

# Agenda 21 May - Sergel Hub, Sveavägen 10, Stockholm

8:00 AM – 9:00 AM

Registration and coffee, AI Expert Zone

9:00 AM – 9:30 AM

Keynote: The Foundation for the Agentic Enterprise - **Neil Sholay**, VP of AI, Oracle EMEA

9:30 AM – 10:00 AM

AI Economics- **Hammad Hussain** Senior Director, AI & Data Strategy, Oracle

10:00 AM – 10:20 AM

Customer Panel

10:20 AM – 10:40 AM

Break: Transition to breakout sessions

10:40 AM – 11:00 AM

## Technology Track

Building an App on Cloud DB,  
Extend with AI Services

## Applications Track

Optimize Workflows with Analytics,  
GenAI, and Agentic AI

## Executive Track 10.40- 12.00

This session brings together business executives, IT leaders, and Oracle experts to engage in candid discussions about the future of AI. Designed for decision-makers, this session provide a peer-to-peer forum for sharing insights, challenges, and best practices for AI adoption.

Hosts: **Neil Sholay & Hammad Hussain**

11:00 AM – 12:00 PM

## Setup and Lab 1 Overview

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### Lab 1

Build a Gen AI Application Using Vectors, RAG,  
Graph, and more with Oracle AI Database

### Lab 1

Build and Deploy AI Agents that enhance your  
Oracle Fusion Cloud Applications

12:00 PM – 1:00 PM

LUNCH

1:00 PM – 2:00 PM

### Lab 2

Extending AI Applications using Model Context  
Protocol (MCP) with Oracle AI Database

### Lab 2

Automate Tasks, Drive efficiency, and improve  
Decision making with Agentic AI

2:00 PM – 2:15 PM

Break

2:15 PM – 3:15 PM

### Lab 3

Customize AI Agents and workflows with LLMs  
and OCI AI Agent Platform

### Lab 3

Talking to Your Data with GenAI in Oracle Cloud  
Applications

3:15 PM – 3:30 PM

## Next Steps

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## AI Expert Zone

8:00 AM – 9:00 AM | 10:30 AM – 3:30 PM

## Keynote & Executive Roundtable with

### Neil Sholay – Vice President of AI | Oracle EMEA



Neil Sholay is Vice President of AI for Oracle EMEA. Responsible for AI strategy, thought leadership and building the data and AI business across EMEA. He leads a team of data scientists, AI value consultants and AI experts committed to helping clients solve some of their most complex business problems using data, cloud and AI technology.

### Hammad Hussain – Senior Director, AI & Data Strategy | Oracle



Hammad Hussain helps CXOs cut through the hype and turn AI into measurable impact. At Oracle, he leads AI-driven transformation, connecting ERP, data, and cloud to deliver real business outcomes. Hammad brings hard-earned lessons on scaling agentic AI and driving adoption - showing how to move from AI ambition to AI results.