



POST EVENT REPORT

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WORLD SUMMIT AI IS WHERE AI'S FUTURE IS FORGED

In 2025, Amsterdam became the living pulse of global innovation as the 9th World Summit AI brought together the visionaries who build, the sharp minds who scrutinise, and the relentless dreamers who reimagine our world.

We gathered not just to glimpse the future, but to face it—eyes wide open and hands on the wheel.

The Summit opened with a poignant call upon the community to make human, meaningful, control decisions to ensure this technology is used for good. Yet we held onto optimism, knowing the powerful promise these tools hold for our societies and businesses.

The voices in the halls of World Summit AI were visibly and vocally shaping those dialogues. You could feel it - the energy, the ideas, the conversations that don't just echo but alter the course of tomorrow.

So to every policymaker, developer, educator, and changemaker, thank you for being part of this movement.

This is your Summit. Your stage. Your community.

We are not just another tech event.
We are the community.
We are InspiredMinds!

Thank you,



Maisie Holder

Managing Director
InspiredMinds!



**iINSPIRED
MINDS!**

14

Tracks

222

Sessions

11,352

Meetings booked
on the event App

45,363

Connections made
on the event App

8,632

Attendees

132

Countries

238

Speakers



BY COUNTRY

Western Europe - 61%
Eastern Europe - 9%
Southern Europe - 8%
US & Canada - 6%
Middle East & Africa - 6%
Nordics - 5%
Asia - 4%
South America - 2%

COMPANY SIZE

Up to 1,000 - 39%
1,000 - 10,000 - 35%
10,000 & Over - 26%

BY JOB LEVEL

Director/VP/Head of/
C-Level/Founder - 61%
Senior Data Scientist/Senior
Data Engineer - 20%
Manager - 13%
Developer - 4%
Professor/PhD/Doctor/
Academic - 2%

BY COMPANY TYPE & SECTOR

Enterprise/Corporate - 47%
Technology - 28%
Startups - 8%
Advisory/Consulting - 7%
Academics - 4%
Investors - 2%
Other - 4%



SPEAKER HIGHLIGHTS



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“The lack of understanding how residents envision this future of interaction poses a big risk in implementing AI. Citizens' acceptance and trust in our solutions is key in successful and effective public services.”

Swaan Dekkers
AI Innovation Lead
City of Amsterdam



“By getting the curiosity and the change makers out in the organisation to really step in and embrace these new tools, we think, is crucial for us to really succeed in this change. We also see that there's so much change right now happening in the industry, so not getting engaged is absolutely not an option. But how you do it, and how you engage not just your workforce but how you start to control the risks associated with [AI] is super essential.”

Ellen Svanström
Chief Digital Information Officer
H&M Group



“To win in AI, you don't pedal harder — you put gears on your bicycle. You shift from re-computing tokens every time to refilling once, then decoding forever. “

Val Bercovici
Chief AI Officer
WEKA



SPEAKER HIGHLIGHTS



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"AI is a barrier remover. I couldn't do what I do without generative AI."

"You can't just switch on AI, you have to have enforcement, investment in the technology"

John Abel

Managing Director,
Office of the CTO
Google Cloud



"I think it's important that the industry realises that diversity is an asset in how we cultivate these products and how we disseminate them. We are missing opportunities when we don't allow our datasets to be inclusive"

Nicol Turner Lee

Senior Fellow, Center for
Technology Innovation
The Brookings Institution



"I never thought you could regulate AI because AI is such a philosophical concept that doesn't really mean anything. It means something eventually, in different use cases and applications and industries. And I think that's where we eventually are - the discussion has evolved to regulate different use cases in different ways."

