

EDGE

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MAY 28, 2025

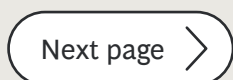
**Get ready to
explore, discover,
grow, and experience**



User Guide

For optimal user experience and complete access to this document's interactive features, **please download and open it using Adobe Acrobat Reader or your Books app.**

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Explore a selection of booths to navigate the expo by sector or topic.

From Innovation to Impact

EDGE is our annual innovation showcase bringing together thought leaders, strategic tech partners, and BCG's game-changing tools and offerings.

The EDGE Expo is an opportunity to explore the future of technology and AI, discover new ways to create value, grow your expertise and impact, and experience cutting-edge solutions in action.

5 Thematic Neighborhoods:

*Future of
Customer
Engagement*



*Future of
Operations*



*Future of Strategy,
People, and
Organization*



*Future of
Sustainability*



*Future of
Tech, Digital,
and Data*



EDGE Vienna will offer a bold, curated experience designed to inspire, inform, and connect. Here's what to expect:

60+ Interactive Booths

Experience 60+ booths including next-level interactive content and demos to bring key topics to life.

20+ Leading Tech Partners

Engage with 20+ top technology leaders and partners.

EDGE Micro-Theater

Hear expert perspectives and insights on critical topics and emerging trends.

Next-Level Networking

Connect with BCG Partners, BCG alumni, senior executives, industry analysts and members of the media visiting EDGE.

Tailored Journeys

Follow tailored journeys to help you explore the content most relevant to you.

Key Themes

Explore 60+ booths across 5 thematic neighborhoods

Future of Customer Engagement



Reinvent customer engagement to drive profitable growth

Experience the cutting-edge technology shaping the future of customer engagement today. Discover how AI-driven solutions transform interactions into personalized, seamless, and impactful experiences. From predictive insights to intelligent automation, explore tools that elevate customer connections, build loyalty, and drive success. The future of Customer Engagement is here—be ready to lead it.

Future of Operations



Driving operations excellence – leveraging AI and accelerating innovation

Step into the “Future of Operations” at BCG EDGE and witness AI and GenAI transforming industries. Explore NextGen solutions in R&D, field service, procurement, and manufacturing. Uncover multi-trillion-dollar opportunities in capital projects and supply chain planning. See how AI delivers real impact—boosting efficiency, sustainability, and competitiveness. Experience the future, today.

Future of Strategy, People, and Organization



Reshaping organizations for the future

Find out how leading organizations are evolving to stay ahead in a fast-changing world. Explore the cutting edge of workforce transformation, AI and GenAI, and people analytics. From geopolitics and cost pressures to talent strategy, upskilling and new operating models—this is where bold ideas turn into real impact. Connect with experts and discover practical ways to shape the future of work, leadership, and human potential.

Future of Sustainability



Capture Green Growth, mitigate risk and save costs through decarbonization

Sustainability isn't a trade-off—it's an opportunity to generate value and thrive in uncertain times.

Discover how BCG empowers clients to create value by capturing Green Growth opportunities, by mitigating risks, and by achieving cost savings through decarbonization.

Join us to explore transformative solutions for a sustainable future.

Future of Tech, Digital, and Data



Tomorrow is today! Tech, Digital and AI getting real

Want to know what it takes to drive a truly successful digital transformation? Curious how scalable AI, data, and modular technology platforms fuel innovation, while upskilling and operational optimization transform business models?

We tackle these challenges head-on to ensure digital transformations deliver lasting success. Are you ready to future-proof your strategy?



Explore the Expo floor




Floor plan



EDGE Booths

Find detailed descriptions of each booth on the following pages

 Click on each neighborhood to dive deeper into the map and explore booth details



Future of Customer Engagement >

- CE01** Customer Experience & Immersive Commerce
- CE02** ● Salesforce
- CE03** NextGen Sales
- CE04** ● Pencil
- CE05** ● Writer
- CE06** Personalization & Marketing
- CE07** Customer Insight & Innovation
- CE08** Strategic Pricing
- CE09** Think Bigger. Think Bolder. Think BrightHouse
- AI01** Amplify Impact



Future of Operations >

- OP01** Unlocking Trillions in Capital Projects
- OP02** ● NVIDIA
- OP03** Factory of the Future
- OP04** Customer Service Excellence
- OP05** E2E Supply Chain Planning Transformation
- OP06** GenAI-Powered Procurement
- OP07** AI in Field Services
- OP08** ● Anaplan
- OP09** AI-Powered R&D
- OP10** ● ServiceNow
- OP11** ● Amazon Web Services
- OP12** ● Lyric
- OP13** ● Apptronik
- OP14** ● Sievo



Future of Strategy, People, and Organization >

- SP01** AI-Enabled Cost Excellence
- SP02** Future Fit Organization & AI-First Op Model
- SP03** Science of Change
- SP04** Talent & Skills
- SP05** ● Microsoft
- SP06** AI-Powered People Analytics & Insights
- SP07** Upskilling with BCG U
- SP08** Unlocking Financial Insights with AI
- SP09** Turning Uncertainty into Strategic Advantage
- SP10** Navigating Geopolitical Disruption
- SP11** Riding the M&A Wave
- SP12** ● WAIYS
- SP13** ● Workday



Future of Sustainability >

- FS01** Decarbonization: Cut Costs, Add Value
- FS02** Net Positive Food Systems
- FS03** Center for Sustainability Policy & Regulation
- FS04** ● CO2 AI
- FS05** Climate Risk, Adaptation, and Resilience
- FS06** Carbon Intelligence at Scale
- FS07** Design to Sustainable Value
- FS08** Monetizing Green
- FS09** ● Breakthrough Energy
- FS10** Green Growth Accelerator



Future of Technology, Digital, and Data >

- TD01** Building for the Future with AI
- TD02** Frontier Express: Driving the Future of Tech
- TD03** AI-First Companies
- TD04** ● OpenAI
- TD05** NextGen ERP
- TD06** ● SAP
- TD07** Cyber Risk: Keep Your Business Prepared
- TD08** ● Anthropic
- TD09** ● IBM
- TD10** ● Red Hat
- TD11** ● Databricks
- TD12** Data@Scale for Value
- TD13** Data and Digital Platforms & Cloud
- TD14** ● Google Cloud
- TD15** ● Walt.id
- TD16** ● Kore.ai

● Technology Leaders and Partners

Future of Customer Engagement

Reinvent customer engagement to drive profitable growth

Experience the cutting-edge technology shaping the future of customer engagement today. Discover how AI-driven solutions transform interactions into personalized, seamless, and impactful experiences. From predictive insights to intelligent automation, explore tools that elevate customer connections, build loyalty, and drive success. The future of Customer Engagement is here—be ready to lead it.



CE01 Customer Experience & Immersive Commerce

Elevating customer journeys and driving deeper engagement across channels

CE02 ● Salesforce

Where humans with Agents drive customer success together

CE03 NextGen Sales

Advance the art and science of Sales by leveraging GenAI, data and tech

CE04 ● Pencil

Generate marketing 55% faster, 62% cheaper and 40% better performing

CE05 ● Writer

The end-to-end platform for scaling agentic AI in the enterprise

CE06 Personalization & Marketing

Unlock the future of marketing with AI & data-driven personalization

CE07 Customer Insight & Innovation

GenAI-powered customer intelligence redefines strategy and innovation

CE08 Strategic Pricing

Understand the 7 pricing games with AI tools to deliver 3-5% impact

CE09 Think Bigger. Think Bolder. Think BrightHouse

Differentiate your work with offerings that drive value, impact, and revenue

AI01 Amplify Impact

Experience GenAI innovations firsthand: Engage, learn and transform



Recharge Spot



Food & Beverage



Restrooms



Technology Leaders and Partners



Click on each booth to deep dive



Back to the Expo floor

CE01 | **Customer Experience & Immersive Commerce**

Elevating customer journeys and driving deeper engagement across channels

Adopting next-gen strategies like conversational commerce, marketplaces, and reimagined customer journey frameworks are key ways to elevate CX, boost engagement, and build loyalty. These approaches empower customers to make informed purchasing decisions, drive demand, and streamline sales by bridging owned channels with the platforms customers already engage on. They also help brands optimize resources and reduce overhead.

Explore how these tactics can transform your CX for the future!

