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AI Takes Centre Stage at SFF 2023: What Can We Expect?

NOVEMBER 2023

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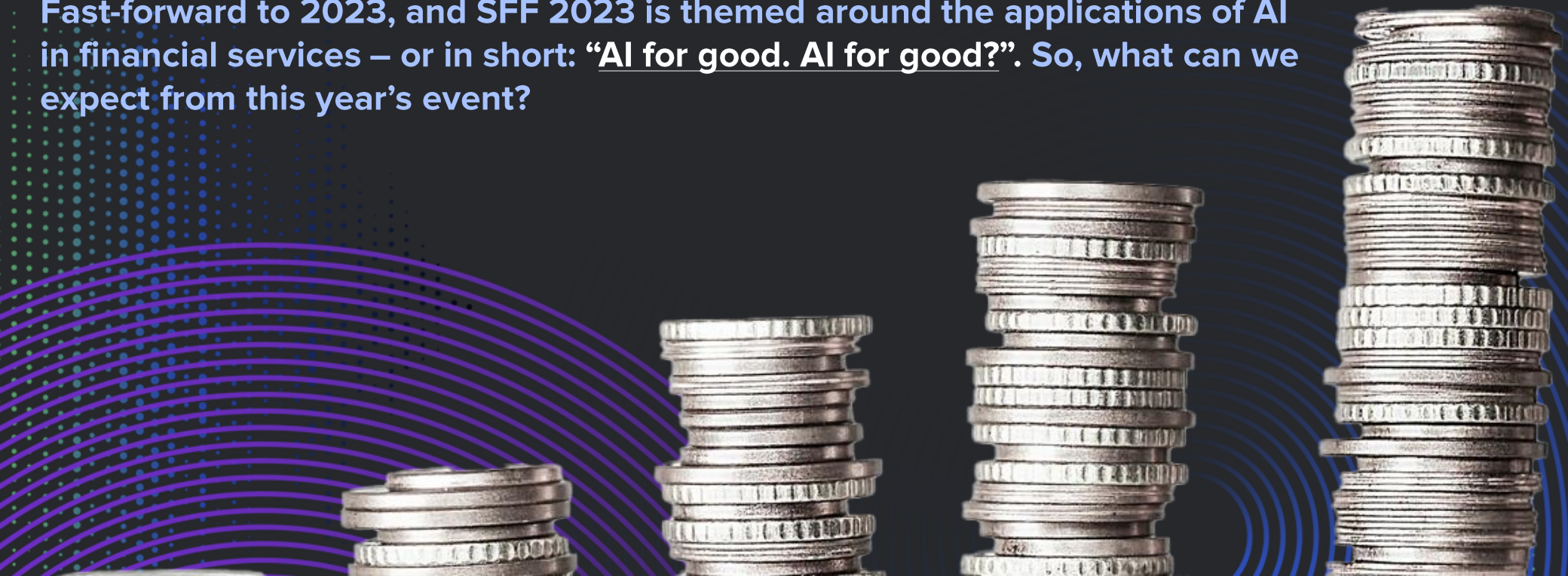
Principal Advisor, Ecosystem



“AI for good. AI for good?”

Four years ago, at the Singapore FinTech Festival (SFF) 2019, the Monetary Authority of Singapore (MAS) announced **the Veritas framework and consortium** for responsible use of AI. Veritas was a trailblazing initiative to set common standards for responsible AI adoption in financial services.

Fast-forward to 2023, and SFF 2023 is themed around the applications of AI in financial services – or in short: “AI for good. AI for good?”. So, what can we expect from this year’s event?





An AI Award, for Starters!

The festival's **Global FinTech Awards** comes with two new thematic categories this year: one for AI and one for ESG.

Finalists in the AI category include generative and non-generative AI solutions; their use cases range from making internal documents and data more accessible to credit risk profiling leveraging telecom data. It can be expected that any winning entrant would pass the challenge of the original Veritas principles of fairness, ethics, accountability and transparency (FEAT) - although that's not a formal criteria.

The Finalists: Artificial Intelligence

Julius Bär

Bank Julius Baer & Co.
Ltd., Singapore Branch



Bank of China
Innovation lab

**FEATURE
SPACE**

Featurespace



MoolahGo Pte Ltd



Moomoo Financial
Singapore

trustingsocial

Trusting Social



An Echo of the Writers Guild of America Strike

Award-winning director [Shekhar Kapur](#) (of “Elizabeth” fame) will be in dialogue about the impact of AI and its transformative potential across industries.

A key issue in Writer’s Guild of America strike we witnessed earlier this year was the use of Generative AI for scripting and screen writing – a topic that garnered greater attention through its use in Blackmirror’s Season 6 opener “**Joan is Awful**”. It will most likely be a prime example in this dialogue session, and one that many in the audience will be able to relate to.



Shekhar Kapur
Film, TV, Theatre
Director & Producer



AI Copyright vs Productivity Discussion

Not long after Microsoft and their subsidiary GitHub, along with partner OpenAI, launched the AI-powered coding assistant GitHub Copilot, discussions and subsequent lawsuits emerged around potential copyright infringements where code fragments may be reused without credit.

[Thomas Dohmke, CEO of GitHub is likely to address this challenge in his session on Productivity Polarity in the Age of AI.](#)



Thomas Dohmke
CEO, GitHub



AI-aided Hyper-Personalisation

Arguably, one of the most delicate – or 'risky' – applications of AI involves handling personalized customer data.

With GDPR and similar legislation (PDPR in Singapore) in place world-wide, the rigorous protection of personal identifiable information (PII) should be a given. So what might the evolution of **Hyper-Personalised Experiences Fuelled by Customer AI** look like, then? Find out more in the session of the same name, which hopefully will keep a close eye on the risks associated. After all, if it's about your customers, your entire brand is on the table.



Jeff Lawson

Co-founder, Chairman and CEO
Twilio

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