



International AI Strategies for Global Digital Transformation

8 – 12 February 2027
Madrid (Spain)



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Introduction

This International AI Strategies for Global Digital Transformation course explores how artificial intelligence is reshaping global digital transformation across industries and governments. It provides insight into international AI strategies and their role in building competitive, data-driven organizations. Participants will examine how AI is integrated into enterprise systems to optimize performance, decision-making, and innovation. The program highlights the strategic alignment between AI adoption and digital transformation frameworks at a global scale. It addresses governance, ethical considerations, and cross-border implementation challenges in AI-driven ecosystems. Professionals will design and evaluate AI-powered transformation strategies that deliver sustainable organizational value.

Targeted Groups

This International AI Strategies for Global Digital Transformation training targets professionals seeking knowledge and skills:

- Digital transformation managers are involved in enterprise modernization programs.
- AI strategy consultants supporting organizational innovation initiatives.
- Government officials responsible for national digital transformation agendas.
- IT leaders manage enterprise architecture and smart systems.
- Business analysts work on data-driven decision frameworks.
- Innovation managers explore AI integration in global operations.
- Policy makers address AI governance and international standards.
- Project managers oversee large-scale technology transformation programs.

Course Objectives

Participants will achieve the following objectives by completing the International AI Strategies for Global Digital Transformation course:

- Understand core principles of AI-driven global digital transformation strategies and frameworks.
- Analyze international approaches to AI adoption across public and private sectors.
- Evaluate enterprise AI integration models supporting scalable digital ecosystems.
- Identify strategic opportunities for AI in business transformation and innovation.
- Examine AI governance models, compliance structures, and ethical frameworks.
- Develop structured thinking for AI-enabled decision-making in organizations.
- Assess the impact of AI on global competitiveness and market positioning.
- Design conceptual strategies for implementing AI in complex digital environments.
- Interpret emerging trends in artificial intelligence and global technology leadership.

Targeted Competencies

Participants will gain the following competencies during the International AI Strategies for Global Digital Transformation program:

- Ability to design an AI transformation strategy aligned with organizational goals.
- Skills in evaluating digital transformation AI frameworks across industries.
- Competence in analyzing global AI adoption trends and strategic implications.
- Understanding of AI governance, compliance, and responsible implementation models.
- Capability to assess enterprise AI adoption maturity and readiness levels.
- Strategic thinking for integrating AI in business models and operations.
- Proficiency in identifying risks and opportunities in AI-driven ecosystems.

Studying Scenarios

In this International AI Strategies for Global Digital Transformation training, participants develop skills through the following scenarios:

- Analyzing how multinational companies implement AI transformation strategies to improve efficiency and global competitiveness.
- Evaluating government-led digital transformation programs that integrate AI into public services and infrastructure systems.
- Studying enterprise cases where AI adoption reshapes decision-making, customer experience, and operational performance.
- Exploring scenarios of cross-border AI governance challenges, including compliance, ethics, and data sovereignty issues.
- Assessing how organizations redesign business models using artificial intelligence and predictive analytics capabilities.

Course Content

Unit 1: Foundations of International AI Strategies

- Introduction to global digital transformation, AI concepts, and frameworks.
- Understanding the evolution of artificial intelligence in global industries.
- Key principles of AI strategy development for international markets.
- Role of AI in shaping modern digital transformation agendas worldwide.
- Comparative analysis of AI strategies across leading economies.
- Drivers of AI adoption in enterprise and government ecosystems.
- Strategic alignment between innovation, data, and AI transformation goals.

Unit 2: Enterprise AI Adoption and Digital Architecture

- Enterprise AI adoption models and maturity frameworks.
- Designing AI-enabled digital transformation architecture for scalability.
- Integration of AI systems within existing IT infrastructures.
- Cloud computing and data ecosystems supporting AI deployment.
- Interoperability challenges in global digital transformation systems.
- Role of automation and intelligent systems in enterprise efficiency.
- Building resilient AI-powered organizational structures.

Unit 3: AI Governance, Ethics, and Global Compliance

- Principles of AI governance in international digital ecosystems.
- Ethical considerations in artificial intelligence deployment.
- Data privacy regulations and global compliance standards.
- Risk management frameworks for AI transformation projects.
- Transparency and accountability in AI-driven decision systems.
- Cross-border challenges in data security and sovereignty.
- Building trust in AI systems across global stakeholders.

Unit 4: AI-Driven Innovation and Business Model Transformation

- AI in business strategy and competitive advantage creation.
- Transforming traditional business models using AI technologies.
- Data-driven innovation and predictive analytics applications.
- AI-enabled customer experience and personalization strategies.
- Smart products and intelligent service ecosystem development.
- Industry disruption patterns driven by AI transformation.
- Strategic value creation through AI-powered decision systems.

Unit 5: Implementation, Scaling, and Performance Optimization

- Strategies for scaling AI transformation across global organizations.
- Performance measurement in AI-driven digital transformation projects.
- Change management approaches for successful AI integration.
- Monitoring AI system effectiveness and continuous improvement.
- Building sustainable AI ecosystems for long-term growth.
- Overcoming barriers in international AI deployment initiatives.
- Future trends in global AI strategy and digital leadership.



Final Insights & Key Takeaways

International AI strategies are reshaping global digital transformation by enabling intelligent, scalable, and data-driven ecosystems across industries. Organizations that align AI transformation strategy with governance, innovation, and enterprise architecture gain a sustainable competitive advantage in the evolving digital economy.