Booth contact: Karen Lellouche

CE02 | **Salesforce** ●

Where humans with Agents drive customer success together

Salesforce and BCG deliver AI-powered business advantage. By combining BCG's industry-leading functional expertise with Salesforce's agentic AI capabilities through Agentforce, we drive faster time to value and adoption — ensuring measurable business impact from day one.

New research reveals how businesses scale AI agents 16x faster and 75% more accurately with Agentforce. Stop by our booth to see Agentforce in action and drop in to build your own AI agent.

Booth contact: Bryan Gauch, Deborah Riger

CE03 | **NextGen Sales**

Advance the art and science of Sales by leveraging GenAI, data and tech

Step into the future of sales with NextGenSales! Discover how GenAI transforms sales organizations with intelligent agents, cutting-edge automation, and seamless integration across your CRM and tech stack. Unlock smarter workflows, harness data for sharper insights, and boost productivity to crush your sales goals. Whether you're looking to streamline processes or stay ahead of the competition, this is where innovation meets sales success. Stop by and see what's next!

Booth contact: Phillip Andersen, Basir Mustaghni



CE04 | **Pencil** ●

Generate marketing 55% faster, 62% cheaper and 40% better performing

Pencil, a Brandtech company, is helping brands unlock creative agility at scale through AI-generated advertising that learns and predicts what works. Pencil enables marketing organizations to transform their functions while generating, testing, and optimizing ad creatives in minutes—not weeks—to drive performance and efficiency through closed-loop learning.

Booth contact: Alex Baxter, Joe Vasquez

CE05 | **Writer** ●

The end-to-end platform for scaling agentic AI in the enterprise

Writer empowers enterprises to create their AI HQ—where IT and business collaborate to build, activate, and supervise AI agents together without compromise, all in one place. Powered by our Palmyra LLMs purpose-built for enterprises and Knowledge Graph, our graph-based RAG solution, Writer agents deliver unmatched accuracy, reliability, and control—all within a consumer-grade experience that accelerates adoption. From pre-built solutions to no-code and low-code builder tools, every business function is empowered to rebuild processes from the ground up—all under IT governance that ensures secure deployment at scale.

Booth contact: Alex Baxter, Joe Vasquez

CE06 | **Personalization & Marketing**

Unlock the future of marketing with AI & data-driven personalization

AI is revolutionizing marketing and personalization, enabling brands to create tailored experiences at scale. Explore how AI-generated content, intelligent automation, and predictive insights optimize customer engagement and drive deeper connections. Unlock new levels of efficiency, automate decision-making, and create dynamic, personalized journeys that maximize marketing impact. Discover the AI-powered future of marketing – live at our booth!

Booth contact: Lauren Wiener, Mark Abraham, Silvio Palumbo



CE07 | **Customer Insight & Innovation**

GenAI-powered customer intelligence redefines strategy and innovation

Discover Market Mirror, our cutting-edge GenAI offer that turns insights into growth strategies and marketing impact. Gain a 360° view of customer demand spaces for faster, smarter decisions. Use dynamic wargaming, scenario planning, and targeting strategies to refine business moves with precision. See how integrated intelligence sharpens competitive advantage, accelerates innovation, and drives impactful strategies.

Booth contact: Ben Eppler, Lara Koslow, Lauren Taylor

CE08 | **Strategic Pricing**

Understand the 7 pricing games with AI tools to deliver 3-5% impact

As pricing power has become more challenging and the days ahead are uncertain, pricing is top of mind for CEOs. BCG's strategic pricing framework – the 7 games and our insights in how to win them – helps companies succeed in these times. Discover the pricing game you are playing in, and deep dive into the AI Pricing solution that will enable you to win this game. The content will be supported by BCG's recently launched "Game Changer" book.

Booth contact: Arnab Sinha

CE09 | **Think Bigger. Think Bolder. Think BrightHouse**

Differentiate your work with offerings that drive value, impact, and revenue

For 10 years, BrightHouse has helped BCG drive leadership ambitions, consumer and employee loyalty, and impact across organizations. BrightHouse gives BCG a competitive advantage by expanding topics for clients and enhancing BCG's overall brand. We help solve complex challenges and uncover timeless truths that enable organizations to thrive in an ever-changing business landscape.

Booth contact: Tim Kuhrcke



AI01 | **Amplify Impact**

Experience GenAI innovations firsthand: Engage, learn and transform

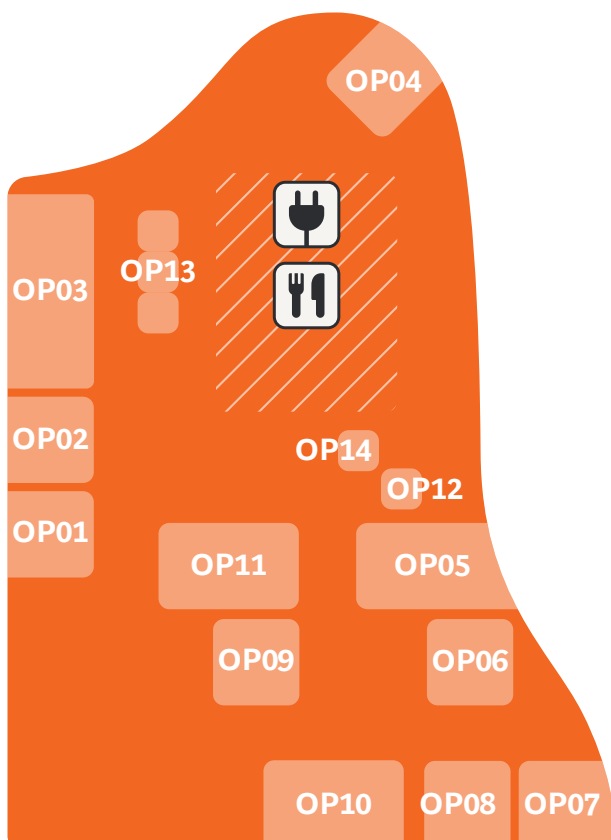
Visit our booth for expert insights on GenAI transformation and live demos! Explore hands-on change management initiatives, practical playbooks for scaling GenAI product development and adoption, and expert-led sessions on real-world GenAI use cases. Learn how BCG has harnessed GenAI to streamline operations, drive innovation, and enhance enjoyment at work. Engage with our MDPs, interactive demos and discover strategies for enterprise-wide AI success creating measurable impact.

Booth contact: Scott Wilder

Future of Operations

*Driving operations excellence –
leveraging AI and accelerating innovation*

Step into the “Future of Operations” at BCG EDGE and witness AI and GenAI transforming industries. Explore NextGen solutions in R&D, field service, procurement, and manufacturing. Uncover multi-trillion-dollar opportunities in capital projects and supply chain planning. See how AI delivers real impact—boosting efficiency, sustainability, and competitiveness. Experience the future, today.



- OP01 Unlocking Trillions in Capital Projects**
De-risk Capital Projects and optimize Net Present Value
- OP02 ● NVIDIA**
Empowering the age of AI agents and digital twins with NVIDIA technology
- OP03 Factory of the Future**
See Manufacturing AI and advanced robotics with BCG X and partners in action
- OP04 Customer Service Excellence**
Transform your Customer Service with GenAI
- OP05 E2E Supply Chain Planning Transformation**
Elevate your Supply Chain performance with AI and GenAI
- OP06 GenAI-Powered Procurement**
Efficiency and cost savings at every step of the procurement journey
- OP07 AI in Field Services**
Drive commercial growth and elevate field service levels with AI
- OP08 ● Anaplan**
The only AI-infused scenario planning and analysis platform designed to optimize decision-making
- OP09 AI-Powered R&D**
Explore AI-driven R&D to unlock efficiency and acceleration
- OP10 ● ServiceNow**
Bring AI + Data + Workflows to every corner of your business with ServiceNow, the AI platform for business transformation
- OP11 ● Amazon Web Services**
Accelerated automotive development with GenAI solutions on AWS
- OP12 ● Lyric**
Empowering teams to build & scale AI-powered supply chain intelligence
- OP13 ● Aptronik**
We make robots for humans
- OP14 ● Sievo**
Cleanse & enrich procurement data to deliver actionable insights using AI



Recharge Spot



Food & Beverage



Technology Leaders
and Partners



Click on each
booth to deep dive



Back to the Expo floor



OP01 | **Unlocking Trillions in Capital Projects**

De-risk Capital Projects and optimize Net Present Value

The Capital Projects industry faces a super cycle of investment challenged by escalating complexity, cost overruns, and supply chain disruptions.

