

第一天：7 月 23 日

	Track 1 Enterprise 企業應用	Track 2 Industry 產業專家	Track 3 Generative AI 生成式AI	Track 4 Security 資訊安全	立即報名 AWS Startup Day 新創加速日	AWS Partner Summit
Time / Venue	Room 201DEF	3F 宴會廳	3F 大會堂	Room 102	Room 201ABC	Room 101
7:30 - 9:40am	Check-in and Networking Expo Opens					
8:30 - 9:15am	備考訓練營： AWS Certified Data Engineer - Associate	Check-in and Networking				
9:40 - 10:00am	3F 大會堂 Welcome and Opening Address 鄭麗君 行政院 副院長 王定愷 AWS 香港暨台灣總經理					
10:00 - 11:00am	Keynote 1 *英文講程 / 中文口譯 林昭陽 中華電信股份有限公司 總經理 Dan Kochpatcharin, Head of Ecosystem and Alliance Management Division, TSMC 台灣積體電路製造股份有限公司					
11:00am - 12:00pm	Panel Discussion: Navigating Talent Strategy in the Generative AI Era 生成式人工智慧時代的人才策略 黃彥男 數位發展部 部長 黃欽勇 (主持人) DIGITIMES 暨 IC 之音董事長 王定愷 AWS 香港暨台灣總經理					
12:00 - 1:30pm	Lunch Break					
1:30 - 2:10pm	Attention Is All You Need – Practical Implementations of Agent (featuring Acer)	Harness AI/ML to Drive Innovation and Unlock New Opportunities (featuring Laya)	Innovating with Generative AI on AWS	Seeing the Future: Transforming Automotive Risk Management with Generative AI (featuring VicOne)	1:30 - 1:50pm AWS 聚焦台灣，助力台灣新創共創科技新局 1:50 - 2:20pm *英文講程 / 中文口譯 擁抱綠色創新，如何贏得亞馬遜 Climate Pledge Fund 投資	AWS Partner Summit Keynote
2:20 - 3:00pm	Harnessing AI/ML & Generative AI in the Media Streaming Business (featuring KKCompany)	Migration from Azure to AWS SageMaker + Claude3 for Accuracy Improvement and Cost Optimization (featuring HAPPY GO 鼎鼎聯合行銷)	Strategic Quality Control Approach to for LLMs Output (featuring KDAN)	Incident Response with AWS (featuring Trend Micro)	2:20 - 2:50pm *英文講程 / 中文口譯 新創如何藉 AWS 生成式 AI 之力駕馭時代變化 2:50pm - 3:30pm 專題討論： 乘 AI 創新之浪，探索全球新興投資趨勢與新創機會 (featuring Taiwania Capital, MediaTek Ventures, Cherubic Ventures)	AWS Partner Summit Session 1
3:10 - 3:40pm	AWS Partner Solutions					AWS Partner Summit Session 2
3:40 - 3:55pm	Networking Break					
3:55 - 4:35pm	中華電信利用 Amazon Bedrock 生成式 AI 平台建立創新服務，打造百工百業智能應用 (featuring 中華電信)	Multimodal Vision and RAG on AWS – 智慧型雲端安防帶來的差異化使用體驗 (featuring VIVOTEK)	Enriching Fans Experiences with Generative AI (featuring Gamania)	AWS Partner Solutions		AWS Partner Summit Session 3
4:45 - 5:20pm	Leveraging AI-Powered AWS Solutions for Enterprise Innovation	AWS Outposts – Moving Low-latency Workloads to AWS (featuring Fugle)	Revolutionizing Search Experiences through Graph and RAG: KKday's Journey with Amazon Neptune and Amazon Bedrock (featuring KKday)	Building Compliance ML IoT Device by AWS Control Tower (featuring PranaQ)	3:40 - 4:10pm TapPay 如何運用 AWS 託管服務 打造高規格安全的金融支付工具 (featuring TapPay) 4:10 - 4:40pm AccuHit 借助 AWS 生成式 AI 服務 打造品牌企業愛用自動化 精準行銷系統 (featuring AccuHit) 4:40 - 5:10pm NextDrive 透過 AWS 全球架構 跨境佈局 - 領航日台淨零新經濟 (featuring NextDrive) 5:10 - 5:40pm 扎根台灣，拓展日本 – USPACE 運用 AWS AI 服務建構 未來車主生態圈 (featuring USpace)	AWS Partner Summit Session 4

