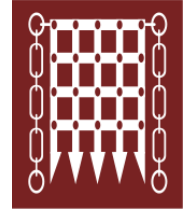


**Westminster Business Forum and Westminster eForum policy conference:  
AI in UK financial services - priorities for policy, sector development, innovation and safeguards**  
Timing: Morning, Friday, 28<sup>th</sup> March 2025  
\*\*\*Taking place online\*\*\*



*Draft agenda subject to change*

- 8.30 Registration
- 9.00 **Chair's opening remarks**  
Senior Parliamentarian
- 9.05 **AI and UK financial services - current landscape, and key considerations for policy and regulation**  
**Professor Pinar Ozcan**, Entrepreneurship and Innovation, Said Business School, University of Oxford  
Questions and comments from the floor
- 9.30 **Policy, regulation and supporting innovation, safety and growth in the use of AI in financial services**  
*assessing the direction of government policy | implications for AI development in the financial sector | the AI Opportunities Action Plan and AI growth Zones | the Financial Services Growth and Competitiveness Strategy | data legislation and protection | investment priorities | addressing barriers to uptake | fostering competition and diverse market entry | start-up and scale-up support | planning and devolution reforms to promote regional growth | developing corporate governance models and roles to address AI risks | learning from international examples | regulatory and support options for varying use cases | tackling bias in algorithmic decisions on credit and insurance | data sovereignty and client confidentiality issues | corporate governance implications | third party software and service provider readiness | environmental impacts and concerns | international relationships and coordination*  
**Emma Wright**, Partner, Harbottle and Lewis; and Expert Without Borders on Global AI Regulation, UNESCO  
Senior representative, FinTech  
Senior representative, financial services  
Senior representative, innovation  
Senior representative, consultancy  
Questions and comments from the floor
- 10.25 **Regulatory priorities and market development for AI in financial services**  
**Ian Phoenix**, Director, Intelligence and Digital, Financial Conduct Authority  
Questions and comments from the floor
- 10.50 **Chair's closing remarks**  
Senior Parliamentarian
- 11.00 Break
- 11.10 **Chair's opening remarks**  
Senior Parliamentarian
- 11.15 **The future role of AI in investment management**  
**Rajnish Kumar**, Head, Investment Technology and AI, Investment Platform, Allianz Global Investors  
Questions and comments from the floor
- 11.40 **The way forward for implementation of AI in financial services**  
*assessing developments and best practice in key applications | new services | investment management, counter-fraud and insurance | sentiment analysis | back-office applications | HR and improving D&I | identifying risk and fraud | retail customer acquisition, onboarding, personalisation and empowerment | addressing barriers to AI adoption | talent pipeline and recruitment | skills, training for future needs and mitigating job losses | infrastructure development and legacy tech | integration with technologies such as Open Banking | smart data and data management | risks to banks of AI-enabled fraud and data breaches | liability issues | resolving issues around digital ID*  
**Olivia Larkin**, Head, Skills and Workforce Policy, City of London Corporation  
**Deborah O'Neill**, Partner, UK Head of Digital, Oliver Wyman  
Senior representative, AI  
Senior representative, financial services  
Senior representative, legal  
Questions and comments from the floor
- 12.30 **Next steps for AI in financial services policy, market development and regulation**  
Senior representative, policy  
Questions and comments from the floor
- 12.55 **Chair's and Westminster Forum Projects closing remarks**  
Senior Parliamentarian  
**Sean Cudmore**, Westminster Forum Projects