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## Mynewsdesk's CEO Louise Barnekow Participated in the Nordic and Baltic High-Level Forum on AI Readiness

On August 30th, 2024, Louise Barnekow, CEO of Mynewsdesk, joined politicians, thought leaders, and industry experts at the Nordic and Baltic High-Level Forum on AI Readiness in Copenhagen. The event, held at the Danish Parliament in Christiansborg, focused on leveraging the region's democratic values and robust welfare systems to become global leaders in AI-driven digital transformation.

**Setting the Stage for AI Leadership**

With a strong emphasis on collaboration, the forum aimed to position the Nordic region as a global leader in ethical AI and responsible data usage by 2030. Keynote speakers and panelists highlighted the need for bold action in the digital age. The region's unique combination of strong educational systems, technological innovation, and cross-border cooperation makes it well-positioned to lead in AI development and implementation.

Louise emphasized the critical role of collaboration between the public and private sectors in ensuring the region's success and closing the gap in AI development compared to other parts of the world. She echoed the sentiment that no single entity can drive AI transformation alone, aligning with the broader call for partnerships between governments, businesses, and educational institutions to foster innovation and ensure a sustainable AI future.

## **Key Discussions and Challenges Ahead**

The forum covered several key themes, including AI regulation, data management, talent development, and scaling AI from pilot programs to fully implemented business solutions:

- **AI Regulation and Ethical Standards:** A major focus was balancing the need for high ethical standards with fostering an innovation-friendly environment.
- **Data Management:** Effective data management across the Nordic region remains a challenge, with varied practices making integration difficult.
- **Talent and Skills Development:** As AI technologies evolve rapidly, the demand for skilled professionals continues to grow. There was unanimous agreement that fostering talent through upskilling programs and academic-business partnerships is essential.

## **Looking Ahead: Taking Action Now**

The forum concluded with a call to action: to translate discussions into concrete steps that accelerate AI adoption and innovation in the region. Louise stressed the urgent need for coordinated investments in AI innovation and the importance of translating research into real-world business solutions. A prime example of this coordination is the initiative from Nordic Innovation

and AI Sweden, aimed at establishing an AI center to drive co-investment in strategic resources, increase AI usage, and enhance the region's international competitiveness.

Louise and Mynewsdesk's vision is clear: the Nordic and Baltic regions have the opportunity not only to participate in but to lead the global AI transformation if they act swiftly and strategically.

One key takeaway is the immense expertise, innovation, and energy around AI transformation in the region. This momentum needs to be channeled into concrete actions and better coordination. “We should ‘copy with pride’—if one country, like Finland, has made progress, let’s implement those insights across neighboring countries. There’s no need to reinvent the wheel,” said Louise Barnekow.

The road ahead requires commitment from all sectors. As Louise remarked after the meeting: “The time to act is now. Our ability to lead in AI will shape the future of our societies.”

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