Join us to explore how AI and digital are transforming Capital Projects and discover our cutting-edge tools:

- **Power-to-X Project Optimizer:** Optimization of project scope value in PtX projects
- **Project Pro:** Enhance decision making with Project Pro integrated controls platform
- **Supply Chain Resilience Co-Pilot:** Mitigate supply chain risks in your Project Portfolio

Booth contact: Marco Tonegutti, Dima Pogorelsky

OP02 | **NVIDIA** ●

Empowering the age of AI agents and digital twins with NVIDIA technology

NVIDIA is enabling next-gen enterprise transformation through intelligent agents and industrial digital twins. The booth will spotlight how we jointly deploy NVIDIA's cutting-edge platforms—including Omniverse and Building Blocks for Agentic AI.

Booth contact: Tilman Buchner, Joe Vasquez

OP03 | **Factory of the Future**

See Manufacturing AI and advanced robotics with BCG X and partners in action

Our suite powers the Factory of the Future with AI/GenAI and data-driven insights. This year, we focus on:

- **Design** – GenAI Factory Advisor
- **Build** – SW-defined automation and Embodied AI
- **Run** – GenAI-driven Production Systems

Explore demos from Connected Worker and Foxconn work to GenAI applications. See AI-driven robotics in action with Apptronik's humanoid and our Embodied AI demo, where AI-driven robotics tackle complex tasks with industrial precision, vision systems, and AI Edge Devices.

Booth contact: John Knapp, Alex Yurek



OP04 | **Customer Service Excellence**

Transform your Customer Service with GenAI

Learn how to leverage GenAI to unlock 60% long-term productivity uplift, see 10+20% short-term P&L impact and increase customer lifetime value by 20-30%.

We offer four types of support: from strategic envisioning and journey kick-start and acceleration, to tech augmentation and development, as well as transformation and change management.

Booth contact: Marcus Wittig, Hrvoje Jenkač

OP05 | **E2E Supply Chain Planning Transformation**

Elevate your Supply Chain performance with AI and GenAI

Learn how digital and AI can unlock tangible value across supply chain decisions, from demand forecasting to supply optimization. This experience will showcase demos of real-world advance planning solutions and hands-on experience of how GenAI is already reinventing critical supply chain processes, and what the potential is going forward.

Booth contact: Dustin Burke

OP06 | **GenAI-Powered Procurement**

Efficiency and cost savings at every step of the procurement journey

Did you know companies use over half of their revenues on external spend and suppliers? Cutting costs without Procurement is impossible. To help with this, our AI-powered approach transforms the entire procurement process, from spend analytics to contracting, helping your clients to reduce external spend, boost buyer productivity and recover lost cash. Visit our booth to learn how we drive real, hands-on savings and efficiency for leading organizations.

Booth contact: Tomi Mansio, Wolfgang Schnellbacher, Alex Dolya



OP07 | **AI in Field Services**

Drive commercial growth and elevate field service levels with AI

Field Service functions face global challenges like technician shortages (e.g., costing the trucking industry \$2.4B annually) and unplanned downtime (e.g., costing manufacturers up to \$50B annually). However, emerging tech - such as connected equipment, GenAI co-pilots, and AR/VR - offer transformative solutions, creating a step-change in efficiency and effectiveness. Come learn how AI in Field Service can drive 15-20% revenue impact and 5-10pp gross margin impact at scale.

Booth contact: Andy Lin, Hunkar Toyoglu

OP08 | **Anaplan** ●

The only AI-infused scenario planning and analysis platform designed to optimize decision-making

Anaplan is the only scenario planning and analysis platform designed to optimize decision-making in today's complex business environment so that enterprises can outpace their competition and the market. By building connections and collaboration across organizational silos, our platform intelligently surfaces key insights — so businesses can make the right decisions, right now. More than 2,400 of the world's best brands continually optimize their decision-making by planning with Anaplan.

Booth contact: Nick Tanaka, Joe Vasquez

OP09 | **AI-Powered R&D**

Explore AI-driven R&D to unlock efficiency and acceleration

Embark on an AI-powered R&D journey—boosting efficiency, exploration, and innovation. Experience AI's impact at every stage: accelerating time-to-market, unlocking creativity, and driving market alignment. Discover interactive demos, real-world case studies, and practical insights to lead the future of innovation. Let's redefine R&D together!

Booth contact: Mikaël Le Mouëllic

OP10 | ServiceNow ●

Bring AI + Data + Workflows to every corner of your business with ServiceNow, the AI platform for business transformation

ServiceNow is putting AI to work for people. We move with the pace of innovation to help clients transform organizations across every industry while upholding a trustworthy, human-centered approach to deploying our products and services at scale. Our AI platform for business transformation connects people, processes, data, and devices to increase productivity and maximize business outcomes. Bring AI + Data + Workflows to every corner of your business with ServiceNow.

Booth contact: Leo Tomlin, Joe Vasquez

OP11 | Amazon Web Services ●

Accelerated automotive development with GenAI solutions on AWS

AWS Embedded Software Demo for the Auto Industry: End-to-end example of implementing a code change in the infotainment system and instrument cluster of the vehicle.

Using Q Developer Agent, this demo modifies the instrument cluster written with Cluster Instrument Studio Software, then via a CICD pipeline creates a virtualized infotainment and instrument cluster on a Panasonic vSkipGen. The code change will modify how the driver is informed of active safety notifications from another virtual ECU going through a virtual zonal gateway, highlighting how an integrated virtual test bench.

Booth contact: Stephen Robnett, Hillary Fernández

OP12 | Lyric ●

Empowering teams to build & scale AI-powered supply chain intelligence

Lyric has developed an innovative platform that transforms supply chain problem-solving with composable decision intelligence. As modelers and planners face increasing demands, outdated technology falls short. Lyric empowers them to move beyond rigid, off-the-shelf solutions, enabling the creation of tailored, always-on models that evolve with their business. Lyric supports rapid, iterative development of modeling, planning, and frontier solutions that supply chain organizations can rely on.

Booth contact: Dinesh Natarajan [dinesh@lyric.tech]



OP13 | **Apptronik** ●

We make robots for humans

Apptronik is a human-centered robotics company developing AI-powered humanoid robots. Our goal is to create human helpers to support humanity in every facet of life. Our robot, Apollo, is designed to collaborate thoughtfully with humans—initially in critical industries such as manufacturing and logistics, with future applications in healthcare, the home, and beyond.

Booth contact: Barry Phillips [barryphillips@apptronik.com]

OP14 | **Sievo** ●

Cleanse & enrich procurement data to deliver actionable insights using AI

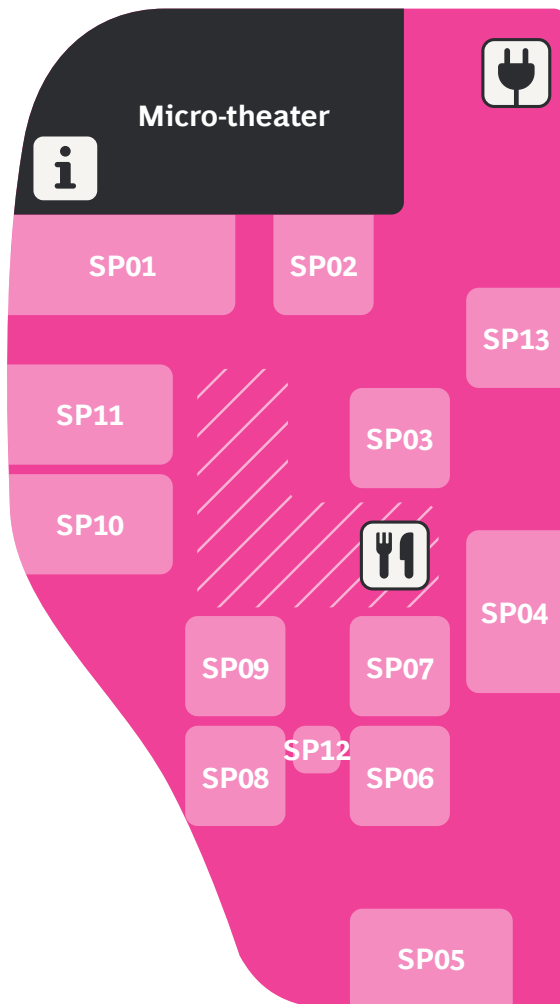
Sievo automates procurement data cleansing, enrichment, and analytics, solving data chaos and delivering actionable insights, forecasting, and ESG analytics. Trusted by industry leaders like BCG, TotalEnergies, and Apax Partners. We provide insights and benchmarks from internal, external, and cross-customer data, processing 2% of global GDP. As BCG's premier partner for Spend, CO2, and ESG cubes, Sievo delivers quick cubes in ~4 days and expert cubes in 2-6 weeks. Recognized as best-in-class in data management, automation, AI/ML, and advanced analytics by SpendMatters.

