

AI AND DIGITAL TRANSFORMATION: INNOVATIONS, OPPORTUNITIES, AND ETHICAL CHALLENGES



18.03.2026 RIGA, LATVIA

PROGRAMME

Conference hall
3rd floor

Working language: Latvian.
With simultaneous translation to English

Conference moderator - **VALDIS MELDERIS**

9:30

OPENING OF THE CONFERENCE

ZANE DRIŅĶE, Turība University rector, Professor
RAIMONDS ČUDARS, Minister for Smart Administration and Regional Development
AIGARS ROSTOVSKIS, Deputy-President of the European Association of Chambers of Commerce and Industry "Eurochambres"

9:50

Global Digital Transformation Powered by AI

ARTUR SOSSIN, PhD, Senior AI Consultant at Helmes, Estonia
[Artificial Intelligence as a Driver of Transformation in Higher Education](#)
EVIJA KĻAVE, Vice-Rector for Studies and Academic Affairs, Associate Professor, Turība University
[Latvia's business environment assessment - Turība Business Index 2025](#)
ARNIS KAKTIŅŠ, sociologist, director of the research center SKDS



10:50

PRACTICAL SOLUTIONS FOR DIGITAL TRANSFORMATION

Accelerating Digital Transformation with Generative AI and Intelligent Agents

ALDIS ĒRGLIS, Emergn Latvia, Chief of AI
[VIBE Coding as a Catalyst for Digital Transformation](#)
MUNTIS RUDŽĪTIS, Emergn Latvia, Lead data scientist and **IRINA ŠITOVA**, Emergn Latvia, Business analyst

11:10

EXPERT PANEL DISCUSSION "AI and Digital Transformation - Innovation and Support"

The discussion will analyze how the effective transfer of specialists' and innovation experts' experiences can accelerate digital transformation in both the public and private sectors, thereby strengthening Latvia's competitiveness in the global market.

PARTICIPANTS:

ARTUR SOSSIN, PhD, Helmes, Estonia - **JĀNIS PEKŠA**, PhD, Assoc. Prof., Dean of the Information Technology Faculty at Turība University - **ALDIS ĒRGLIS**, Emergn Latvia - **VITA BALODE-ANDRŪSA**, Director of the Finance Department of the Investment and Development Agency of Latvia. Discussion moderated by - **VALDIS MELDERIS**

12:10

BREAK

13:00

Thematic scientific sessions

15:45

CLOSING OF THE CONFERENCE