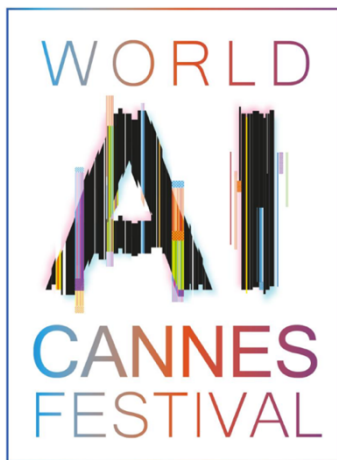




Press Information
January 6, 2025

World AI Cannes Festival – February 13, 14 & 15, 2025
Palais des Festivals & des Congrès de Cannes

World AI Cannes Festival 2025 : 4 secteurs d'activités à l'honneur



From February 13 to 15, 2025, Cannes will host the 4th edition of the World AI Cannes Festival (WAICF), the premier global event entirely dedicated to artificial intelligence. This must-attend gathering will unite tech leaders and highlight the economic, human, and societal challenges that will shape our near future. Over three days, the Palais des Festivals & des Congrès in Cannes will once again become the focal point of the global AI community. 10,000 visitors are expected over the three days, including leading experts, scientists, and key players in the international AI market.

Focus on the four major thematic sectors

In its 2025 edition, WAICF will feature a **diverse and engaging conference program** structured around **4 key sectors where artificial intelligence plays a transformative role**.

The goal is to explore the main societal and economic challenges related to AI. These sectors will serve as platforms for dialogue and collaboration, highlighting:

- **AI for Healthcare**
- **AI for Banking & Finance**
- **AI for Manufacturing**
- **AI for Retail**

Critical topics such as AI's societal impacts, data security and privacy, ethics and responsibility, enterprise implementation, and emerging technologies will also be central to the discussions.

• HEALTHCARE:

Leaders in the healthcare sector are increasingly transforming their organizations with AI integration, making it a critical focus area. The global AI healthcare market is projected to reach \$36.1 billion by 2025, with an annual growth rate of 40% (source: Grand View Research). Two days will be dedicated to AI in healthcare, featuring international expert discussions on cutting-



edge technologies such as **advanced imaging and new drug discoveries**. The perfect opportunity to explore the **advances in AI that are transforming healthcare**.

The conference programme includes :

AI Implementation and adoption in Healthcare Settings

Fabrice MORLET, Goup CDO, RAMSAY SANTE

Philippe CASSOULAT, CEO, TALAN

Thursday, February 13 – 3:40 PM / 4:30 PM

Using AI to Bring innovation to the Market- AI in Pharma and MedTech

Simon TURNER, Partner, Digital Medicine, SOFINNOVA PARTNERS

Martin J. MURPHY, Chairman & CEO, ALPHAMED CONSULTING

Aleksandar KAPISODA, Lead Business Consultant, BOEHRINGER INGELHEIM

Friday, February 14 – 10:50 AM / 11:40 AM – Conference 2

[Explore all Healthcare conferences on the WAICF website](#)

• **BANKING & FINANCE:**

AI is revolutionizing banking and finance. According to a MarketsandMarkets report, the market is projected to reach \$26.67 billion by 2025. Generative AI alone could generate up to \$340 billion annually (source: McKinsey Global Institute), enhancing operations, customer personalization, and fraud detection. WAICF will showcase the latest advancements in finance, with sessions **on data protection, compliance, and operational optimization**.

The conference programme includes :

Turning Generative AI into Value: Going Beyond Pilots

Christophe MAKNI, Data & Automation Head, MIGROS BANK

Marco LI MANDRI, Head of Analytics Office, ING

Thursday, February 13 – 11:15 AM / 12:05 PM – Conference 1

Synthetic Data & AI

Deepak PARAMANAND, Executive Director AI Research, JPMORGAN CHASE & CO

Friday, February 14 – 2:00 PM / 2:25 PM – Conference 3

[Explore all Banking & Finance conferences on the WAICF website.](#)

• **MANUFACTURING :**

AI in manufacturing offers numerous opportunities in a rapidly evolving landscape. According to the World Economic Forum, the global AI market in this sector was valued at \$3.2 billion in 2023 and is expected to reach \$20.8 billion by 2028. Topics such as **real-time optimization, robotics, and space engineering will be featured**.