Peter Sarlin

CEO and Co-Founder
AMD Silo AI



SPEAKER HIGHLIGHTS

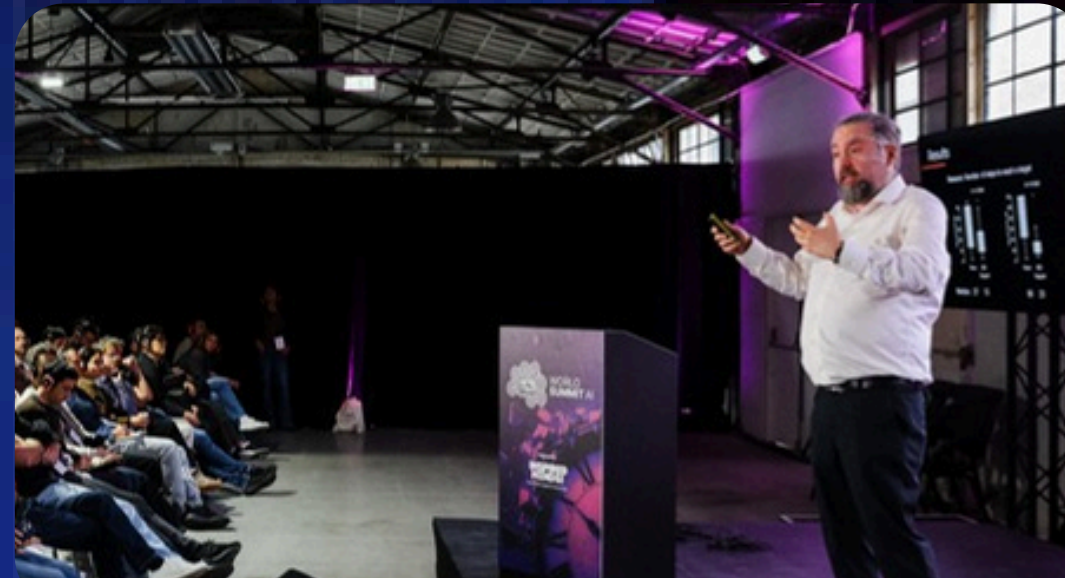


**iNspired
MINDS!**



"With the breakthrough in physical AI and Agentic AI, the opportunity in front of us -and that's why this room is so full- is humongous because I think we all have a little flutter in our hearts saying this is almost like a pivotal moment for each one of us. And the reason for that is because it's a cultural revolution."

Magesh Bagavathi
Chief Data and AI Officer
PepsiCo



"We're not enhancing humans — we're evolving them. AI doesn't just augment our capabilities — it reshapes our identity."

Prof Dr. Thorsten O. Zander
Founder, Chief Scientist
Zander Labs



"According to research, 57% of employees use cloud AI tools like ChatGPT with sensitive data, leading to data leaks in 86% of organizations."

Cihangir Kocak
Principal Business and
AI Strategist
HP



WE DO AI DIFFERENT



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1.7M+

Social Media
impressions across
LinkedIn, X, Facebook
& Instagram

18K+

Interactions & Shares

2K+

Posts

95K+

Profile visits



Joe Depa • 3rd+
Global Chief Innovation Officer, EY
5d • Edited •

So impressed by our EY teams once again delivering an exceptional experience at [World Summit AI](#).

Back-to-back client meetings, a keynote on AI for good and a visit to the EY Amsterdam office...it was a schedule packed with purpose.

Every conversation I had on the ground reinforced how AI can create real value when guided by responsibility and impact.

Grateful to our clients and partners, and our amazing AI teams around the world who continue to push the boundaries with us, and to the team who captured it all behind the scenes.

See how it all came together

[Yuwei Olivia](#) [Marissa Belske](#) [Marije Marikit](#) [Menno Domhnaill](#) [Edwina Jessica](#) [Jessie Natalia](#) [Amy Juliana](#) [Kirsten Piotr](#) [Gillian Laura](#) + many more.

[#WSAI](#) [#ShapeTheFutureWithConfidence](#)
[#AllinThisTogether](#)



299 25 comments • 13 reposts

Like Comment Repost

[Iris.ai](#) team just got back from [World Summit AI](#) in Amsterdam, and while the event itself was full of great insights about AI and innovation, what really stood out to me was our team experience. 🥰

👯 This was the first trip for our new team, and it reminded me how valuable it is to spend time together in a different setting.

From team dinners, early-morning coffees, sharing laughs over minor hiccups, and even late-night reflections, we had plenty of moments to get to know each other beyond our roles.

