



Project funded by the
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EBSOMED

ENHANCING BUSINESS SUPPORT ORGANISATIONS

The future of Digitalization in the era of AI

By Ines NASRI

The EBSOMED project is led by BUSINESSMED within a consortium consisting of 6 partners.



ANIMA
INVESTMENT NETWORK



EUROCHAMBRES



ASSOCIATION DES ENTREPRISES ET COMMERCE DE LA RÉGION ALGEROISE
ASSOCIATION OF THE ENTREPRENEURS AND COMMERCE OF THE ALGERIA REGION
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الغرفة الألمانية العربية للصناعة والتجارة



The speaker



Ines NASRI

- Founder and Manager of WebPower agency
- Founder of Tunisia Digital Day
- Founder of Tunisia AR/VR Community
- Co-founder of Tunisia Mentoring Group

- Trainer –Speaker – Tv Columnist
Technology Optimist

The speaker: Founder and Manager of
WebPower agency

WebPower®
Communication et Stratégies Digitales

The speaker: Founder of Tunisia AR/VR Community



The speaker Founder of Tunisia Digital Day



The speaker Co-founder of Tunisia Mentoring Group



Mohamed Abid: managing US based part of the program

Ines Nasri: managing Tunisia based part of the program

The speaker Co-founder of Tunisia Mentoring
Group

Tunisian Mentors Group

The program matches aspiring individuals in Tunisia with inspirational successful Tunisian mentors working and living in the US who can guide them in developing their life goals, better self-esteem, and making positive professional choices.



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The speaker Co-founder of Tunisia Mentoring
Group



International
Digital Academy

QUIZ!



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Quizz

**When was Artificial intelligence
founded ?**

Quizz

Answer:

Artificial intelligence was founded as an academic discipline in 1956!

Quizz

Is speech recognition part of AI?

Quizz

Yes!

What is AI?



What is AI?

- The simulation of human intelligence processes by machines

=>

- Learning (the acquisition of information and rules for using the information)
- Reasoning (using the rules to reach approximate or definite conclusions)
- and self-correction

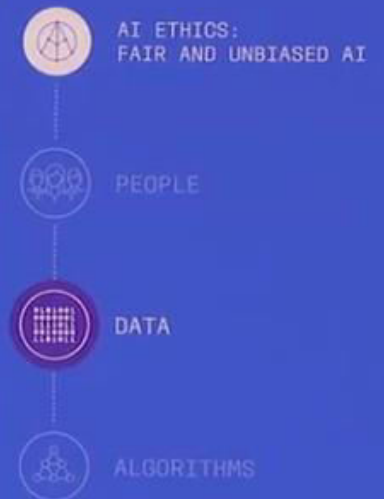
What is AI?

- AI is General purpose technology:
 - ➔ It transforms any industry it enters : farming, medicine, education,...
 - ➔ AI is already having an impact on our daily lives