Booth contact: Sammeli Sammalkorpi [sammeli.sammalkorpi@sievo.com]

Future of Strategy, People, and Organization

Reshaping organizations for the future

Find out how leading organizations are evolving to stay ahead in a fast-changing world. Explore the cutting edge of workforce transformation, AI and GenAI, and people analytics. From geopolitics and cost pressures to talent strategy, upskilling and new operating models—this is where bold ideas turn into real impact. Connect with experts and discover practical ways to shape the future of work, leadership, and human potential.



Recharge Spot



Information Desk



Food & Beverage



Technology Leaders and Partners

SP01 AI-Enabled Cost Excellence

From rapid wins to sustained value and growth

SP02 Future Fit Organization & AI-First Op Model

BCG's next-gen operating model offering

SP03 Science of Change

*From science to change:
Unlocking the hidden dividend*

SP04 Talent & Skills

*From potential to performance:
Your partner in talent transformation*

SP05 ● Microsoft

Transforming business with AI, Agents and Industry Solutions

SP06 AI-Powered People Analytics & Insights

Turn complex people data into novel insights at your fingertips

SP07 Upskilling with BCG U

*Unlock new value, Unleash new capabilities,
Upskill your People*

SP08 Unlocking Financial Insights with AI

*Revolutionize finance with real-time
AI-powered insights*

SP09 Turning Uncertainty into Strategic Advantage

Shaping strategic insight with immersive VR scenarios

SP10 Navigating Geopolitical Disruption

*Reconfiguring supply chain and procurement
in shifting geopolitical landscape*

SP11 Riding the M&A Wave

*Avoid a wipeout, and learn how to ride
the M&A wave*

SP12 ● WAIYS

Simplify AI

SP13 ● Workday

AI that illuminates the future of work



Click on each booth to deep dive



Back to the Expo floor



SP01 | **AI-Enabled Cost Excellence**

From rapid wins to sustained value and growth

9 in 10 companies are already using AI technology to optimize costs, but few are seeing tangible bottom-line impact from it.

Through a thought-provoking art installation, visitors will discover what conditions are necessary to unlock lasting value from an AI-enabled cost transformation, and how to thrive in today's challenging economic landscape.

Explore sector-specific cost journeys, cutting-edge AI solutions and expert insights.

Booth contact: Jacopo Brunelli, Karin von Funck

SP02 | **Future Fit Organization & AI-First Op Model**

BCG's next-gen operating model offering

Today's leading organizations face a dual imperative: reshape for the future and unlock exponential value from AI. We have reimaged how organizations tackle these challenges:

- **Future Fit Org Diagnostic** - A holistic framework and cost-out approach to design for resilience & efficiency
- **AI-First Op. Model** - A radical shift in how organizations embed AI into the core ops
- **Org Cost & Functions of future** - Key insights into evergreen cost drivers for organizations including support functions

Booth contact: Kevin Kelley, Nina Kataeva, Matt Marchingo, Christoph Hilberath

SP03 | **Science of Change**

From science to change: Unlocking the hidden dividend

Discover the science-backed approach to change and avoid becoming part of the 70% of transformations that fail.

Visit our interactive booth to learn what is new about our offering, where we've done it before, and how to do this at scale. Additionally, see how BCG unlocks transformation with tools like our Culture Diagnostic, Leadership Labs, the Momentum Meter, and our newest GPTs.

Booth contact: Gertie Find Laerkholm, Christin Owings, Kristine Jensson, Connor Currier



SP04 | **Talent & Skills**

From potential to performance: Your partner in talent transformation

Talent development and retention is the #1 priority investment area for 75% of C-suite leaders as a cornerstone for growth. BCG's AI-enhanced Talent & Skills approach helps you transition to a skills-based organization, secure the right talent for future transformations, address critical talent gaps and reduce costs! Discover new features of Talent Builder by BCG X, our E2E talent platform, and explore our latest approaches to tackle your Tech and Digital talent needs.

Booth contact: Suketu Shah, Nithya Vaduganathan, Varun Kejriwal

SP05 | **Microsoft** ●

Transforming business with AI, Agents and Industry Solutions

The Microsoft and BCG partnership combines the transformative power of Microsoft AI technology alongside BCG's deep industry and functional expertise. Together, we drive innovation across business and technology, unlocking measurable impact. Our work is centered on the priorities of our customers and brought to life through our combined capabilities, allowing us to design, develop, and deploy at scale.

Join us at BCG Edge to discuss how Microsoft and BCG together can reshape functions and reimagine your business, with AI at the core.

Booth contact: Maria Barisano, Michael Sobrepera

SP06 | **AI-Powered People Analytics & Insights**

Turn complex people data into novel insights at your fingertips

People data is often messy and unstructured, making it difficult to generate insights. Our AI-powered analytics combines BCG's expertise with advanced AI to deliver fast, robust org diagnostics. An agentic workflow with a GPT-like chat interface and interactive dashboard enables users to run custom segment cuts and quickly uncover novel insights on org design and operating model, talent and skills, and culture and change.

Booth contact: Renee Laverdiere, Matt Keogh, JinK Koike



SP07 | Upskilling with BCG U

Unlock new value, Unleash new capabilities, Upskill your People

BCG U closes the capability gaps that stand between organizations and the realization of their goals by building capabilities that scale their workforce for impact. Our cutting-edge, GenAI-enabled solutions have empowered organizations to excel in delivering ROI for our clients. Attendees will experience an engaging and interactive demonstration of rapid upskilling, featuring a magician who uses captivating tricks and, in the process, teaches guests how to perform them on their own.

Booth contact: Allison Bailey, Hean Ho Loh, Charles Westrin

SP08 | Unlocking Financial Insights with AI

Revolutionize finance with real-time AI-powered insights

Experience the future of finance with Analyst.AI. This interactive booth brings the capabilities of our GenAI tool to life through a humanoid Robot Analyst. Attendees can engage in live conversations, view dynamic data visualizations, and explore real-world finance scenarios. Key features include dynamic financial dashboards and scheduled AI demonstrations, providing actionable insights in real time.

Booth contact: Aaron Arnoldsen, Mike Demyttenaere, Raamin Mostaghimi, Mike Beyer

SP09 | Turning Uncertainty into Strategic Advantage

Shaping strategic insight with immersive VR scenarios

Explore the future of decision-making and strategy with immersive VR scenarios designed to stretch our thinking about what different futures may hold. See how a range of uncertainties—from climate to geopolitics, technology to macroeconomics—could intertwine, and critically, what today's strategists need to do to become better prepared and as resilient as possible. After exploring the scenarios, leaders will dig into how to build competitive advantage in whatever the future may hold.

Booth contact: Alan Iny, Ketil Gjerstad, Sam Farley, Sabrina Kristic



SP10 | **Navigating Geopolitical Disruption**

Reconfiguring supply chain and procurement in shifting geopolitical landscape

Business leaders are seeking to find their footing in a landscape that has been redefined by tariffs, conflicts, etc. Our booth will highlight the critical need for companies to rapidly and proactively address tariffs, while also contextualizing them within the broader context of geopolitical uncertainties reshaping global supply chains and procurement. Discover our comprehensive solutions that are helping companies navigate these uncertainties effectively.

Booth contact: Marc Gilbert, Rami Rafih, Dustin Burke, Alex Dolya

SP11 | **Riding the M&A Wave**

Avoid a wipeout, and learn how to ride the M&A wave

Deal activity is expected to rise across all industries, with several macro factors driving market recovery after the volatile recent period. But how do these shifts affect each sector? What headwinds and tailwinds matter most—and how can you prepare for the next M&A wave? Learn how evolving dynamics impact deal likelihood and get expert insights to position yourself for success.