Sasha Rubel • 3rd+
Leading Generative AI Policy at AWS EMEA | AI and DATA for the good of Peo...
4d • Edited •

🗨️ **How do we think about the teams we build — to build the world we want?**

After a few days at [World Summit AI](#) Amsterdam, one thing stood out: We're no longer asking just what [#AI](#) can do — we're asking what does it mean to be human in an AI-first world, what we want that world to look like, and how we can shape it together.

- 🌟 **My highlights over the two days:**
- 🟡 **Unlocking an AI Mindset:** [Rahul Pathak](#) ([Amazon Web Services \(AWS\)](#)) shared that AI-first isn't a race for the latest tech — it's a cultural shift in how we learn, decide, and create.
 - 🟡 **Designing Human-Centric AI: Putting People First:** With [Sascha Brodsky](#), [Marc Mathieu](#), [TJ Sizemore](#) ([ASICS](#) Digital), and [Monika Tomczak-Gorlikowska](#) ([Prosus](#)) we explored how trust, transparency, and empathy turn AI into a tool that elevates and augments human potential.
 - 🟡 **Reclaiming Our Minds: AI Agents for a New Age of Productivity:** [Danielle Perszyk](#) ([Amazon](#)) shared how AI is not just automation but a cognitive companion that can help us reclaim focus and creativity.
 - 🟡 **Strategic Leadership in the AI Era:** I loved the conversation between [Kamini A.](#), [Magesh Bagavathi](#) ([PepsiCo](#)), [Edwina Fitzmaurice](#) ([EY](#)), [Craig Stephen Slavtcheff](#) ([Kimberly-Clark](#)) and the powerful idea of "connected brilliance" — from individual to enterprise to society.

- 🗨️ **My Key Takeaways:**
- ⚙️ **AI as intellectual infrastructure.** It's how we think, build, and lead.
 - ⚡ **AI as a reflex, not a tool.** The more we integrate it into how we operate, the more intuitive innovation becomes.
 - 🎯 **AI-first means being intentional.** Purpose before pace. Impact before hype.
 - 🚀 **Innovate on how we innovate.** Scale learning, not just models. Think about the path to adoption as an adventure expedition — and bring people along.
 - 🕒 **Discipline = freedom.** Boundaries enable creativity and trust.
 - 🌐 **AI as augmented intelligence.** [#artificialintelligence](#) opens our aperture.
 - 🌈 **Diversity is design.** The teams we build shape the world we'll live in.
 - 🔥 **Momentum beats strategy.** As [Matt Wood](#) ([PwC](#)) reminded us - AI isn't the bottleneck — your organisation's capacity to adapt is. There are 2 clocks:
 - 🕒 The exponential pace of AI.
 - 🕒 The speed you can adapt.The closer they tick together, the more momentum you have — not just models. Maybe Chief AI Officer is called in the future Chief Momentum Officer?

Because AI isn't just changing what we build — it's transforming how we build, together.

Thanks to [Sarah Porter](#) and the [InspiredMindel](#) team and the [#AWS dream team](#)

Spending the last two days at the [World Summit AI](#) in Amsterdam 2025 has been both inspiring and grounding. The conversations around AI ethics, scalability, and adoption readiness were a reminder that while the world is racing ahead with innovation, sustainable transformation depends on how thoughtfully we deploy intelligence — not just how fast.

What stood out most was the shared understanding that the future of AI isn't about replacing human capability, but amplifying it — making decisions smarter, faster, and more inclusive.

Brian O'Reilly • 2nd
GM of International @ Writer AI
4d •

It's been a busy + exciting 10 days across [WRITER](#) EMEA 🚀⚡

Yesterday, we had the pleasure of sharing the stage with [Debra McDonagh](#) from [WTW](#) at the [Forrester](#) Technology & Innovation Summit in London. Debbie's one of those rare leaders who doesn't just talk about AI... she's leaned all the way in, using it to drive real speed, leverage, and transformation across her teams!

