



**Press Release**

## **Gen AI meet to give thrust to tech-driven delivery of services**

***CM Pinarayi Vijayan to open July 11-12 event in Kochi***

**Kochi, July 08:** While showcasing Kerala's core strengths as a global destination for technology-driven enterprises, the July 11-12 international conclave on generative artificial intelligence (Gen AI) will also chart out the road map for deployment and integration of new technologies for transparent and inclusive delivery of services.

A country first initiative, Chief Minister Shri Pinarayi Vijayan will inaugurate the flagship event, organised by Kerala Government in partnership with IBM, at the Grand Hyatt Bolgatty International Convention Centre.

"It is significant that this conclave is happening when Kerala is well on track in its transition into a knowledge economy and society, powered by sustainable and inclusive policy initiatives. What makes this event distinct is that it brings together key stakeholders from around the world to deliberate on vital issues that define the future of society," Minister for Industries, Law and Coir Shri P Rajeeve said.

"It was with a clear perspective that the government prioritised critical domains like AI and Robotics. Fostering an ecosystem that enables technology-based enterprises and innovation-driven start-ups to flourish is a thrust area. No less important is adoption of cutting-edge systems to improve the efficiency and transparency of governance in all tiers so that all people benefit from the paradigm shift impacting the whole world," the Minister said.

The meet will further catalyse the collaborative efforts to position the state as Industry 4.0 ready as the entire event is packed with exciting deliberations involving business leaders, innovators, IBM clients and its partners, policy-makers, startup promoters and other stakeholders drawn from diverse domains, he said.

Around 1,000 delegates are expected to join the meet, which provides a platform for dynamic exchange of ideas and insights that can shape the future of AI in the country.

The meet has a captivating agenda before it including lead presentations, panel discussions and interactive sessions, besides an innovative developer "playground" where attendees can explore the latest advancements in AI technology first-hand.

As a lead-up to the conclave, two hackathons were held on IBM's WatsonX platform. One was for university students and the other for local startups, which have elicited keen response from the ecosystem.

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