer of Hong Kong Applied Science and Technology Research Institute. Previous 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.
-	**How enterprises generate business through Gen-AI (Tentative)**	Phipps Xue. 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 overseesinnovation, ecosystem

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		engagement, cross lab locationcollaboration. 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.
-	**The Current Status and Future of Generative Artificial Intelligence and Its Impact on Business (Tentative)**	Zhenhua Zhang, General Manager of Alibaba Cloud's Government and Enterprise Solutions in Shanghai, Chief Architect of Alibaba Cloud's Government and Enterprise Solutions in Shanghai. Mr. Zhang has long been engaged in digital technology and digital transformation solutions for the government and enterprise sectors. He serves as an expert in evaluating digitalization projects in Shanghai and a committee member of the Shanghai Commercial Cryptography Industry Association. He has repeatedly participated in the top-level planning of significant national and provincial/municipal projects. He previously held key leadership positions in major municipal projects such as the top-level planning for Shanghai's "One Network, One Platform" service, Shanghai's "Suishen Code" (a citywide digital ID system), Shanghai's e-government cloud, Shanghai's City Operation Center's "One Network, Unified Management" system, and the Shanghai Municipal Government's six major battles for digitization.