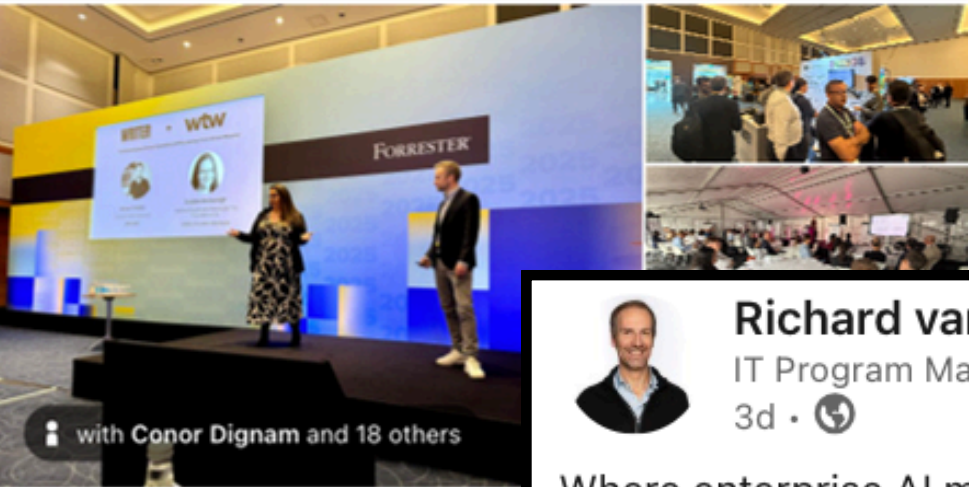
Earlier in the week, we hosted a pharma roundtable dinner with the brilliant [Ajay Dhaul](#) (ex-[Kenvue](#)), joined by leaders from [AstraZeneca](#), [GSK](#), [NHS](#), and others. [Ajay](#) shared such a grounded & practical perspective on what it takes to bring AI to life inside large, complex organisations. The feedback said it all --> 100% of attendees asked for a follow-up session!

Meanwhile, our team was out in full force at [World Summit AI](#) in Amsterdam, where the booth was buzzing 🔥. [Laura](#) also ran a live workshop showcasing Action Agent, and it was standing room only. Quote of the day: "ChatGPT told me to come and speak to [WRITER](#)."

Across all these moments, 1 thing is clear: enterprises aren't just experimenting anymore --> they're scaling, thoughtfully and securely, and it's a privilege to play a part in that shift with such a brilliant, hard-working team.

We're growing fast at [WRITER](#), and it's a lot of fun! If you're curious about how work is being reimaged through AI, and want to help build what comes next, we'd love to hear from you!

👉 [writer.com/careers](#)



158

Like Co

Richard van 't Land • 3rd+
IT Program Manager
3d •

Where enterprise AI meets reality.

Thursday at the [World Summit AI](#) in Amsterdam was a masterclass in how fast this field is evolving — and how vital it is to stay grounded in value.

From EY's keynote ([Joe Depa](#)) on AI for Good to sessions on agentic voice models and ROI frameworks for AI success, the day balanced ambition with pragmatism. I particularly enjoyed hearing interesting updates from [Amazon Web Services \(AWS\)](#), [Google](#), [Snowflake](#), [Cloudflare](#), and [Varonis](#) are shaping scalable, secure foundations for intelligent systems.

Christian Hencke • 3rd+
VP at Pinktum - AI | Deep tech for good | Digitization and individualization of ...
1d •

Europe is taking a more strategic approach to AI - and few events make this as tangible as the [World Summit AI](#) in [#Amsterdam](#). It remains one of the leading flagship events on artificial intelligence in Europe.


Many excellent summaries about [#WSAI2025](#) have already been written and I'll reference them in the comments. I will therefore focus on three core insights and above all highlight the delegation trip for the Hamburg AI ecosystem that we organized at [PINKTUM](#).

🧑‍🤝‍🧑 Human-centeredness and ethics in AI systems have - beyond technical developments - become a dominant factor. Almost every strategy related talk touched on this point. [Sarah Porter](#), CEO of [InspiredMinds!](#), emphasized this in her keynote and did not leave out the "Dark Side of AI" - bold! I am firmly convinced that a combination of Responsible AI approaches and digital sovereignty in infrastructure will pave the way for a successful European model.

