


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

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

[The use of generative artificial intelligence and AI agents to accelerate development processes](#)

MUNTIS RUDZĪTIS, 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 - **KRISTĪNE FILIPOVA**, Director of the Digitalisation and Data Analytics Department at the Investment and Development Agency of Latvia, **MUNTIS RUDZĪTIS**, Emergn Latvia, Lead data scientist. Discussion moderated by

- **VALDIS MELDERIS**

12:10

BREAK

13:00

Thematic scientific sessions

15:45

CLOSING OF THE CONFERENCE