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Transatlantic
AI eXchange

German-US Transatlantic AI eXchange

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

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German-US Transatlantic AI eXchange

Become a forerunner and partner of a new transatlantic bridge between the AI ecosystems in the US and Germany and accelerate and expand economic, social, and academic leadership in the human-machine economy.

The Transatlantic AI eXchange is a platform made of a Webinar Series and Workshops starting in May 2021. It brings together influencers from industry, research and government to examine trends and moonshot AI use cases, champion future entrepreneurial leaders and tackle some of the biggest 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, feeding the world, and building productive and sustainable communities.

Problem: Technological ossification and missed opportunities

Germany is going through challenging times once more. Although the country is the fourth largest economy in the world and has weathered a decade of crises relatively successfully, the current COVID-19 crisis has exposed structural deficits. Technologically ossified and bureaucratically encrusted, Germany lacks agility and major reforms to make the economy fit for the future. On the technological side, the roots lie in the shortcomings of the past. The country did not lead in the evolution of information technology, from the rise of the internet (1990 - 2000) to the proliferation of social networking (2000 - 2010) and the rise of cloud technologies (since 2010). Today, the digital economy is dominated by global brands that originate in the US and China, rather than Europe and especially Germany - apart from SAP. This is a missed opportunity. On the one hand, because the lack of global players does not allow the projection of the European Human Centered AI approach, and on the other hand, because the value creation of the digital economy takes place predominantly outside the EU. Although the EU is the largest data market by number of internet users after China, European platforms accounted for only 3% of global platform market capitalization in 2020 (69% in the US¹). If stock markets are any indication of the future economic outlook, the picture for Europe, especially Germany, is bleak. Germany, therefore, is in acute danger of falling behind in the value creation of the cognitive age (AI is expected to contribute \$15 trillion to the global economy by 2030²) and, in the long run, in setting the rules for the human-machine economy.

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 and shaper of the future - areas where the EU has shown its colors. There is also much for the US to gain back economically, considering that China has overtaken the US as the EU's largest trading partner in 2020. Above all, however, American companies need new access to the EU's slowly but steadily growing and integrated digital market after Brexit, a function that Germany is well positioned to fill.

¹ Schmidt (2021): Wert der Plattform-Ökonomie. Netzökonom. TU Darmstadt. Available [here](#).

² Rao, Verweij (2020): Sizing the prize - What's the real value of AI for your business and how can you capitalize? Pwc. Available [here](#).

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 while 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 and US governments. Germany has created a conducive policy framework at government level to promote AI as a national priority. This includes the "AI made in Germany" strategy, which is closely intertwined with the EU's AI policy as well as the regional AI governance frameworks and data strategies. The USA, formerly a pioneer in the development of AI strategies, is currently undergoing a promising realignment under the Biden administration around AI. This building momentum requires a platform for the USA and Germany to stimulate and coordinate this cooperation: The Transatlantic AI eXchange.

Benefits for...	Germany	USA
Start-ups & SME	Get to know successful AI use cases of US startups (i.e., in cleantech, smart cities, healthcare and others) and gain an understanding of market and funding opportunities in the US.	Gain a good understanding of the German AI ecosystem and leverage partnership opportunities with leading German corporations.
Research Institutions & Universities	Learn how new scientific knowledge on AI gets applied in innovative business models within the startup ecosystem in the US.	Establish close relations with German universities & research institutions, which have a leading expertise in fields such as healthcare and automotive.
Policy Maker	Learn from the successful best practices of US policy makers in establishing a thriving AI-ecosystem.	Learn from the impactful German policy framework to tackle climate change.

Idea & Impact: Transatlantic AI eXchange

The Transatlantic AI eXchange is a platform that aims to accelerate and expand global economic, social, and academic leadership of the US and Germany in the human-machine economy. In doing so, the Transatlantic AI eXchange supports the ambitions for global collaboration of the German government's \$6 billion "AI made in Germany" strategy³ and the emerging US calls for the unity of "techno-democracies" (in distinction to "techno autocracies")⁴.

The Transatlantic AI eXchange will be supported by a project marketing website, social media, as well as the following communication materials:

- Recordings and summaries of our events and will be used and referred to after the initial project ends
- Press article(s) about the events
- Project coverage in newsletters, blogs, web articles and social media of GABA, AI.HAMBURG, and other participating organizations and multipliers

³ Bundesregierung (2020): "Die entscheidende Zukunftstechnologie des 21. Jahrhunderts". Künstliche Intelligenz. Available [here](#).

⁴ Ignatius (2021): Opinion: Biden's ambitious plan to push back against techno-autocracies. Washington Post. Available [here](#).

