TIMETABLE

SATURDAY NOVEMBER 16

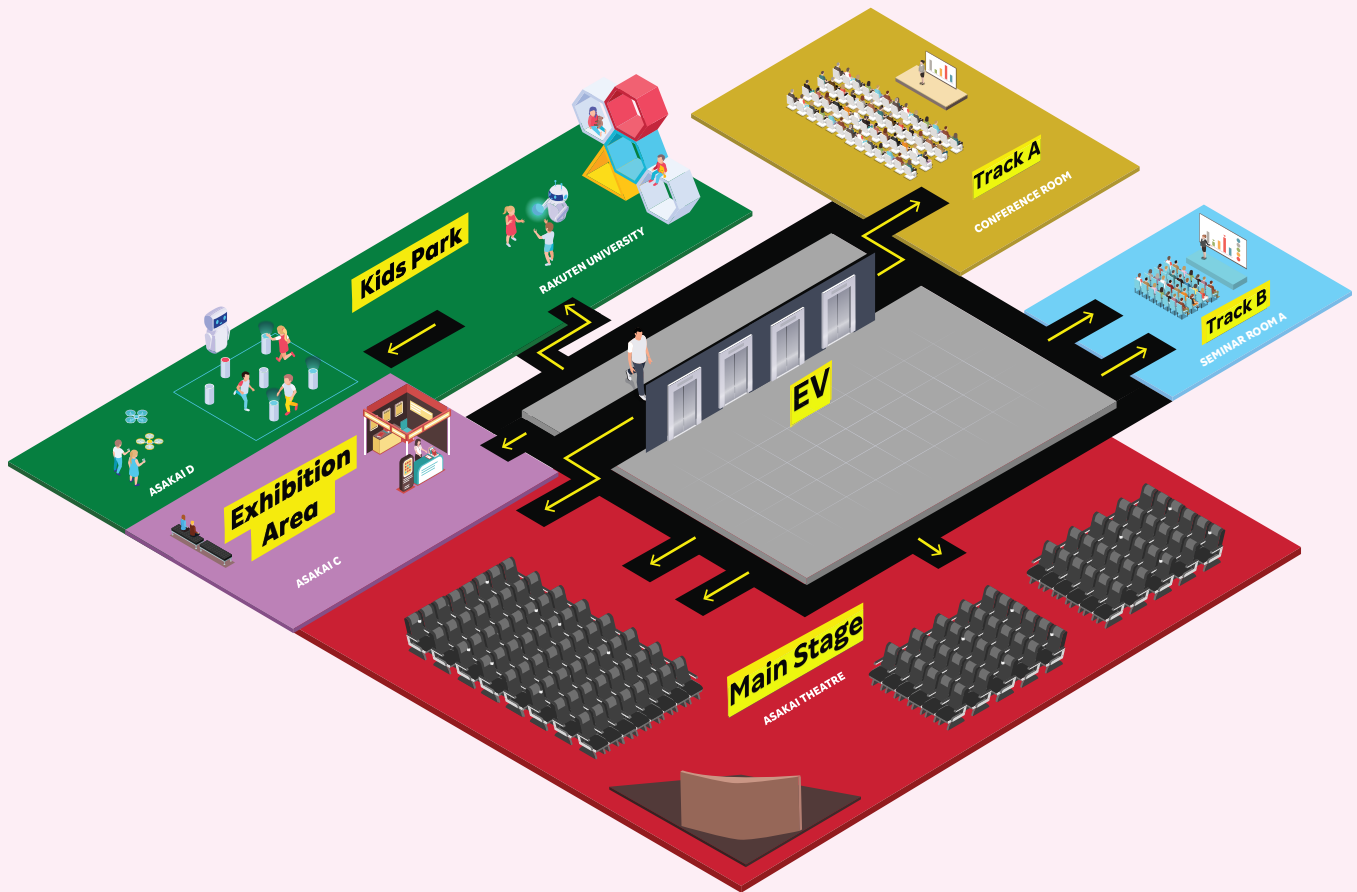|	MAIN STAGE 4F ASAKAI THEATER	TRACK A 4F CONFERENCE ROOM	TRACK B 4F SEMINAR ROOM A
11.00 am			
	11.00 am - 11.40 am Rakuten Telco Cloud AI Platform **Marc Einstein, Partha Seetala**	11.00 am - 11.30 am Growing Tiny Giants: Exploring the Spectrum from Small to Large Language Models **Maksim Tkachenko, Johanes Effendi**	11.00 am - 11.30 am The Impact of AI on Rakuten Marketing Cloud - Enhancing the Digital Marketing Strategy **Wenyan Xiao (Mimi), John Paoletto**
11.30			
12.00 pm	12.00 pm - 12.15 pm Opening Remarks **Akihito Kurozumi**		
12.30	12.15 pm - 01.00 pm Keynote Speech **Mickey Mikitani**	▶ Main stage live stream	▶ Main stage live stream
01.00 pm			
1.30	01.15 pm - 01.55 pm The Future of Responsible AI Compute **Sean Varley, Rohit Dewan**	01.15 pm - 01.45 pm How AI is Transforming UX on Rakuten Ichiba: The Evolution of Search and Recommendations **Yusuke Yamakawa, Zoey Zhao, Joshua Siow**	01.15 pm - 01.45 pm AI-Driven Security: Leveraging GenAI for Cyber Defense **Eric Olsen**
02.00 pm		02.00 pm - 02.30 pm Meta x Rakuten - Programmatic Advertising with AI **Omi Suzuki, Suguru Takahashi, Yo Ko**	02.00 pm - 02.30 pm Imagining the Future: Rakuten E-Commerce Meets AI-Driven Image Generation - Today and Tomorrow **Makoto Kawamura**
2.30	02.10 pm - 02.55 pm Future Cloud Architecture with AI **Ken Otani, Shinji Taketsume, Toshi Yasuda, Hironori Yoshida, Shuhei Yamamoto**		