🧠 Agentic AI is undergoing a shift. The era of "agents" that were essentially more or less well-orchestrated prompts is coming to an end. What is emerging are genuine agentic architectures - systems with planning, memory, feedback loops and interaction between multiple instances. In short: from prompt-based illusion to architectural intention. A silent but very decisive evolutionary step in AI design.

I usually find questions in posts a bit awkward, but this one kept me thinking on the way back: Which use cases do you already see for true agentic architectures within organizations?

🇩🇪 My quote of the event: "The AI Train has left the station." AI is no longer the domain of tech enthusiasts - it increasingly shapes our societies and our daily lives. One speaker compared the rise of [#LLMs](#) to the invention of the steam engine. The future of work might consist of humans and AI side by side. That's



Magesh Bagavathi

SVP, Global Head of Data, Analytics & AI at PepsiCo

12h · 🌐

Honored to join the "World Summit AI Headline Panel - Strategic Leadership in an AI Era" last week, where we explored how organizations can truly unlock the power of AI at scale in the wonderful city of Amsterdam

Our discussion centered on a few core messages:

- AI transformation demands both top-down commitment and grassroots momentum. Every employee must be engaged with a clear focus on business outcomes that matter to our customers and consumers.
- Focus on a few BIG bets. Drive "AI First" capabilities across the enterprise with strong executive sponsorship. The timeless principle still applies: Lean before you digitize. Simplify processes first, then scale with intelligence.
- Standardize at scale, personalize at the edge -To enable this, organizations need harmonized, catalogued, and accurate enterprise data—powered by a robust digital, data and AI platform backbone.

At PepsiCo, we're on a journey from Basics to Connected Brilliance embedding AI as our intelligence layer across the value chain to create meaningful impact for our consumers, customers, and employees.

A big thank you to my fellow panelists - Kamini A., Edwina Fitzmaurice, Craig Stephen Slavtcheff, and Matthew Blakemore - for such an engaging and insightful discussion. It's always inspiring to share the stage with such forward-thinking leaders shaping the future of AI.


#WorldAISummit

#ArtificialIntelligence

#AIForBusiness

#PepsiCo

#Leadership



HEADLINE PANEL DISCUSSION

Strategic leadership in the AI era

MATTHEW BLAKEMORE

KAMINI AISOLA

MAGESH BAGAVATHI

EDWINA FITZMAURICE

CRAG STEPHEN SLAVTCHEFF

CEO of Al Cerambor

ENISA Director of Special AI

Chief Data and AI Officer Pepsi

Global Innovation Market Access Lead

Chief R&D Officer Marketing Clerk

with Andrzej Danielewicz and 6 others


👤 303

4 comments · 4 reposts

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Marcelo Maylinch

CIO | CTO | IT Director | COO | Board Member

15h · Edited · 🌐

Tive o privilégio de participar do [World Summit AI](#), um dos eventos mais representativos em Inteligência Artificial no mundo, com todos os setores reunidos em Amsterdam para compartilhar resultados reais, discutir a evolução e o futuro da IA. É a oportunidade de entender questões mais amplas/estruturais sobre adoção de IA, conhecer casos de sucesso reais em diferentes indústrias e soluções de mercado que ajudam a acelerar questões práticas do negócio.

As novidades tecnológicas foram discutidas ao mesmo tempo que preocupações quanto a ética, dependência entre países (leia-se aqui soberania quanto aos dados e modelos), transparência e impactos sociais ganharam espaço na agenda.

talvez o grande ponto seja como equilibrar o benefício financeiro de quem dominar as tecnologias envolvidas com o impacto para a sociedade como um todo. A combinação do humano (com sua criatividade e inovação) e o gigantesco poder de processamento (que muitas vezes confundimos com uma interpretação mais superficial de IA) pode ser um caminho para chegarmos nesse equilíbrio.

Muito obrigado [Zup Innovation](#). Parabéns [André Palma](#) e todos do time por montarem essa expedição que trouxe discussões relevantes e momentos valiosos para troca de experiências, confirmando o posicionamento de vanguarda da Zup em tecnologia.

#WorldSummitAI


#AIBrains

#Zup

#AI

#InteligenciaArtificial

Show translation



do AI

erent.