Facebook F8



Isabel Kloumann: Research Scientist at Facebook





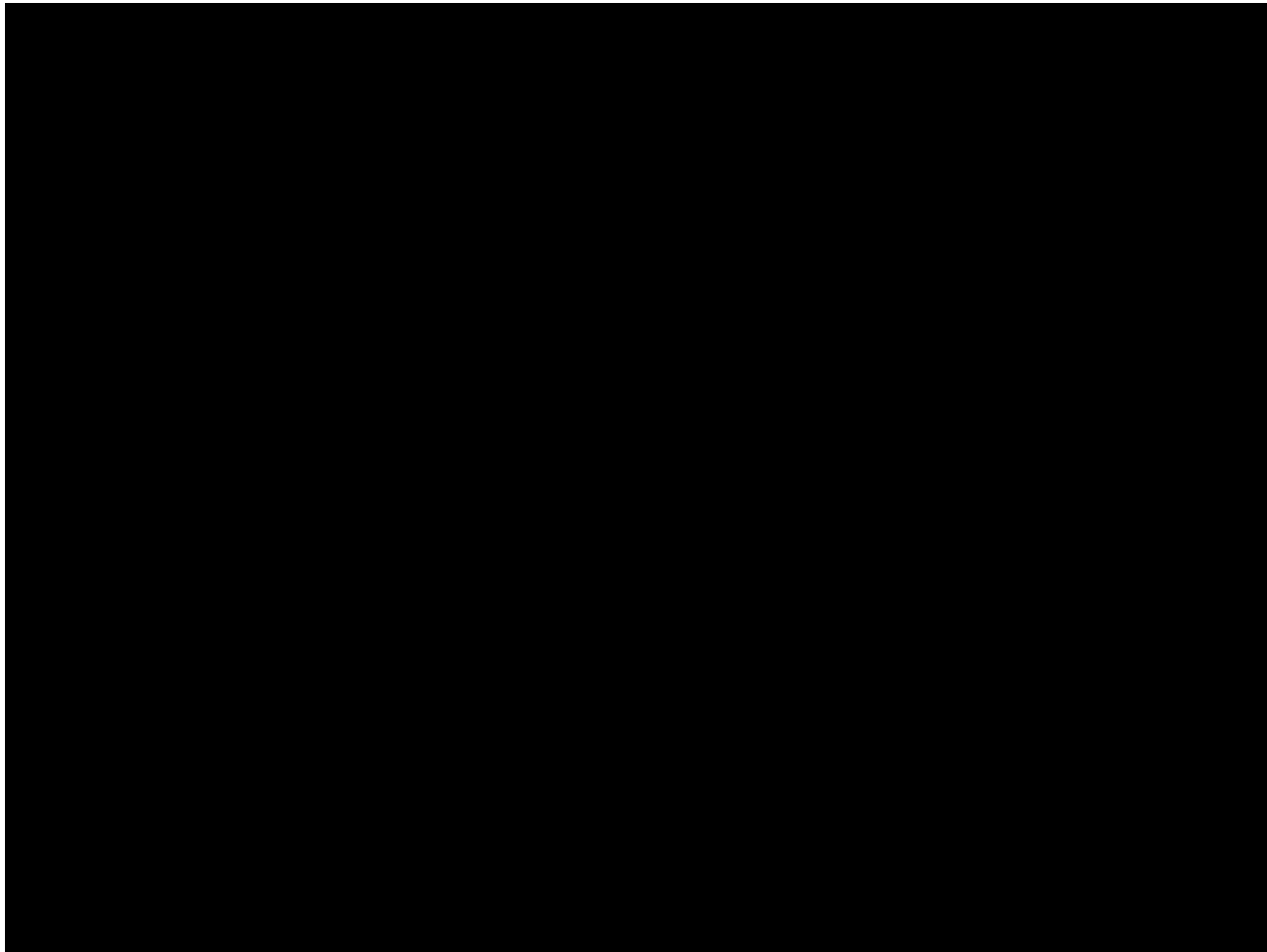
AI / Bigdata / Marketing

- Multiple applications :

From emails to the company's app, loyalty programs, and in-store receipts.

➔ Merging => Analysis => Prediction => Specific Offer => delivery (ads , Chatbots , ...)