Booth contact: Daniel Friedman, Jens Kengelbach, Georg Keienburg

SP12 | **WAIYS ●**

Simplify AI

This interactive showcase from WAIYS is centered around the humanoid robot Ameca (manufactured by Engineered Arts). WAIYS uses Ameca as an interface for demonstrating the capabilities of digital assistants that run on LLMs and other advanced AI tools; all of which is seamlessly integrated on the WAIYS AI platform. Talk to a robot and experience the future of AI.

Booth contact: Holm Puder [holm.puder@waiys.com]



SP13 | **Workday** ●

AI that illuminates the future of work

In a world that's moving at the speed of light, you can't afford to be left in the dark. To keep your business moving forever forward, you need the right technology to manage your most important assets—your people, your money, and your digital workforce. Enter Workday Illuminate™—AI that illuminates the future of work by turning complex data into brilliant insights. Illuminate delivers real value by freeing people to focus on what's most important and transforming entire business processes. And it's all available on the Workday platform, when and where you need it—in every language and every region—to elevate humans and supercharge work.

Workday is used by more than 11,000 organizations around the world and across industries – from medium-sized businesses to more than 50% of the Fortune 500.

Booth contact: Suzanne Skipper, Joe Vasquez

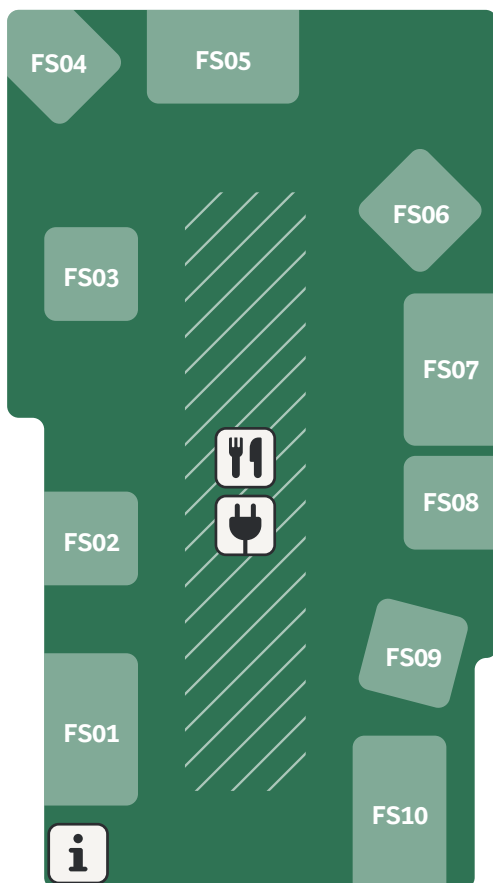
Future of Sustainability

Capture Green Growth, mitigate risk and save costs through decarbonization.

Sustainability isn't a trade-off—it's an opportunity to generate value and thrive in uncertain times.

Discover how BCG empowers clients to create value by capturing Green Growth opportunities, by mitigating risks, and by achieving cost savings through decarbonization.

Join us to explore transformative solutions for a sustainable future.



FS01 Decarbonization: Cut Costs, Add Value

Viable solutions for a world in transition

FS02 Net Positive Food Systems

Scaling regeneration, unlocking finance and empowering farmers

FS03 Center for Sustainability Policy & Regulation

Navigate sustainability policy and regulation in uncertain times

FS04 ● CO2 AI

The net zero partner for ambitious corporates

FS05 Climate Risk, Adaptation, and Resilience

Adapt to thrive in the face of extreme climate risks

FS06 Carbon Intelligence at Scale

Create a competitive edge through Quantis' environmental data and tools

FS07 Design to Sustainable Value

Reimagine products to balance cost, value, health, and sustainability

FS08 Monetizing Green

Create real value from low carbon products — match, monetize, decarbonize

FS09 ● Breakthrough Energy

Pioneering the future of clean technology

FS10 Green Growth Accelerator

Build and scale new green businesses and revenue streams



Information Desk



Food & Beverage



Recharge Spot



Technology Leaders and Partners



Click on each booth to deep dive



Back to the Expo floor



FS01 | **Decarbonization: Cut Costs, Add Value**

Viable solutions for a world in transition

Cash and carbon—these themes go together. Decarbonization is not just about reducing emissions—it’s about unlocking value and cutting costs. Step up to our Value vs. Carbon challenge, a high-stakes betting experience where you’ll see how sustainability decisions impact value, cost, and carbon emissions. Learn about BCG tools that enable clients to save big. Explore BCG’s cutting-edge solutions in areas such as hydrogen and renewables. Are you ready to bet on the future? Visit us to find out!

Booth contact: Patrick Herhold

FS02 | **Net Positive Food Systems**

Scaling regeneration, unlocking finance and empowering farmers

As the frequency of extreme weather events continues to intensify, the question of how we feed a growing population remains central.

BCG and the World Business Council for Sustainable Development (WBCSD) have launched global initiatives to drive large-scale transformation of the agricultural system. At its heart are our digital capabilities that are unlocking partnership opportunities, financial incentives and empowering farmers – come demo RegenAtlas a tool prioritizing high-impact investments.

Booth contact: Shalini Unnikrishnan

FS03 | **Center for Sustainability Policy & Regulation**

Navigate sustainability policy and regulation in uncertain times

In a world where shifting leadership reshapes climate commitments, BCG helps clients navigate complexity and seize opportunities. We integrate policy & regulatory expertise, and digital capabilities—delivering differentiated insights to assess risks and opportunities in an evolving landscape. High-emission industries like aluminium (\$250B) & cement (\$500B) face billion-dollar investment risks over the next 20 years. See how we cut through regulatory volatility to drive informed decision-making.

Booth contact: Edmond Rhys Jones, Jannik Leiendecker



FS04 | **CO2 AI** ●

The net zero partner for ambitious corporates

Trusted by 400+ enterprises like Sysco and General Mills, CO2 AI's platform drives sustainability across organizations and supply chains. Our AI delivers actionable carbon footprints in minutes at corporate and product-level, enabling operational teams such as Procurement and R&D to identify additional reduction initiatives and keep track of progress in one platform. Visit us to accelerate your decarbonization journey.

Booth contact: Diana Dimitrova, Sophia Davies

FS05 | **Climate Risk, Adaptation, and Resilience**

Adapt to thrive in the face of extreme climate risks

As 1.5°C slips further out of reach, public and private sectors must prepare for severe climate impacts. Businesses face a dual challenge: physical risks stemming from extreme weather and transition risks driven by global shift toward a low-carbon economy. To mitigate, it is imperative to develop adaptation and resilience strategies today—not years from now. Learn how BCG is advancing the adaptation and resilience agenda and leveraging analytics-driven solutions to support organizations globally.

Booth contact: Lorenzo Fantini, Annika Zawadzki

FS06 | **Carbon Intelligence at Scale**

Create a competitive edge through Quantis' environmental data and tools

Companies are being asked by clients and regulators to provide product carbon footprints that reflect reality for tracking progress and informing decisions. Meanwhile, they struggle to meet their voluntary commitments to reduce environmental impacts in Scope 3.

Discover how Quantis leverages its data and AI capabilities to help companies simulate a product's environmental impact quickly and cost-effectively, while accurately representing the supply chain to reduce business risk.

Booth contact: Allon Zeitoun, Marcial Vargas



FS07 | **Design to Sustainable Value**

Reimagine products to balance cost, value, health, and sustainability

When companies (re)design their products, they often optimize for some combination of cost, customer value, or health/sustainability – but rarely for all three. Our experience shows us that companies that look at product design with these three lenses in mind can capture superior value and future-proof their portfolio. Learn how BCG is enabling companies to understand the impact of design choices across these metrics – and take a deep dive into the power of using circularity as a design lever.

Booth contact: Alejandro Navarro, Mikaël Le Mouëllic, Sophie Gebel, Alex Meyer zum Felde

FS08 | **Monetizing Green**

Create real value from low carbon products — match, monetize, decarbonize

Are you a supplier looking to unlock the full value of low-carbon inputs or a brand/OEM aiming to scale Scope 3 decarbonization?

