



Swedish-Polish Chamber of Commerce in Stockholm, in cooperation with the Polish Embassy in Sweden, Polish Agency for Investment and Trade, Software Mind, EY Sweden, Esatto, Solwit, Leocode, goodylabs, Directio, Ebury, ARPI Accounting, Kubo, Mad Mountain, EMA Partners, Explore Markets, Human Intelligence on Demand, Polish Chambers of Commerce Abroad, WoW! Agile, Pikus.IT, Target Redovisning, Rödl & Partner and Spanish-Polish Chamber of Commerce, has the pleasure to invite to a free of charge seminar at Bonnierhuset in Stockholm and online

Hands on with AI - how to get ahead of competition

Bonnierhuset in Stockholm and online, 16 January 2024, 13.00 -15.15 plus networking

The Topic

Everybody is talking about AI, but how do you actually use it in order to grow your business and to get ahead of competition?

What are the real life business cases? How do you get started and what does it take to succeed?

This seminar includes, in addition to expert presentations and a panel discussion, a live step by step demonstration of building an AI chatbot and a Q&A session with this newly created chatbot.

The Program

- **Hans-Jacob Bonnier**, Chairman, **Swedish-Polish Chamber of Commerce** - "Opening remarks"
- **Albert Cordenius**, Design Director, EY Innovation & Design and Leader, EY Nordic AI, **EY Sweden** - "Accelerating Business Transformation with AI"
- **Martin Jönsson**, Editorial Development Director, **Bonnier News** - "AI as gamechanger: challenges and strategic action for the media industry"
- **Fredrik Hildebrand**, Senior Brand and Communication Strategist, Esatto - "Generative AI Killed the Video Star"
- **Damian Mazurek**, Chief Innovation Officer, **Software Mind**, - "Hands on with AI"
- Panel discussion "How is AI going to affect both our daily life and the way we conduct business?" with the participation of **Theodore Anderson**, Key Account Director - Nordics, Ebury, Daria Mitas, Group Lawyer, **ARPI Accounting**, **Damian Winkowski**, founder, **Leocode**, **Filip Iwański**, Chief Marketing Officer, **goodylabs**, **Angelo Pressello**, CEO, **Directio** and **Zbigniew Usarek**, AI/ML Engineer, **Solwit** .
- Refreshments and networking.

The seminar will be moderated by **Stephanie Svärðström**, Head of Delivery Office, **Esatto**.





Swedish-Polish Chamber of Commerce in Stockholm, in cooperation with the Polish Embassy in Sweden, Polish Agency for Investment and Trade, Software Mind, EY Sweden, Esatto, Solwit, Leocode, goodylabs, Directio, Ebury, ARPI Accounting, Kubo, Mad Mountain, EMA Partners, Explore Markets, Human Intelligence on Demand, Polish Chambers of Commerce Abroad, WoW! Agile, Pikus.IT, Target Redovisning, Rödl & Partner and Spanish-Polish Chamber of Commerce, has the pleasure to invite to a free of charge seminar at Bonnierhuset in Stockholm and online

The Moderator and the Speakers



Stephanie Svärdström is Head of Delivery Office at Esatto. She previously held positions at companies such as Knowit and Bonnier News. Over a 15 year period she has worked closely with many different industries during their digital transformation journey both from within organizations and from a consulting perspective. The AI issue is the latest highly topical issue on the table of most mid-sized to large companies today and Stephanie is highly involved in discussing this issue with clients. Esatto is a digital agency specialised in the areas of Strategy, Communication, Design and Tech.



Albert Cordenius is a Design Director at EY Innovation & Design and Leader of the EY Nordic AI Lab - a space dedicated to research and exploration of AI technology and its impact on customer experience. Albert's work spans across multiple aspects of Generative AI; Acceleration and Transformation Programs, AI use case adoption for digital products and services. He has worked with Consumer brands, BigTech as well as startups.



Martin Jönsson is Editorial Development Director at Bonnier News, which houses Swedish and international daily news and business newspapers, as well as magazines, a range of business publications and digital services. He is responsible for coordination and streamlining the media houses's editorial work processes. Martin has held many leading positions in Swedish media, in newspapers, magazines and radio and is a frequent speaker at seminars and webinars devoted to AI.





Swedish-Polish Chamber of Commerce in Stockholm, in cooperation with the Polish Embassy in Sweden, Polish Agency for Investment and Trade, Software Mind, EY Sweden, Esatto, Solwit, Leocode, goodylabs, Directio, Ebury, ARPI Accounting, Kubo, Mad Mountain, EMA Partners, Explore Markets, Human Intelligence on Demand, Polish Chambers of Commerce Abroad, WoW! Agile, Pikus.IT, Target Redovisning, Rödl & Partner and Spanish-Polish Chamber of Commerce, has the pleasure to invite to a free of charge seminar at Bonnierhuset in Stockholm and online

The Moderator and the Speakers



Fredrik Hildebrand is Senior Brand & Communication Strategist and acting Chief Marketing Officer at the digital agency Esatto in Stockholm. He is also a well-renowned international speaker and trend watcher as well as a lecturer at Berghs School of Communication. Esatto operates within four specialist areas - Strategy, Design, Communication and Tech. The company's website includes the following presentation "Our way of taking responsibility for the future is to help other companies increase their relevance. We don't do it by delivering ready-made solutions, we do it by strengthening our customers' own competencies and skills in the work we do together."



Damian Mazurek is a certified cloud and AI solutions architect with over 15 years of experience in the software industry. In his current role, he oversees technology strategy and operations while working with clients to design and implement scalable and effective cloud and AI-based solutions. His vast knowledge and experience allow him to help many organizations, startups as well as enterprise businesses in Europe and the US, to leverage these technologies to streamline operations and to drive business growth. Damian is an active speaker at international IT industry conferences and lecturer at Polish technical universities.

The registration and the attendance

This free of charge seminar will take place in Stockholm, at Bonnierhuset, Torsgatan 21, level 3, conference room Hela Världen, one level below the entrance to the building. Those who attend in person will be after the seminar able to network with the speakers, the panelists and with other attendees. It will also be possible to attend online via Zoom. A link will be made available to all online participants. Please sign up at <https://svenskpolska.se/en/events-en/> or by email to info@svenskpolska.se. For each participant, please provide name, job title and email address. If possible, please state whether the participation is likely to be in person or online. For further information please call +46 709 996 630.