World Summit AI

Marcelo Maylinch


👤 146

7 comments · 1 repost

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Saar van Dijk

B2B Marketer | AI, Data & Tech | Storytelling | Innovation | Data

17h · 🌐

Looking back on an inspiring [World Summit AI](#) in Amsterdam, it was amazing to unite as PwC—bringing together local and global expertise to showcase our innovations! 🚀

Missed [#WSAI25](#)? Don't worry—you can still catch the highlights! 🎥

[PwC Nederland](#) showcased cutting-edge solutions in cloud & AI transformation, cost optimisation & productivity, cybersecurity, and PwC's Agent OS—designed to help organisations stay ahead in a rapidly evolving landscape.

On stage, our experts shared powerful insights:

- 🌟 [Mona de Boer, PhD](#) , sparked meaningful conversations on responsible AI and societal trust
- 🌟 [Matt Wood](#) , CTIO, delivered a keynote about Two clocks ticking for your organisation—the speed of AI improvement versus your speed of AI absorption—and why closing that gap is critical for your future success.

Ready to dive deeper or explore how PwC can help your organisation bridge the gap?

Reach out to our experts to continue the conversation!

[Merel Klok](#) [Jasper van den Brandt](#) [Philo Meerman](#) [Marc Diepstraten](#) [Edwin van Bommel](#) [Lars Leemhorst](#) [Ragnar van der Valk](#) [Ad van der Graaff](#) [Peter Avamale](#) [Miranda Ridderhof](#) [Travis Sheppard](#) [Youssef Abdeslami](#) [BBA](#)

#AIBrains


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The Yearless Future: 2025 Global AI Jobs Barometer


👤 60

3 comments · 2 reposts

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Werner Bogula

Building the Future of Education as Head of AI at Pinktum + Founder, AI-R...

5d · Edited · 🌐

The ninth [World Summit AI](#) is history. We joined the conference in Amsterdam with an international delegation led by [PINKTUM](#), joined by [Artificial Intelligence Center Hamburg \(ARIC\)](#), [Lufthansa Industry Solutions](#), [Nortal](#) and others. A few highlights that cut through the noise of this year's dominant [#AgenticAI](#) buzz.

🌐 [AI Empires](#)
After the opening by [InspiredMinds!](#) leader [Sarah Porter](#), keynote speaker [Karen Hao](#) shared the core thesis of her recent book "Empire of AI". In a powerful talk, she illustrated the enormous damage that brute-force scaling of LLMs inflicts on nature, society, and the human mind.

🎭 [Flattering of Cultures](#)
A preview of how the OpenAI empire will wield its power was demonstrated by [Coursera's](#) embedding into [#ChatGPT](#) via [#MCP](#). This obsession with centralized, end-to-end generated wisdom not only institutionalizes chatbots as the new gatekeepers, it also flattens cultural richness by excluding millions of speakers of smaller languages that today's pre-trained LLMs ignore. [Sharon Sochil Washington, PhD](#) mourned the Death of Grammar.

🔥 [\(In-\)Efficient AI](#)
Remedies to this grim resource balance are possible: [Georgia Channing](#) (Hugging Face), [Marzieh Fadaee](#) (Cohere) and [Val Bercovici](#) (WEKA) discussed smaller and more efficient models, hybrid systems, and the power of open source. In other panels, new paradigms of computing: biological, neuromorphic and quantum gave a glimpse of the future as alternatives to transformer-mania.

🌱 [Dawn of Meta-Science](#)
Even more future-facing: the impact of AI on science, presented by [Lila Sciences](#). Their vision is to remodel the entire scientific process in "science factories": automated labs where experiments are run by robots, sensors, and AI pipelines to test hypotheses in biology, pharma, and material science ([Ben Kompa](#) in conversation with [Georgia Channing](#)).

🐜 [Ants as Agents](#)
Winner of the start-up pitch competition was [Antfarm](#) with the idea of robotic drone swarms cleaning our environment.


🔄 [Back to Hamburg](#)
We left [#WSAI2025](#) changed with new ideas — and returned on the [PINKTUM](#) bus (cutting CO₂ emissions by 90% compared to flying).

Thanks to [Alois Krtel](#) and [Christian Hencke](#) for the third year of this initiative and [Laura-Arianna Brünig](#) for the organization.