The Carbon Footprint Ledger (CFL) is a first-of-a-kind tech solution that connects demand for low carbon products with available supply—creating a win-win across entire value chain:

- **Suppliers** – Monetize green attributes and sell premium products
- **Brands/OEMs** – Decarbonize supply chains and unlock green opportunities

Turn sustainability into your competitive advantage!

Booth contact: Cornelius Pieper

FS09 | **Breakthrough Energy** ●

Pioneering the future of clean technology

Breakthrough Energy is driving the transition to a sustainable future by supporting groundbreaking innovations in clean technology. At this expo, we showcase pioneering ventures from our BE Ventures portfolio across: Ecocem, revolutionizing low-carbon cement; and Rondo, transforming industrial heat with electro-thermal energy storage. Together, these companies are accelerating the path to net zero by redefining how we build, power, and sustain our world.

Booth contact: Bahar Carroll



FS10 | **Green Growth Accelerator**

Build and scale new green businesses and revenue streams

The green growth opportunity is accelerating, driven by value pools, tech breakthroughs, and investor momentum. Green Growth Accelerator (GGA) partners with corporates, investors, and scale-ups to build and scale green businesses. Our approach blends execution focus, cutting-edge tools, and collaboration to embed sustainability as a competitive edge. By leveraging digital, capital, and partnerships, we turn sustainability challenges into profitable, scalable solutions.

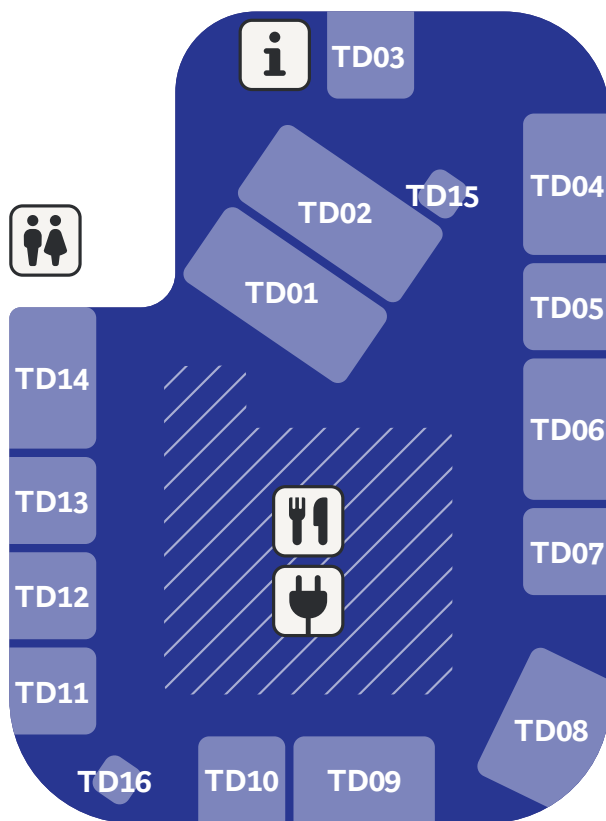
Booth contact: Mads Peter Langhorn

Future of Tech, Digital, and Data

Tomorrow is today! Tech, Digital, and AI getting real

Want to know what it takes to drive a truly successful digital transformation? Curious how scalable AI, data, and modular technology platforms fuel innovation, while upskilling and operational optimization transform business models?

We tackle these challenges head-on to ensure digital transformations deliver lasting success. Are you ready to future-proof your strategy?



Information Desk



Restrooms



Recharge Spot



Food & Beverage



Technology Leaders and Partners

TD01 Building for the Future with AI

Agents? DeepSeek? What it really takes to create value at scale with AI

TD02 Frontier Express: Driving the Future of Tech

Frontier Tech creates 10x value—how much has your client captured

TD03 AI-First Companies

How to rewire your company for an AI-first future

TD04 ● OpenAI

The leading AI models and products that power businesses worldwide

TD05 NextGen ERP

Unlock Business Growth – AI-Driven ERP for smarter, faster transformation

TD06 ● SAP

BCG & SAP powering opportunities with data-driven innovation and AI. Transform your future with us

TD07 Cyber Risk: Keep Your Business Prepared

Crisis-proof your business: be ready, be resilient

TD08 ● Anthropic

Anthropic, AI research and products that put safety at the frontier

TD09 ● IBM

Pioneering AI-driven productivity and unlocking billions in bottom line impact

TD10 ● Red Hat

Open source infrastructure powering innovation in AI and hybrid cloud

TD11 ● Databricks

Accelerating Data + AI transformation with Databricks

TD12 Data@Scale for Value

Catapult business value with data maturity - accelerate growth and impact

TD13 Data and Digital Platforms & Cloud

Build smart. Scale fast. Harness the power of modular tech.

TD14 ● Google Cloud

The New Way to Cloud

TD15 ● Walt.id

Infrastructure for decentralized ID and ID wallets

TD16 ● Kore.ai

Conversational AI Meets Agentic Intelligence



Click on each booth to deep dive



Back to the Expo floor

TD01 | Building for the Future with AI

Agents? DeepSeek? What it really takes to create value at scale with AI

AI is every CEO's top priority in 2025, yet only one in four companies scale AI successfully, and just 4% are creating substantial value. The key? Focus on fewer, high-impact opportunities within core functions. Industry leaders are moving beyond pilots to real E2E transformation and reshaping end-to-end workflows. Join us to discover how—with insights from 100+ AI transformation programs and 1,000+ companies worldwide, we have the answers!

Booth contact: Michael Grebe, Vinciane Beauchene, Nicolas de Bellefonds, Julie Bedard

TD02 | Frontier Express: Driving the Future of Tech

Frontier Tech creates 10x value—how much has your client captured

Hop aboard the Frontier Express and experience the convergence of Web3, XR, IoT, and Quantum. Use your digital wallet to board, explore interactive demos, and earn tokens to redeem at our bar. Discover how smart glasses boost worker efficiency by 29% and cut costs by \$50M per year. Dive into track-and-trace solutions for goods and learn how optimized supply chains transform logistics. Finally, look into the future as quantum tech enhances security and powers the next generation of trains.

Booth contact: Tibor Mérey, Matt Langione, Urs Rahne, Awais Ali

TD03 | AI-First Companies

How to rewire your company for an AI-first future

What does the AI-first company look like? It's not just about adopting AI – AI-first companies fundamentally rethink how their business operates, and end up unlocking new value pools, shifting competitive advantages, and redefining industries. Discover the roadmap to making AI-first a reality by learning from examples of existing AI-first companies. Experience the future through curated demos, from GenAI-driven sales to AI-powered drug discovery.

Booth contact: Amanda Luther, Chris Meier, Chris Freese, Arnaud Bassoulet

TD04 | **OpenAI** ●

The leading AI models and products that power businesses worldwide

We build and deploy AI for businesses - enabling employees, automating operations, and enhancing products. ChatGPT Enterprise helps businesses deploy AI strategically, responsibly, and at scale, and our best-in-class API platform empowers enterprises to build industry-leading AI products and experiences. Our booth features live demos of our latest models and products as well as some of our solutions jointly built with BCG.

Booth contact: Dan Sack, Joe Vasquez

TD05 | **NextGen ERP**

Unlock Business Growth – AI-Driven ERP for smarter, faster transformation

Step into the future of business transformation with BCG's NextGen ERP! Explore our interactive digital game, engage with industry experts, and discover our unique value proposition. See how organizations are leveraging AI-powered ERP transformations to drive business value. Don't miss this opportunity to learn, connect, and win exciting prizes!

Booth contact: Ted Kubit, Loïc Mesnage, Daniel Schlecht, Andrew Arcuri

TD06 | **SAP** ●

*BCG & SAP powering opportunities with data-driven innovation and AI.
Transform your future with us*

Experience the future of business transformation at the SAP booth. Discover the power of Business Data Cloud, Agentic AI, and Business Suite through interactive demos. Learn from real-world success stories showcasing the BCG x SAP partnership. Witness how strategic consulting and data-driven innovation can drive exponential success for your organization. Together, we're more than the sum of our parts. We're the future of business transformation.

