



The Kurzeme Business Forum on the Impact of Artificial Intelligence on Education and Entrepreneurship will be held in Ventspils.



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On May 28 of this year, the Kurzeme Business Forum titled “Artificial Intelligence – The 4th Industrial Revolution” will take place at the Ventspils Concert Hall “Latvija.” The forum will bring together entrepreneurs, municipal representatives, university staff, students, and technology experts. The aim of the forum is to jointly analyze how artificial intelligence (AI) is influencing education, entrepreneurship, and regional development.

The forum will take place from 10:00 AM to 3:30 PM and will consist of two content-rich sessions, each concluding with high-level panel discussions featuring top professionals. At A lunch break is scheduled for 12:00 PM, while throughout the day participants will have the opportunity to engage in discussions and networking activities. The working language of the event will be Latvian; however, thanks to artificial intelligence solutions provided by SIA “Tilde,” simultaneous translation into any language will be available, making the forum accessible to an international audience.

The first part of the forum will focus on the role of education in the age of artificial intelligence. It will examine the development of Ventspils University of Applied Sciences within this context, addressing key questions: How can the education system adapt to emerging demands? Which professions will remain relevant, and which ones are likely to evolve?

The first session will conclude with a panel discussion titled “What Kind of Education Remains Essential in the Age of AI?”, moderated by Jānis Krēvics. The discussion will focus on how the education system can adapt to rapidly changing technological conditions and on the future development of human capital. Which professions will retain their importance, and which ones will evolve? How can we adapt to new technological challenges to remain competitive in the job market? These and other questions will be addressed by experts from various sectors.

The second part of the forum will be dedicated to exploring whether and how AI solutions are needed in businesses. Entrepreneurs will share practical experiences, address myths versus realities in AI implementation, and discuss legal frameworks and state support opportunities. The session will conclude with a focus on the potential of AI in the development of ports and logistics.

In the second session’s discussion, moderator Jānis Krēvics will invite participants — Gatis Ozols, Gatis Romanovskis, Agnis Jakubovics, and Renārs Pūce, Chairman of the Board at SIA “VK Tranzīts” — to delve into the topic: “Why Is AI Essential for Your Business Too?”

The forum will conclude with Jānis Skutelis’ stand-up comedy show “Skutelis vs. Skutelis”, in which the comedian, through irony and humor, will prompt the audience to seriously reflect on what will remain of the art of acting in the age of artificial intelligence.

Plašāka informācija par foruma programmu un dienas kārtību, kā arī reģistrācijas iespēja pieejama šeit.

Forums tiek rīkots Ventspils Augstskolas ietvaros Eiropas universitāšu alianse COLOURS sadarbībā ar Ventspils pilsētas domi, Ventspils brīvostas pārvaldi un Zaļo un gudro tehnoloģiju klasteri.

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📅 Wed, 28.05.2025

🕒 09:30-18:00

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🏠 Koncertzāle "LATVIJA"

📍 Lielais laukums 1