03.00 pm		02.45 pm - 03.15 pm AI x Behavioral Finance: Transforming Customer Experience at Rakuten Securities **Maiko Ochiai**	02.45 pm - 03.15 pm Mastering Face Image Creation: Easy Control, Realistic Quality, and Practical Applications **Yeongnam Chae**
3.30	03.10 pm - 03.50 pm Enterprise Application AI **Tomas Moreno, Taku Okoshi**	03.30 pm - 04.00 pm AI-Ready Rakuten Data Platform **Lee Xiong, Jean-Francois Pessiot, Hongmeng Wang**	03.30 pm - 04.00 pm GenAI and Database Performance in Rakuten Payment **Julien Cayzac**
04.00 pm			
4.30	04.05 pm - 04.45 pm AI-nization at Rakuten **Ting Cai**	04.15 pm - 04.45 pm Providing Personalized User Experiences by AI **Stephen Li**	04.15 pm - 04.45 pm Implementing AI Assistant in Rakuten Ichiba Merchant Service: Use Cases, Technical Challenges, and Future Vision **Risa Takahashi**
05.00 pm			
5.30	🏆	05.00 pm - 06.00 pm **Rakuten Technology Excellence Awards**	🏆
06.00 pm			

06.00 pm - 08.00 pm
After Party

4F MAIN STAGE / TRACK A / TRACK B / KIDS PARK

(INTERNAL FLOOR MAP IS JUST FOR REFERENCE)

Kids Park

RAKUTEN UNIVERSITY

ASAKAI D

Track A

CONFERENCE ROOM

Track B

SEMINAR ROOM A

Exhibition Area

ASAKAI C

EV

Main Stage

ASAKAI THEATRE

9F CAFETERIA / EXHIBITION

(INTERNAL FLOOR MAP IS JUST FOR REFERENCE)

EV

Cafe

Prayer Room

Convenience Store

Stalls

Rakuten Mobile Shop

Rakuten SixthSense

Hiring Booth

Cafeteria