Booth contact: Ted Kubit



TD07 | **Cyber Risk: Keep Your Business Prepared**

Crisis-proof your business: be ready, be resilient

Cyber crises aren't a question of if, but when. At BCG's Cyber & Digital Risk division, we help businesses prepare, respond & recover from threats with precision and speed. Explore how leading organizations:

- Strengthen crisis preparedness through real-world simulations
- Deploy recovery strategies to minimize disruption
- Leverage AI-driven insights to stay ahead

Join us for interactive demos and discussions as preparation is the ultimate defense.

Booth contact: Vanessa Lyon, Gildas Bouteiller, Pierre Roussel, Shoaib Yousuf

TD08 | **Anthropic** ●

Anthropic, AI research and products that put safety at the frontier

Anthropic is an AI safety and research company that is working to build reliable, interpretable, and steerable AI systems. Our flagship product is Claude, a family of foundational AI models designed for enterprise applications.

Booth contact: Tom Martin, Hillary Fernández

TD09 | **IBM** ●

Pioneering AI-driven productivity and unlocking billions in bottom line impact

By integrating AI, automation and hybrid cloud tools with tech-agnostic implementation capabilities, IBM is powering productivity gains at global scale. In partnership with BCG, IBM has unlocked over \$3B in productivity, and is now bringing those capabilities to joint clients. With watsonx, AI-infused software, and industry expertise, IBM accelerates transformation; optimizing workflows, reducing costs, and driving measurable, sustainable productivity outcomes.

Booth contact: Vikas Taneja, Matt Leader

TD10 | Red Hat ●

Open source infrastructure powering innovation in AI and hybrid cloud

Red Hat's best-of-breed enterprise offerings - including the RHEL platform, Kubernetes-based OpenShift, and automation tools like Ansible - provide cost efficiencies and scalable, secure solutions for modern workloads. Red Hat's OpenShift AI, OpenShift Virtualization and integration services enable flexible cloud strategies, while its security, support, and consulting capabilities help organizations build, deploy, and manage AI-driven and Hybrid cloud applications efficiently.

Booth contact: Phil Zakahi, Matt Leader

TD11 | Databricks ●

Accelerating Data + AI transformation with Databricks

Databricks and BCG are partnering to help clients rapidly scale AI, data transformation and modernization across their enterprise. The booth will showcase solutions that highlight Databricks' Data Intelligence Platform —spanning GenAI, ML Ops, data foundations, and real-time use case acceleration.

Booth contact: Raul Garcia Mur, Megha Ramanuja, Joe Vasquez

TD12 | Data@Scale for Value

Catapult business value with data maturity — accelerate growth and impact

Discover “Data@Scale for Value,” BCG's strategic initiative to enhance data capabilities and drive business value. Learn how companies can boost data maturity and overcome challenges in tech transformations like (Gen) AI and ERP. Explore BCG's enterprise-wide approach to leveraging data as a business asset for growth and differentiation—tailored to industries and project archetypes. See how data can become a true competitive advantage.

Booth contact: Lucas Quarta, Helen Han, Jacqueline Govers, Benjamin Rehberg

TD13 | Data and Digital Platforms & Cloud

Build smart. Scale fast. Harness the power of modular tech

Explore cutting-edge Tech, Data, and Digital Platforms (including Cloud) and their role in driving innovation, scalability, and efficiency. Showcased here are fresh insights, real-world impact stories, and an enhanced DDP Immersive game for deeper engagement. Discover how digital platforms and data integration accelerate business growth and transformation through real-world applications and interactive experiences.

Booth contact: Marc Schuurung, Filippo Scognamiglio, Shishir Pathak, Nick Smaling

TD14 | Google Cloud ●

The New Way to Cloud

Google Cloud is the new way to the cloud, providing AI, infrastructure, developer, data, security, and collaboration tools built for today and tomorrow. Google Cloud offers a powerful, fully integrated and optimized AI stack with its own planet-scale infrastructure, custom-built chips, generative AI models and development platform, as well as AI-powered applications, to help organizations transform and customers in more than 200 countries turn to Google Cloud as their trusted partner. We will be showcasing Google's latest technology advancements, including Imagen 3 and Veo 2, our recent wins as a partnership, and how to leverage the partnership for your clients that are using GCP.

Booth contact: Val Elbert, Monica Zunick

TD15 | Walt.id ●

Infrastructure for decentralized ID and ID wallets

Digital wallets are transforming the Internet, managing everything from crypto and Web3 to fiat payments and digital identity. As assets become tokenized and AI-driven fraud rises, wallets are key to ownership, trust, and protection in the digital age. Walt.id offers open-source and enterprise-grade digital identity and wallet infrastructure already enabling thousands of developers, businesses and governments to build ID wallets and digitize or verify any identity data.

Booth contact: Dominik Beron [dominik@walt.id]

TD16 | **Kore.ai** ●

Conversational AI Meets Agentic Intelligence

For over a decade, Kore.ai has led in enterprise-grade conversational and generative AI. Kore.ai's flagship Agent Platform enables the creation and orchestration of intelligent, scalable AI agents—transforming how customers and employees interact with systems, services, and data. At this booth, learn how Kore.ai and BCG collaborate to build autonomous AI networks that streamline workflows, enhance CX/EX, and deliver real-world business outcomes through multi-agent orchestration.

Booth contact: Vikash Jain

Technology Leaders and Partners

Experience the joint impact we create through partnerships and collaborations

Anaplan

ANTHROPIC

APPTRONIK

aws

**Breakthrough
Energy**

CO2 AI

databricks

Google Cloud

IBM

kore.ai

Lyric

Microsoft

NVIDIA

OpenAI

Pencil
A Brandtech Company

Red Hat

salesforce

SAP

servicenow

Sievo

WAIYS®

walt.id

workday

WRITER

Sector Journeys

We have curated a shortlist of 6 booths to start your sector-specific journey. Please note this is not an extensive list. We encourage you to explore the full booth listings to discover all other relevant booths.

Automotive & Mobility

CE07 Customer Insight & Innovation
FS08 Monetizing Green
OP05 E2E Supply Chain Planning Transformation
OP06 GenAI-Powered Procurement
SP10 Navigating Geopolitical Disruption
TD13 Data and Digital Platforms & Cloud

Biopharma

CE03 NextGen Sales
OP05 E2E Supply Chain Planning Transformation
OP09 AI-Powered R&D
SP03 Science of Change
TD05 NextGen ERP
TD13 Data and Digital Platforms & Cloud

Cities, Infrastructure Development, Real Estate & Tourism

FS05 Climate Risk, Adaptation, and Resilience
FS10 Green Growth Accelerator
OP01 Unlocking Trillions in Capital Projects
OP06 GenAI-Powered Procurement
SP02 Future Fit Organization & AI-First Op Model
TD01 Building for the Future with AI

Commercial Banking, Capital Markets & Investment Banking

CE03 NextGen Sales
CE07 Customer Insight & Innovation
FS05 Climate Risk, Adaptation, and Resilience
FS10 Green Growth Accelerator
OP04 Customer Service Excellence
SP10 Navigating Geopolitical Disruption

Consumer, Private, and Business Banking

CE01 Customer Experience & Immersive Commerce
CE06 Personalization & Marketing
OP04 Customer Service Excellence
SP01 AI-Enabled Cost Excellence
TD03 AI-First Companies

Consumer Products

CE07 Customer Insight & Innovation
CE08 Strategic Pricing
FS07 Design to Sustainable Value
OP03 Factory of the Future
SP01 AI-Enabled Cost Excellence
TD01 Building for the Future with AI

Defense & Security

OP05 E2E Supply Chain Planning Transformation
OP06 GenAI-Powered Procurement
SP04 Talent & Skills
TD07 Cyber Risk: Keep Your Business Prepared
TD12 Data@Scale for Value
TD13 Digital and Data Platforms & Cloud

Economic Development, Government Finances, Center of Government

FS10 Green Growth Accelerator
SP01 AI-Enabled Cost Excellence
SP02 Future Fit Organization & AI-First Op Model
SP08 Unlocking Financial Insights with AI
SP10 Navigating Geopolitical Disruption

Education, Employment and Welfare

SP02 Future Fit Organization & AI-First Op Model
SP04 Talent & Skills
SP06 AI-Powered People Analytics & Insights
SP07 Upskilling with BCG U
SP09 Turning Uncertainty into Strategic Advantage
TD01 Building for the Future with AI