Experts and executives from Intel, Google, Bosch AI, Stanford University (Institute for Human-Centered Artificial Intelligence) and DFKI have already confirmed their participation. Additional LoIs with several organizations are currently underway, including the German KI-Bundesverband, Intel Ignite. Further contacts with SAP, Deutsche Telekom, Munich RE, Facebook, Siemens, Mercedes-Benz and UC Berkeley (AI Working Group) are planned. In addition, GABA and AI.HAMBURG will bring their connections to startups and investors (Google Ventures, Microsoft's venture fund M12, Andreessen & Horowitz, Intel Capital and Bosch Venture Capital and more) as well as to the press, such as Wirtschaftswoche, Die Zeit and the New York Times, to the Transatlantic AI eXchange.

Transatlantic AI eXchange also plans to collaborate closely with the German American Chamber of Commerce West, regional IHKs in Germany and the German Consulate General in San Francisco on future transatlantic delegations in both directions.

Webinar and workshop series (from May 2021 onwards)

The aim of this series is to stimulate exchange on AI between actors from both sides of the Atlantic and provide fertile grounds for entrepreneurs, researchers, investors, and policy makers to build long term partnerships. To achieve this, the webinars and workshops are designed along an evolutionary program. The series will start with three introductory sessions, followed by three more events from the following six verticals, depending on interest and availability of experts. Those sessions will be complemented by occasional Fireside Chats with global leading experts.

Each event will have a top moderator, high class speakers from US and German: 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 foresees six virtual webinars starting in May 2021 , each up to 90 minutes, including interactive Q&A sessions.

Month	Subject	Guiding Question	Speakers
Introductory sessions			
05/2021	AI - the next digital frontier	<u>AI: The next digital Revolution - Is Germany prepared?</u> <i>Issues that will be covered:</i> <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 	TBD
06/2021	New AI Frameworks for Human-centric AI	<u>How can we foster competition in the platform economy and promote human-centered business models?</u> <i>Issues that will be covered:</i>	TBD

		<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>Issues that will be covered:</p> <ul style="list-style-type: none"> • Current situation of AI in China (14th five-year plan, research, accelerators & incubators, 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 & incubators, VC funding, startups and other AI-related corporations, benefits for the economy & society, lessons learned) • Comparison to Germany (Current status of AI in Germany, Government policies, research, incubators & accelerators, VC funding, startups and SMEs) 	TBD
Industry Vertical sessions (three will be selected)			
08/2021	Healthcare	<u>How can AI in healthcare impact everyone’s health in the future?</u>	TBD
	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>	
10/2021	Smart Cities	<u>What should smart, productive and inclusive cities look like and what innovations do we need to build them?</u>	
Fireside Chats			
May/Oct	Expert specific	Leading experts are invited to share their opinions and knowledge about transatlantic challenges, building a successful business and how to apply AI in real life scenarios	

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?

Outlook

The Transatlantic AI eXchange also considers organizing a conference in conjunction with a delegate visit in 2022, to foster enduring communication for the participants of the AI webinar series. Also, GABA’s AI Hackathon ongoing series will reach into 2023 and will also refer to the work of this (seed) project. This will contribute to establishing lasting business (as well as personal) relationships and a continued flow of ideas across the Atlantic.

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.

Organizers - AI Ecosystem Actors in the US and Germany

German American Business Association of California (GABA) - USA

GABA, a 501(c)6 nonprofit organization founded in 2003 in Silicon Valley, is an alliance of organizations, corporations, and professionals with the purpose of strengthening transatlantic business. Strong ties to AI experts, corporations, SMEs and to the startup ecosystem, and strong expertise in event management will allow GABA to lead this project.

AI.HAMBURG - Germany

AI.HAMBURG, on the other hand, is a founding member of the umbrella initiative AI4Germany and is well connected within the thriving German AI ecosystem. AI.HAMBURG promotes knowledge-sharing about and broad application of artificial intelligence and machine learning in particular.

Project contributors - Leading US/German AI influencer

Thomas Neubert - GABA & Intel, USA ([LinkedIn](#))

Thomas is Executive Director Strategic Business Development & Innovation @ Intel Datacenter Incubation Group, is building new, transformative lines of business as potential new revenue sources. Adopting the venture capital playbook to form new IOUs (independent operating units) that act like start-up companies and facilitate their success in an agile, fail-fast environment. He built a global sales team for 3D Perceptual Computing / RealSense and in 2019 joined IOT Edge AI group, focused on scaling and accelerating time-to-market Artificial Intelligence/DeepLearning solutions. He established an early access/validation program giving global leading application / algo developers access to new silicon/platform technologies. Since moving from Germany to Silicon Valley in 1991 Thomas spent 20+ years building up international subsidiaries and domestic start-ups from ppt to IPO. As VP/GM at Deutsche Telekom he led the North America activities for innovative partnering. Activities ranged from technology scouting, partner management, venturing and building an accelerator program. Thomas is founding member and Chairman of GABA “German American Business Association” and also co-founder and coach of SVMC “Silicon Valley Marathon Club”.