#EmpireOfAI

#AgenticAI

#WSAI2025




👤 77

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Dragana Čalija

Founder and CEO @ Saint D & @ OrderEngine | Magnetic Intelligence Leader ...

1d · 🌐

It's been a few days since I returned from [World Summit AI](#), and I'm still processing everything: the talks, the people, the ideas.

Coming so soon after the Digital Finance Conference, the contrast was striking. While that event centered around AI adoption, WSAI was about amplifying our capabilities and how organizations can move from experimenting with AI to truly transforming through it.

Here are a few of my key takeaways:

- 🔥 From prototypes to production
A recurring theme was that companies invest heavily in AI, but around 95% of prototypes never make it into production. The real challenge is proving that a successful prototype can perform just as well, and create real value, when scaled across the entire system.
- 🧠 AI agents and the emerging AI workforce
AI agents are no longer the "next big thing". They're already here, reshaping how work gets done. Much of the discussion at WSAI 2025 centered on how agentic AI and the broader AI workforce can collaborate, self-correct, and even review the output of other agents to improve reliability. While these systems bring exciting potential, they also surface familiar challenges, ensuring safety, minimizing hallucinations and bias, and defining how to measure value and ROI in real-world deployments.
- 🚀 AI is a business transformation
As Magesh Bagavathi put it perfectly: "It's not an AI transformation. It's a business transformation."

Before implementing AI, companies must ask: Are we data-ready? Are we culture-ready? Without that foundation, adoption and ROI will always fall short. True transformation means aligning strategy, culture, and infrastructure around AI.

Meeting inspiring people like [Paul de Metter](#), [Sheila Vargas Davila](#), [Amelie Henninger](#), [Jessica Lopez](#), [Päivi Korpi-Häikola](#), [Dogukan Sonmez](#) and [Brinda Rajendran](#) made the event even more meaningful. These conversations are why I love this industry.

I'd love to hear your thoughts:

- 👉 What are the biggest barriers to adopting agentic AI: technology, people, or processes? 🤔

#SaintD

#WSAI2025

#AI


#AgenticAI

#BusinessTransformation

#Innovation

#TechLeadership

#FutureReady



👤 85

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THE MEDIA

We're not just part of the AI conversation. We started it. World Summit AI is a hotspot for media coverage and provides a platform for thought leaders, industry giants and rising stars to unveil the next big breakthrough in AI, offering the media unparalleled access to the forefront of AI innovation as it unfolds.



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“We recently attended the World Summit AI in Amsterdam, and it was a truly amazing experience for us. Even for the months prior to the event the team treated us like royalty, staying online late to answer questions or to make sure we had everything we needed.

During the actual summit we had every question answered, every need met and were truly given the golden glove treatment. Our speaking slots at the event ran smoothly because of their professionalism and management.

After all the time spent with the World Summit AI team over the last couple of months, I can honestly say that they are a world-class team and they run a world-class event.”

Everworker

EverWorker

“

“Another great World Summit AI and a fantastic production by Inspired Minds! The energy was palpable! We were thrilled to showcase Amsterdam's AI minds at the Amsterdam Pavilion, facilitating important conversations and sparking inspiration for the summit attendees. WSAI brought tremendous value to our own team, our speakers and our exhibiting startups.”

City of Amsterdam

City of
Amsterdam

“

“In our fifth year as a headline sponsor, we have been able to grow our presence and market impact as the conference has evolved. This year was particularly exciting as it is clear the market has now moved from proof of concepts to implementation and identifying business value from AI. WSAI continues to be strategic AI-led conference for EY and we have been able to collaboratively work with the organizers to customize our sponsorship. We appreciate the flexibility in developing programs that provide a unique experience for our clients.”

EY



THANK YOU TO ALL OUR PARTNERS



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**Join us in Qatar or back next year for
Amsterdam 2026!**

Join us in Qatar 2025 this December or at World Summit AI Amsterdam, returning 7–8 October 2026.

As we celebrate our 10th anniversary, this edition promises to be something truly special. With an expected 12,000+ attendees across World Summit AI Amsterdam and World AI Week, there's only one Summit to showcase your company!

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