Engineered Products & Industrial Technology

CE03 NextGen Sales
OP03 Factory of the Future
OP06 GenAI-Powered Procurement
OP07 AI in Field Services
OP09 AI-Powered R&D
SP01 AI-Enabled Cost Excellence

Fashion & Luxury

CE01 Customer Experience & Immersive Commerce
CE06 Personalization & Marketing
CE07 Customer Insight & Innovation
OP05 E2E Supply Chain Planning Transformation
SP10 Navigating Geopolitical Disruption
TD13 Data and Digital Platforms & Cloud

Global Asset Managers

CE06 Personalization & Marketing
CE08 Strategic Pricing
OP06 GenAI-Powered Procurement
SP01 AI-Enabled Cost Excellence
SP11 Riding the M&A Wave

Health Care Systems

OP06 GenAI-Powered Procurement
SP01 AI-Enabled Cost Excellence
SP02 Future Fit Organization & AI-First Op Model
SP06 AI-Powered People Analytics & Insights
TD01 Building for the Future with AI
TD13 Digital and Data Platforms & Cloud

Integrated Energy Transformation

FS01 Decarbonization: Cut Costs, Add Value
OP01 Unlocking Trillions in Capital Projects
OP05 E2E Supply Chain Planning Transformation
OP06 GenAI-Powered Procurement
SP01 AI-Enabled Cost Excellence
SP07 Upskilling with BCG U

Life and Health Insurance

CE03 NextGen Sales
FS05 Climate Risk, Adaptation, and Resilience
OP04 Customer Service Excellence
SP04 Talent & Skills
TD01 Building for the Future with AI
TD13 Data and Digital Platforms & Cloud

Logistics, Postal & Shipping

CE08 Strategic Pricing
OP04 Customer Service Excellence
OP05 E2E Supply Chain Planning Transformation
SP03 Science of Change
SP10 Navigating Geopolitical Disruption
TD13 Digital and Data Platforms & Cloud

Low Carbon Energy & Infrastructure

FS01 Decarbonization: Cut Costs, Add Value
FS10 Green Growth Accelerator
OP01 Unlocking Trillions in Capital Projects
OP06 GenAI-Powered Procurement
SP01 AI-Enabled Cost Excellence
TD13 Data and Digital Platforms & Cloud

Materials & Process Industries

CE03 NextGen Sales
FS08 Monetizing Green
OP06 GenAI-Powered Procurement
SP04 Talent & Skills
SP11 Riding the M&A Wave
TD05 NextGen ERP

Media

CE03 NextGen Sales
CE08 Strategic Pricing
OP04 Customer Service Excellence
SP01 AI-Enabled Cost Excellence
SP02 Future Fit Organization & AI-First Op Model
TD13 Digital and Data Platforms & Cloud

Medical Technologies

CE03 NextGen Sales
CE08 Strategic Pricing
OP06 GenAI-Powered Procurement
OP09 AI-Powered R&D
SP11 Riding the M&A Wave
TD05 NextGen ERP

Payers, Providers, Systems and Services

OP02 ● NVIDIA
OP06 GenAI-Powered Procurement
SP02 Future Fit Organization & AI-First Op Model
TD04 ● OpenAI
TD08 ● Anthropic
TD13 Data and Digital Platforms & Cloud

Payments & Fintech

CE06 Personalization & Marketing
CE08 Strategic Pricing
OP04 Customer Service Excellence
SP01 AI-Enabled Cost Excellence
TD03 AI-First Companies
TD07 Cyber Risk: Keep Your Business Prepared

P&C and Commercial Insurance

CE03 NextGen Sales
FS05 Climate Risk, Adaptation, and Resilience
OP04 Customer Service Excellence
SP04 Talent & Skills
TD01 Building for the Future with AI
TD13 Data and Digital Platforms & Cloud

Retail

CE08 Strategic Pricing
OP05 E2E Supply Chain Planning Transformation
SP01 AI-Enabled Cost Excellence
SP10 Navigating Geopolitical Disruption
SP11 Riding the M&A Wave
TD03 AI-First Companies

Technology

CE03 NextGen Sales
OP03 Factory of the Future
OP05 E2E Supply Chain Planning Transformation
SP02 Future Fit Organization & AI-First Op Model
SP11 Riding the M&A Wave
TD03 AI-First Companies

Telecommunications

CE02 ● Salesforce
CE03 NextGen Sales
FS05 Climate Risk, Adaptation, and Resilience
OP10 ● ServiceNow
SP01 AI-Enabled Cost Excellence
TD13 Digital and Data Platforms & Cloud

Travel, Transport Infrastructure & Leisure

CE01 Customer Experience & Immersive Commerce
CE06 Personalization & Marketing
OP05 E2E Supply Chain Planning Transformation
OP06 GenAI-Powered Procurement
SP01 AI-Enabled Cost Excellence
SP10 Navigating Geopolitical Disruption

Topic Journeys

We have curated a shortlist of 6 booths to start your topic-specific journey. Please note this is not an extensive list. We encourage you to explore the full booth listings to discover all other relevant booths.

Cost

- SP01** AI-Enabled Cost Excellence
- SP02** Future Fit Organization & AI-First Op Model
- SP10** Navigating Geopolitical Disruption
- SP08** Unlocking Financial Insights with AI
- OP06** GenAI-Powered Procurement
- TD09** ● IBM

(Gen)AI

- CE03** NextGen Sales
- OP04** Customer Service Excellence
- OP09** AI-Powered R&D
- TD03** AI-First Companies
- TD01** Building for the Future with AI
- TD04** ● OpenAI

Geopolitics

- SP10** Navigating Geopolitical Disruption
- SP09** Turning Uncertainty into Strategic Advantage
- OP05** E2E Supply Chain Planning Transformation
- OP06** GenAI-Powered Procurement
- TD07** Cyber Risk: Keep Your Business Prepared
- FS05** Climate Risk, Adaptation, and Resilience

Tech Platforms

- TD05** NextGen ERP
- TD06** ● SAP
- CE02** ● Salesforce
- TD13** Data and Digital Platforms & Cloud
- SP05** ● Microsoft
- OP10** ● ServiceNow

● Technology Leaders and Partners



Micro-theater Agenda

Join us at the EDGE Micro-theater for inspiring, bite-sized talks on business-critical topics and trends.

12:30 PM Cracking the AI Code: What Winners do Differently — Mary Martin

[10 min] *A playbook to flip the 4% odds of success in your favor.*

12:40 PM The Bionic Technician: How XR Revolutionizes the Shopfloor — Tibor Merey

[10 min] *Driving efficiency by empowering workers with AI-enabled XR.*

12:50 PM Like, the Button That Changed the World — Martin Reeves

[10 min] *How innovation and regulation really work.*

1:00 PM Ready to Work with Your AI Agent Colleagues? — Matthew Kropp

[10 min] *Meet the autonomous agents driving total transformation.*

1:10 PM K-pop, Tech & Asia's Big World Influence — Neeraj Aggarwal

[10 min] *Asia's culture and tech boom is rewriting the global playbook.*

1:20 PM AI's New Rules for Sales — Phillip Andersen & Basir Mustaghni

[10 min] *AI is Shaking up sales: New rules, big shifts, bold moves. Smart leaders lead fast.*

BREAK - 30 min

2:00 PM 10 Forces Shaping Global Business in 2025 — Marc Gilbert & Geraldine Rhodes

[10 min] *Why companies need to build geopolitical muscle.*

2:10 PM The Geopolitics of AI: Who Will Shape the Future? — Nikolaus Lang

[10 min] *Navigating a rapidly changing landscape: A roadmap for bold leaders.*

2:20 PM The Disappearing Human: Our Role in a Self-Running World — Akash Bhatia

[10 min] *The coming tech disruption is underhyped.*

2:30 PM Tech is a Business Unit: Prove Me Wrong — Ruth Ebeling

[10 min] *The team driving the most innovation, product, and use-case implementation is overdue for an overhaul.*

2:40 PM The Long Way to Net Zero — Jens Burchardt

[10 min] *What it actually takes to save the planet.*

2:50 PM AI Alone Won't Save Your Brand — Tim Kuhrcke & Jade Leet

[10 min] *With great power: Lessons on purposeful AI from Spider-Man.*

Schedule subject to change.

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