AI-Innovation Trip to Dublin

Immerse Yourself in Ireland's Booming Tech scene!

Discover how your company can grow sustainably with the most modern AI strategies. Benefit from exclusive insights into Ireland's booming tech landscape – more than 16 of the 20 global technological global players have their European headquarters in Dublin.

Experience firsthand how global market leaders such as Google, LinkedIn, and Salesforce work.

Gain an understanding of how their innovation processes and visions of the future can be applicable to your company to gain long-term market advantages and increase efficiency. Dive into the vibrant start-up hub of innovative companies in Europe's tech capital!

AI for Your Company's Growth: Real World Application (Workshop)

A practical workshop gives you a perspective on successful strategies and valuable insights to push innovation in your company.

Agenda-Highlights

- **In-depth AI Knowledge & Ethics:** Extend your foundational knowledge and enhance AI competencies while including ethics in your decision making.
- **Sales, Customer Relationship & Market Insights:** Optimise your sales processes, intensify your customer relationships and use AI to spot market trends and to execute competitive analyses.
- **Content-Creation, Data Analysis & Visualisation:** Utilize AI-Tools to create high-quality content and base your decision making on intelligent data analyses.
- **Effective Presentation & Prompting Technique:** Learn how to design compelling presentations and achieve the best results through precise prompts.

Results

Boost your competitiveness and efficiency, save time and resources through AI automation, and make strategic decisions based on precise data analysis. At the same time optimise your marketing strategies to address your target audience even more effectively.

Exclusive Advantages

Participants will receive a completion certificate as well as exclusive access to the newest AI-Toolkits. Everything is designed to allow you to put your newly acquired knowledge immediately into practice.

Take advantage of this unique opportunity! Strengthen your company's resilience and secure a long-lasting competitive advantage.

Deutsch-Irische Industrie– und Handelskammer
German-Irish Chamber of Industry & Commerce

5 Fitzwilliam Street Upper, Dublin 2, D02YH95

E-mail: info@german-irish.ie | web: www.german-irish.ie

Gefördert durch:

Bundesministerium
für Wirtschaft
und Energie

aufgrund eines Beschlusses
des Deutschen Bundestages

AI-Innovation Trip to Dublin

3-day Innovation Trip
07/10/25 – 09/10/25

Preliminary programme, subject to change*

Tuesday, 07/10/25

11:15am	**Travel to Dublin**
12:00pm	Pick-up with the coach from the airport and transfer to Salesforce
12:30pm – 1:30pm	**Welcoming and Lunch in the Salesforce Tower** (requested) *North Wall, Dublin 1, D01 W2Y3* (https://www.salesforce.com/eu/)
1:30pm – 3:30pm	**Visit: Salesforce** (requested) Salesforce is a leading provider of cloud software with a focus on Customer Relationship Management (CRM). With its Einstein AI platform, companies benefit from more than 50 AI-powered features designed to optimise and automate their business processes.
3:30pm – 4:00pm	Transport to the AHK Ireland *5 Fitzwilliam Street Upper, Dublin 2, D02 YH95*, (https://www.german-irish.ie/)
4:00pm – 4:30pm	**Economic Briefing by David Parkmann, Head of DEInternational** The AHK Ireland will give you a detailed overview of the key economic factors that

	are drivers for Ireland's dynamic tech scene and its growing economy.
4:30pm – 4:40pm	Walk to the Hotel Suggested Hotel: Mespil Hotel 50-60 Mespil Rd, Dublin 4, D04 E7N2 (https://www.mespilhotel.com/)
4:40pm – 6:00pm	Check-in
6:00pm – 6:10pm	Walk to the Restaurant Restaurant: Searsons (TBC) *42-44 Baggot Street Upper, Dublin 4, D04 V210* (https://searsonsbar.ie/)
6:10pm – 8:00pm	**Networking-Dinner** with invited guests from the AHK Ireland
After 8:00pm	Walk back to the hotel

Wednesday, 08/10/25

8:00am – 8:15am	Walk to the AHK Ireland *5 Fitzwilliam Street Upper, Dublin 2, D02 YH95* (https://www.german-irish.ie/)
8:15am – 8:30am	Welcome, tea and coffee
8:30am – 12:30pm	**Workshop with Mark Kelly from AI Ireland** (https://aiireland.ie/) This intense workshop will teach participants the know-how to utilize AI for your business growth. In this half-day event, participants will deepen their existing AI knowledge, explore practical applications in sales, marketing, and data analysis, and gain insights into key AI regulations and frameworks.
12:45pm – 12:55pm	Walk to LinkedIn *Wilton Pl, Dublin* (https://www.linkedin.com)
1:00pm – 2:00pm	**Welcome and Lunch at LinkedIn** (requested)
2:00pm – 3:30pm	**Visit: LinkedIn** (requested) LinkedIn connects more than 900 million professionals and companies. The platform offers a wide range of features for recruiting, networking, and content marketing, and is increasingly leveraging artificial intelligence (AI) to enhance the user experience.
3:30pm – 3:55pm	Walk to Qualtrics (requested) *Costello House, 1 Clarendon Row, Dublin 2, D02 TA43* (https://www.qualtrics.com/)
4:00pm – 6:00pm	**Visit: Qualtrics** (requested) Qualtrics is an experience management company that provides a powerful software platform for Experience Management. The XM Platform enables companies to collect and analyse experience data, such as customer and employee beliefs, emotions, and

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	sentiment, and to derive actionable insights to optimise the four key areas of experience: customer, employee, product, and brand. Qualtrics experts will show you how to use the Qualtrics platform to close experience gaps for clients and employees. Learn more about the XM category, how AI is already shaping the future of experience management, and which industry-specific use cases the platform can offer your business.
6:00pm – 6:05pm	Walk to the Restaurant Restaurant: Stephen's Green Club *9 St Stephen's Green, Dublin, D02 C891* (https://www.stephensgreenclub.ie/)
6:15pm – 8:15pm	**Networking-Dinner** with invited guests of the AHK Ireland
After 8:15pm	Walk back to the hotel

Thursday, 09.10.25

Until 8:30am	Check-out
8:30am – 9:15am	Transport to SAP (requested) *Waterside Citywest Business Campus, Kingswood Ave, Citywest Business Campus, Saggart, Co. Dublin* (https://www.sap.com/uk/index.html)
9:15am – 1:15pm	**Visit: SAP** (requested) SAP is a global leader in enterprise software and is driving innovation in the field of artificial intelligence (AI), particularly in Ireland. At its Dublin site, SAP operates one of its key research and development centres for AI-powered solutions. Here, intelligent technologies are developed that enable companies to make data-driven decisions and automate their business processes, from finance and logistics to human resources.
1:15pm – 2:15pm	**Lunch at SAP**
2:15pm – 2:45pm	Transport with the coach to the airport
5:00pm	**Return flight to Turkey**

*subject to change