

German-US Transatlantic AI eXchange

Become a pioneer and partner in a new transatlantic bridge between the US and German AI ecosystems and expand leadership in the human-machine economy.

The Transatlantic AI eXchange is a platform made of a Webinar Series and Workshops starting in May 2021, followed by a potential conference and delegation visit to Silicon Valley in 2022. It brings together influencers from industry, research and government to examine trends and moonshot AI use cases, champion future entrepreneurial leaders and tackle the big issues facing us today: From empowering businesses and economies to use AI responsibly, to restoring trust in the digital economy. From using technology to improve mental and physical wellbeing to mitigating climate change and feeding the world.

Problem: Technological ossification and missed opportunities. Germany is going through challenging times once more. The current COVID-19 crisis has exposed structural deficits. Technologically ossified and bureaucratically encrusted, Germany lacks agility and major reforms to make the country fit for the future. And in business, there is a lack of players (apart from SAP) who can project the European Human-Centered AI approach globally. Despite being the largest data market by number of internet users after China, the share of European platforms in global platform market capitalization was only 3% (69% in the US) in 2020. Although on different levels, the US also faces challenges for the future. Whether climate (Paris Agreement), security (Iran Deal) or world trade (trade agreements), the list of areas is long, where the US needs to rebuild its reputation as a reliable partner - areas where the EU has shown its colors. Considering that China has overtaken the US as the EU's largest trading partner last year, there is also much for the US to gain back economically. Above all, however, American companies need new access to the EU's slowly but steadily integrating digital market after Brexit - something Germany is well positioned to fulfil.

Solution: Harnessing AI disruptions through collaboration. Flows of data, compute power, talent and capital, the prerequisites for AI research and commercialization, align with geographic boundaries only incidentally, not fundamentally. Therefore, to reap the benefits of AI and minimizing its inherent risks, governments, research institutions and technology companies must work together. The need for global collaboration is also reflected in the ambitions of the German government's \$6 billion "AI made in Germany" strategy, as well as in emerging US calls for the unity of "techno-democracies". A platform is needed between the USA and Germany to stimulate and coordinate this cooperation: The Transatlantic AI eXchange.

Idea & Impact: Transatlantic AI eXchange. Through its AI webinar and workshop series and follow on events starting in early 2022, the Transatlantic AI eXchange offers participants and sponsors the platform to build transatlantic business and policy partnerships, gain insights in and access to AI-leading corporations (such as Google and SAP), start-ups and investors (Microsoft's venture fund M12, Andreessen & Horowitz, Intel Capital Bosch Venture Capital etc.), as well as established universities and research institutions (such as Stanford and DFKI). Each event will have a top moderator and high class speakers from the US and Germany: AI influencers and industry experts will talk about AI trends, entrepreneurs and investors will explain how to identify AI opportunities, researchers will present AI research programs, and policymakers will reflect on years of experience in global collaboration. Throughout the series, all stakeholders are encouraged to use the platform to build sustainable relationships and promote their future business potential in the US and Germany. The tentative schedule (see Annex 1) foresees six virtual webinars, each up to 90 minutes, incl. Q&A sessions.

Team: German and US AI Ecosystem Actors & Influencers. The Transatlantic AI eXchange, in particular the Webinar Series, will be organized by a partnership of the German American Business Association of California (GABA) in San Francisco, USA, and AI.HAMBURG GmbH in Germany. The platform will be curated by some of the leading executives, entrepreneurs and academics in the area of AI on both sides of the Atlantic, including: [Thomas Neubert](#), [Dr Olaf Groth](#), [Petra Vorsteher](#), [Ingo Hoffmann](#) and [Robin Farmanfarmaian](#).

Sponsorship: Become a forerunner in the cognitive age. Become a member of a new transatlantic bridge in the cognitive age and support the Transatlantic AI eXchange Webinar Series as sponsor, content contributor and/or participant! The following are the sponsorship benefits: 1) Build your brand awareness in AI in Germany and the US, 2) Drive credibility of your brand in AI, 3) Create relevant publicity & traffic for your organization, and 4) Expand your reach into transatlantic AI ecosystems.

Contact: Thomas Neubert | Intel & GABA | E: tneubert@transatlanticaexchange.ai | M: +1 408-921-0074

Contact: Michaela Ballek | GABA | E: mballek@gaba-network.org | M: +1 510-610-5887

Contact: Petra Vorsteher | AI.HAMBURG | E: petra@ai.hamburg | M: +49 (178) 888- 9228

Annex 1: Tentative Program of Transatlantic AI eXchange Webinar Series

Month	Subject	Guiding Question
Introductory sessions		
05/2021	AI - the next digital frontier	<p><u>AI: The next digital Revolution - Is Germany prepared?</u></p> <p><i>Issues that will be covered:</i></p> <ul style="list-style-type: none"> • Knowledge exchange to ignite building of an AI eco-system to accelerate AI adaption and commercialization AI driven business models • Harnessing AI disruptions through transatlantic collaboration • Elements of an AI-Ecosystem (Government policies, VC funding, Research, Incubators & Accelerators, Startups, investors, Mittelstand/SMEs) • Experts to explain real life use cases
06/2021	New AI Frameworks for Human-centric AI	<p><u>How can we foster competition in the platform economy and promote human-centered business models?</u></p> <p><i>Issues that will be covered:</i></p> <ul style="list-style-type: none"> • Standardization and certification of AI systems/applications • Ethical considerations for AI & data management • Trusted AI System
07/2021	Global AI landscape	<p><u>Is a new “arms race” and Europe’s tech dependency inevitable?</u></p> <p><i>Issues that will be covered:</i></p> <ul style="list-style-type: none"> • Current situation of AI in China (14th five-year plan, research, accelerators, VC funding, startups and other AI-related corporations, benefits for the economy & society, lessons learned) • Current situation of AI in the US (Government policies, research, accelerators, VC funding, startups and other AI-related corporations, benefits for the economy & society, lessons learned) • Comparison to Germany (Current status of AI in Germany, policies, research, incubators, VC funding, startups and SMEs)
Industry Vertical sessions (three will be selected)		
08/2021	Healthcare	<u>How can AI in healthcare impact everyone’s health in the future?</u>
	Climate Change	<u>How can we rapidly reduce CO2 emissions and CO2 equivalents to 0?</u>
09/2021	Agriculture	<u>How can we feed 10 billion people until 2050 without depleting our natural resources?</u>
	Industrial AI	<u>How can AI improve production through advanced manufacturing</u>
	Smart Cities	<u>What should smart, productive and inclusive cities look like and what innovations do we need to build them?</u>
10/2021		

We recognize that part of the solution lies in foresight and the ability to imagine different futures. And yet, the most important question must and will be:

What can we do to act, invent, build, and scale the things we urgently need but don’t have?