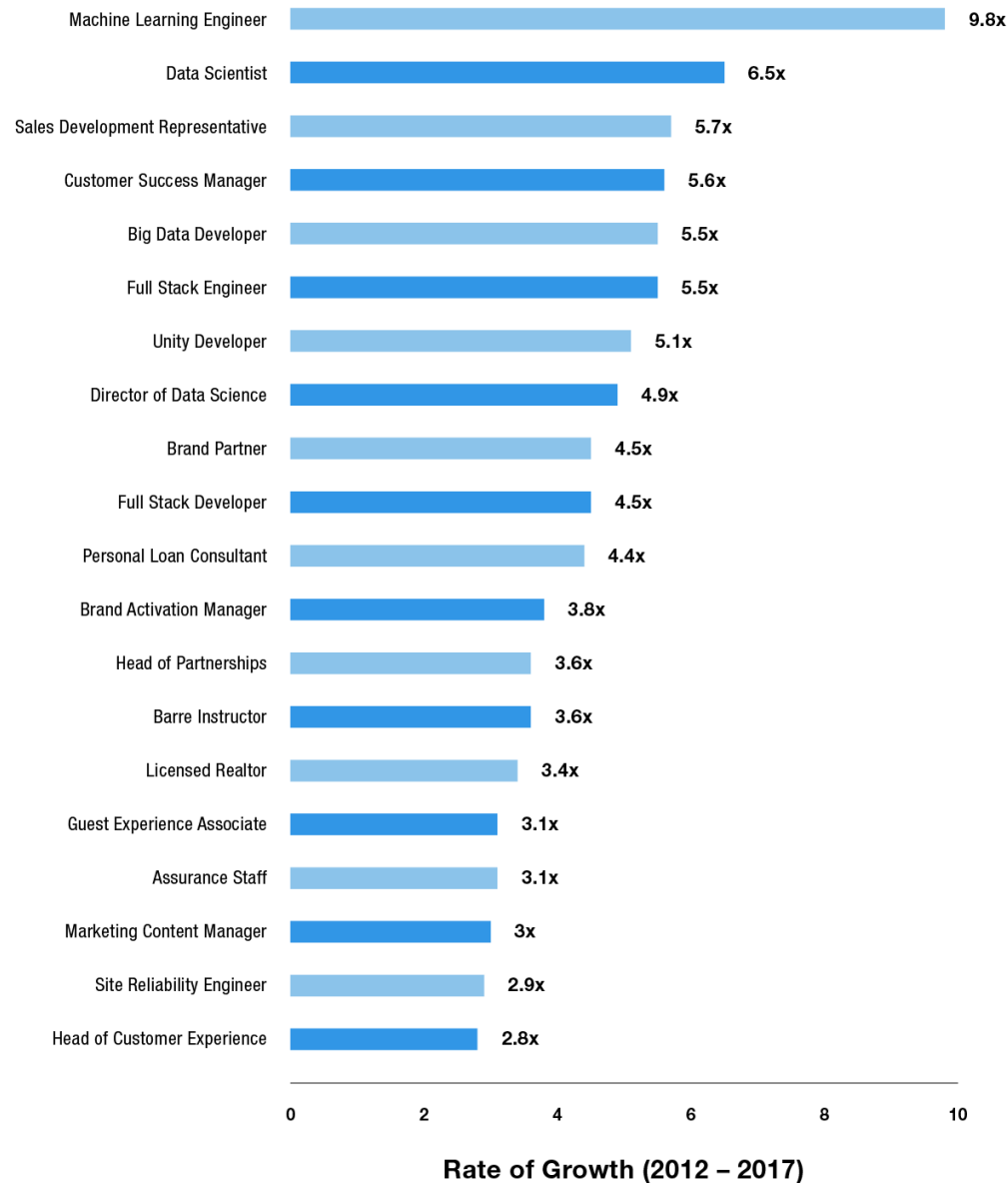
Chatbots By Facebook



LINKEDIN'S 2017 U.S. EMERGING JOBS REPORT



Artificial intelligence / Employment



Artificial intelligence / Employment

85% Of Jobs That Will Exist In **2030** Haven't Been
Invented Yet:

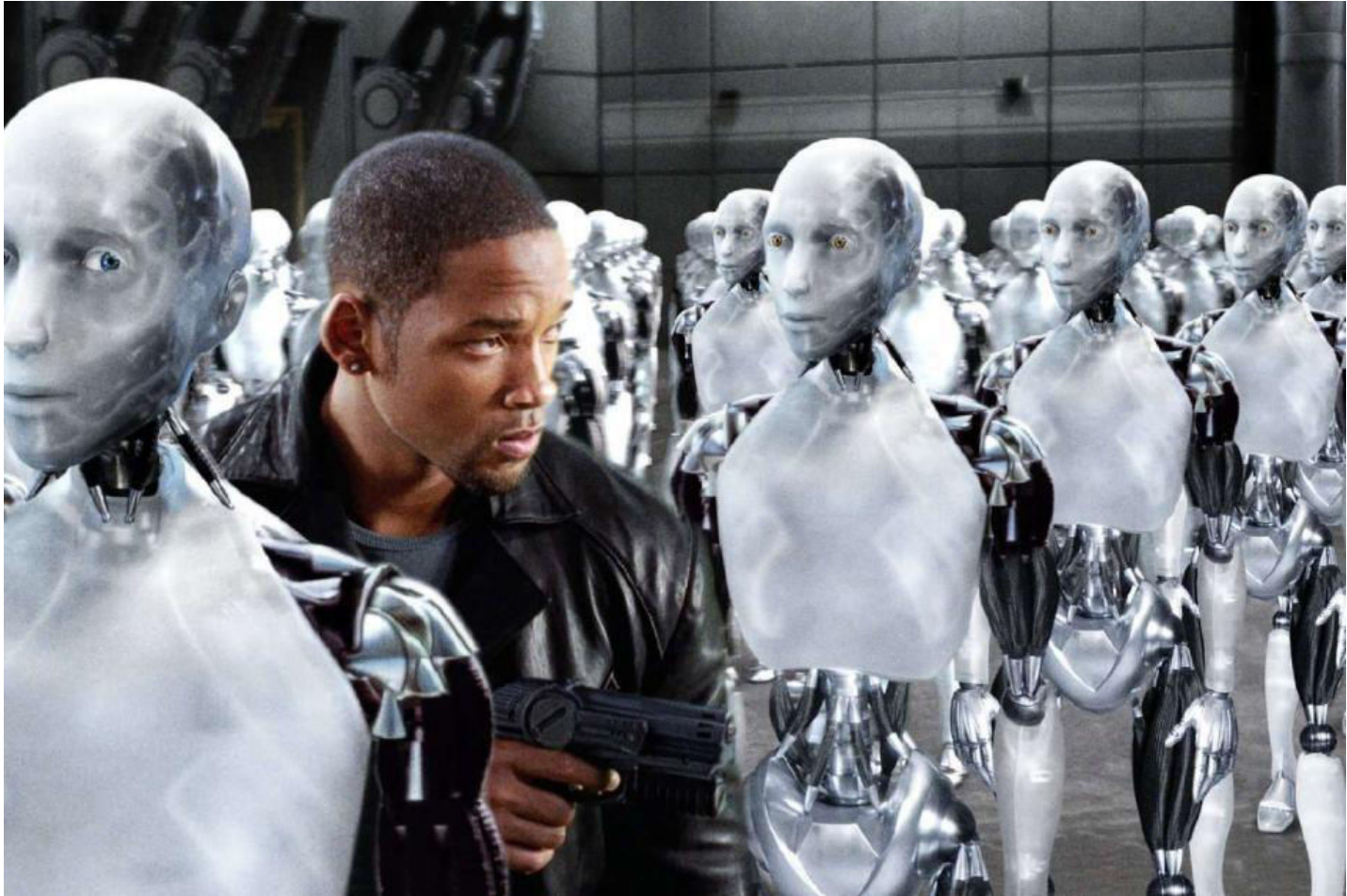
Dell

Artificial intelligence / Employment

1. Leadership
2. Communication
3. Collaboration
4. Creativity
6. Master English language
7. Excellent general and specially digital culture
8. Technical skills (depending on the job/ field)

Artificial intelligence Ethics

- Responsibility
- Safety
- People Centric





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Thank you

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