Dr. Olaf Groth - Cambrian and UC Berkeley ([LinkedIn](#))

Olaf is a global strategist, founder, professor, adviser, and speaker focused on technology disruption and discontinuities in the global economy. He is founding CEO of the advisory thinktank Cambrian Futures and concept development firm Cambrian Designs, Professor for Strategy, Innovation, Economics and Futures at Hult International Business School, Professional Faculty for Strategy, Technology and Business & Public Policy at UC Berkeley’s Haas School of Business and a Global Network Member at the World Economic Forum. For the past 25 years Olaf has held leadership roles in global enterprises, consultancies, and academia. A frequent speaker, commentator, and author in media outlets he is also co-author of Solomon’s Code: Humanity in a World of Thinking Machines with Dr. Mark Nitzberg, and of the prospectively forthcoming book The

Great Remobilization: Designing A Smarter Future with Drs. Mark Esposito and Terence Tse. Olaf resides in the San Francisco Bay Area with his wife and two daughters, and near Kiel in Germany.

Petra Vorsteher - AI.HAMBURG, AI.INVEST, AI.FUND, ECIU, GABA, AI4Germany ([LinkedIn](#))

Petra is the founder of AI.HAMBURG, co-founder of AI.INVEST and founding partner of AI.FUND, and one of the first women globally to co-found a global mobile company in 2005 where she has been successful in growing Smaato to become one of the largest independent mobile companies in the world. Prior to her career in mobile she was a pioneer in e-commerce. As founding member of Intershop in 1996, Petra was instrumental in growing the company from a start-up to a publicly listed company with a market cap of \$12Billion. Petra has over 30 years of business experience in the US, Europe and Asia. As a Silicon Valley veteran, Petra is one of the best globally networked women executives. She was appointed Hamburg Ambassador to San Francisco by the Governor and First Mayor of Hamburg and serves as International Ambassador of the Technical University of Hamburg (TUHH). She is GABA Chair for AI, International board member of Hamburg@work and a member of the Committee for Innovation and Research at the HHCC. She is with AI.HAMBURG co-founder of the initiative AI4Germany and is on the board of the ECIU university The European Consortium of Innovative Universities.

Ingo Hoffmann - AI.HAMBURG, AI.FUND, GPAI, AI4Germany ([LinkedIn](#))

Ingo is a successful manager with 30 years' experience in the Enterprise Software Business. He held senior management positions in companies such as SAP and IBM, startups, and non-profit organizations. In recent years, he has intensively dealt with the topics of innovation, digital transformation, and the adoption of artificial intelligence (AI) in companies. He worked in the IBM Watson Health division, supported the Tübingen AI Competence Center and the Cyber Valley Initiative (cyber-valley.de) as a strategic consultant and general manager and was active in the applied AI initiative (appliedai.de) of UnternehmerTUM as Head of AI Ecosystem. He was one of the initiators of the AI4Germany initiative (ai4germany.de) and supports the German Government in the development of the German AI Strategy. In 2020 he was nominated by the German Government to join the Global Partnership on AI (gpai.ai). As a member of the board of directors of ADI Innovation AG (adi.de) he advises founders, managers, financial investors, and public institutions in the field of new technologies and the use of AI. As managing director of AI.HAMBURG he promotes the transfer and use of AI in companies in Hamburg and Northern Germany.

Robin Farmanfarmanian - Serial founder of AI Startups ([LinkedIn](#))

Robin is a professional speaker and entrepreneur working in cutting edge tech poised to impact 100M people or more. Robin has been involved with over 20 early stage biotech and healthcare startups from curing cancer to digital health. She is an advisor to MindMaze, a BCI-AI company focusing on VR for 9 neuro conditions, including stroke and brain injury. She is also an advisor to AlacrityCare, remote patient monitoring and data analytics for oncology. With over 160 speaking engagements in 15 countries, she educates audiences on technology, healthcare, artificial intelligence, the shift in healthcare delivery to the patient's home and building thought leadership. She has 3 published books: "The Patient as CEO"; "The Thought Leader Formula"; and "Facilitating Virtual Events".

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!

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THERE IS A MEANING BEHIND EVERYTHING



The corporate identity for Transatlantic AI eXchange is integration of binary code of 1s and 0s and mathematics symbols which are the foundation of computers. The physical world is built out of ATOMS and AI in its digital form is an extension to the physical world enhancing humankind. The logo and its symbols and color can be used to communicate the Transatlantic AI eXchange to expand the story of collaboration between Germany and the US around AI.

Symbol

The corporate identity for Transatlantic AI eXchange is based on the integration of foundational computing and mathematics symbols 1s, 0s, +, -, x and ÷.

A sense of motion comes from the red and yellow arrow pointing towards a new direction, to pull the two dots or two nations from across the Atlantic.

The sculptured symbol promotes the converging of AI technological basis for the exchange between Germany and the US.

Corporate Colors

The colors are based on the German and US flags, are used to harnesses the power of collaboration in an intelligent way.