第二天：7 月 24 日

	Track 5 AWS for Data 資料洞察	Track 6 AWS for Every Application 全應用平台	Track 7 Developer Tools 開發者生產力	Track 8 Generative AI 生成式AI	AWS Training and Certification 培訓與認證
Time / Venue	3F 宴會廳	Room 102	Room 201ABC	3F 大會堂	Room 201DEF
8:00 - 10:00am	Check-in and Networking Expo Opens				
9:00 - 9:45am	Check-in and Networking				備考訓練營： AWS Certified Data Engineer - Associate
10:00 - 10:30am	<p>3F 大會堂</p> <p>Welcome and Opening Address 王定愷 AWS 香港暨台灣總經理</p>				
10:30 - 11:30am	<p>Keynote 1 *英文講程 / 中文口譯</p> <p>Martin Beeby, Principal Technical Keynote Lead, AWS 劉浩翔 國泰金控 數數發中心 數據暨人工智慧發展部 協理 Yimin Kao, Director of Data and Artificial Intelligence, Gogolook</p>				
11:30am - 12:00pm	<p>Keynote 2 *英文講程 / 中文口譯</p> <p>Sherry Marcus, Ph. D., Director, Bedrock Science, AWS</p>				
12:00 - 1:30pm	Lunch Break				
1:30 - 2:10pm	How CLICKFORCE Leverages AWS to Enhance Ad Targeting and AI-Generated Marketing (featuring ClickForce)	Transform your Contact Center Using Generative AI in Amazon Connect	Supercharge Software Development with Amazon Q Developer	Unleash Stable Diffusion's Potential: AWS Inferentia2 to Boosts Performance and Reduces Costs (featuring Vyond)	Introduction to Prompt Engineering
2:20 - 3:00pm	Build a Data Foundation to Fuel Generative AI	AWS for VMware: Transforming People, Process, and Technology	Achieving Effective Governance and Cost Optimization on AWS (featuring 104 Corp)	How Gogolook leverage Generative AI to Develop New Fraud Detection (featuring Gogolook)	Generative AI Essentials for Technical and Business Decision Makers
3:10 - 3:40pm	AWS Partner Solutions	3:10 - 3:50pm SaaS Meets AI/ML & Generative AI: Multi-tenant Patterns & Strategies	AWS Partner Solutions	AWS Partner Solutions	Session 3
3:40 - 3:55pm	Networking Break				
3:55 - 4:35pm	Enhancing Search and Recommendations at 1111 Job Bank with Vector Capabilities in OpenSearch Service (featuring 1111 & Headquarter.ai)	Generative AI Meets SaaS: Fine-tuning Multi-tenancy with Amazon Bedrock & Amazon Sagemaker	Accelerate DevOps with Generative AI and Amazon CodeCatalyst	Strengthen your Security Posture with AWS	Session 4
4:45 - 5:20pm	Dive Deep into Different AWS DMS Migration Options	Use Generative AI to Guide Your SaaS Business Journey (featuring PAFERS Tech.)	Best Practices for Serverless Developers	Utilizing Generative AI and Sigma Rules to Speed Up Cloud Incident Response and Cloud-Native SIEM	Session 5

資訊更新截止於 2024 年 7 月 4 日 | 除非另有說明，所有議程均以中文進行

立即瀏覽活動官網以獲得最新議程資訊！