The conference programme includes:

How automation and AI are set to reshape the workforce and manufacturing processes?

Paolo DENTI, CEO & Founder, OVERSONIC ROBOTICS
Nenad MIJATOVIC, Ph.D., Chief AI & Data Scientist, ALSTOM
Thursday, February 13 – 4:30 PM / 5:20 PM – Conference 2

Driving trust and innovation: the collaborative success of Data and AI
Una SHORTT, Group Chief Data Officer, SVP Data & Performance, SCHNEIDER ELECTRIC

Friday, February 14 – 10:00 AM / 10:25 AM – Conference 2

[Explore all Manufacturing conferences on the WAICF website.](#)

• **RETAIL :**

The retail sector is at a turning point, with AI ushering in a new era of innovation and efficiency. Digital transformation has greatly impacted the sector, and AI is creating unprecedented growth opportunities. Generative AI alone is expected to generate \$240-390 billion annually (source: McKinsey Global Institute). Sessions will focus on **how data and AI are transforming the sector.**

The conference programme includes :

How to leverage the power of data and AI to foster consumer loyalty and affection for your brand?

Ronnie SHETH, CEO, SENEN GROUP
Linda CEREDA, Global Head of Marketing Data, NIKE
Friday, February 14 – 2:25 PM / 2:50 PM – Conference 3

How is AI empowering the retail sector?

Marcela GUTIERREZ, Global Head of Digital Analytics and Optimization, FOSSIL
Michelle LAU, Managing Director France, ALIBABA.COM
Helen KUSHAKOVSKA, President, SAP LABS FRANCE
Daniele GIOVANNONE, Head of Ops - Data&AI, PLAI MONDADORI GROUP
ACCELERATOR

Friday, February 14 – 3:15 PM / 4:05 PM – Conference

[Explore all Retail conferences on the WAICF website.](#)

The Festival has been officially endorsed by the French government as part of the AI Action Summit (February 10-11, 2025, in Paris), and will conclude a week that will bring the world's most important AI experts to France, highlighting the significant impact of the World AI Cannes Festival on the French, European, and international AI ecosystem.



Find the full [conference](#) program and [speaker](#) lineup on the [WAICF 2025 website](#).

PRESS ACCREDITATIONS

- [Accreditation conditions](#)
- Accreditation conditions can be requested from the press service. [Press Service](#)
- [Press Service](#)

About World AI Cannes Festival

The World AI Cannes Festival brings together industry experts, professionals and the general public for exhibitions, workshops, happenings, conferences, networking and international events. The rich and varied program highlights the latest applications of AI in business and everyday life. A unique opportunity for national and international institutions, associations, companies and startups from all over the world to meet their audiences, showcase their know-how and demonstrate their commitment to ethical and sustainable AI.

About RX

[RX](#) is in the business of building businesses for individuals, communities and organisations. We elevate the power of face-to-face events by combining data and digital products to help customers learn about markets, source products and complete transactions at over 400 events in 22 countries across 43 industry sectors.

[RX France](#) manages a portfolio of world-class, French and international face-to-face, virtual and hybrid events covering 15 industry sectors including MIPIM, MAPIC, Batimat, Pollutec, EquipHotel, SITL, IFTM, MIPCOM, MIPTV, Paris Photo, Maison&Objet*, Big Data & AI Paris, World AI Cannes Festival ... and many more. RX France's events take place in France, Hong Kong, Italy, Mexico and the United States.

[RX](#) is passionate about making a positive impact on society and is fully committed to creating an inclusive work environment for all our people.

RX is part of RELX, a global provider of information-based analytics and decision tools for professional and business customers.

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