

Winning the enterprise AI race

Think on Tour EMEA 2026 Magazine, London | 14 October

13 October - Welcome Evening | [Guildhall](#)

Join us at Think on Tour EMEA 2026 to learn how you can integrate intelligence company wide through agentic AI, trusted data, automation, digital sovereignty and hybrid cloud; to increase productivity, adapt to changing conditions and outperform your competitors.

Think on Tour EMEA will provide you the vision and the clear actionable roadmap that you need. Discover IBM's latest announcements and take the opportunity to connect with senior peers from across Europe, the Middle East, and Africa.

What you'll see and hear:

Agentic AI – See how leading enterprises are deploying agentic AI to accelerate decisions, coordinate workflows and drive measurable business outcomes. Experience real-world use cases that show how AI agents work together across the enterprise.

Data – A smarter business starts with trusted data. Learn how modern data strategies turn fragmented information into a strategic asset—enabling better decisions, stronger governance and AI-ready foundations at scale.

Digital Sovereignty and Hybrid Cloud – Explore how to protect your data, maintain full transparency and deploy AI with accountability to move beyond compliance, transforming digital control into a lasting source of strategic advantage



Automation – Explore how AI-driven automation simplifies complexity, improves visibility, and builds operational resilience across your IT landscape.

Quantum – Build a future-ready foundation for AI. Explore how emerging quantum technologies help organizations scale securely, optimize performance and stay ahead in a rapidly evolving landscape.

Register now at ibm.com/events/think/london or scan the QR code:



Winning the enterprise AI race

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Agenda

Tuesday 13th October

18:30 – 21:00

Welcome Evening | [Guildhall](#), London

An unforgettable evening and informal dinner at an iconic landmark



Wednesday 14th October

8:00 – 9:30

Breakfast & Networking

9:30 – 10:45

Welcome and Winning the AI Race

Ana Paula Assis - SVP and Chair, IBM Europe, Middle East, Africa and Asia Pacific

Massimo Proverbio, Chief Data, AI and Technology Officer, Intesa Sanpaolo

Keynote: Power the Agentic Enterprise

Rob Thomas - SVP, IBM Software and Chief Commercial Officer

10:45 – 11:15

Think Forum & Networking

Scheduled Tours | 1:1 Meetings

11:15 – 12:00

Keynote: Architect the AI First Enterprise

Rahul Kalia – Managing Partner, IBM Consulting EMEA

12:00 – 12:30

Keynote: Run AI with sovereignty and scale using hybrid cloud.

Ana Paula Assis - SVP and Chair, IBM Europe, Middle East, Africa and Asia Pacific

Alessandro de Luca, Head of Digital Enterprise Solutions and Group CIO, Merck KGaA

12:30 – 14:00

Lunch & Networking

Scheduled Tours | Techbytes | 1:1 Meetings

14:00 – 15:05

Solution Spotlight & Techbytes

14:00 – 14:40

Solution Spotlight: Boosting productivity

Frank Theisen – VP, IBM Technology EMEA

Parul Mishra, VP, Global Technology Sales for IBM's Agentic AI portfolio

14:40 – 15:05

Solution Spotlight Secure Data Centric AI Infrastructure

David Chancellor-Maddison, IBM Fusion Leader, EMEA

15:05 – 15:30

Coffee & Networking

15:30 – 16:00

Keynote: The Future of Computing is now

Dr. Alessandro Curioni - IBM Fellow, Vice President Europe & Africa, IBM Research and Director, IBM Research Europe - Zurich

Joshua M Freeland, Global Head of Algo Credit Trading, HSBC

16:30 – 16:40

Featured Thinker – Speaker to be announced

16:40 – 18:00

Think Forum & Networking

Scheduled Tours | 1:1 Meetings