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Nemko Digital Webinar Report - AI Trust in Electronics Summit by Nemko Digital and IBM

Date: September 4, 2025
Organized by: Nemko Digital, with contributions from IBM and partners

Speakers and Panelists

- Bas Overtoom, Nemko Digital (Host and Moderator)
- State Secretary Mariana Williamson, Government of Norway
- Dr. Pepijn van der Laan, Nemko Digital
- HP (IBM) – AI Governance, Agentic AI, and Model Risk
- Jochen (IBM) – EU AI Act, Standards, and Conformity
- Monica Fernandez, Nemko Digital – Nemko AI Trustmark
- Bruna and Morten, Visito – Practical Implementations (Public Sector, Journalism, Healthcare)
- Audience contributors: Tim Thompson (University of Oslo), Elisabeth Haylan (CSO, Cognize), Artem (Entrepreneur, Agentic AI), Sanjay (Researcher), Lev Vonensen

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Executive Summary

The AI Trust in Electronics Web Summit brought together a distinguished panel of industry leaders, government officials, and technology experts to address the critical challenge of building trustworthy artificial intelligence systems in the rapidly evolving electronics sector. The event successfully demonstrated that trust is not merely a compliance requirement but a fundamental enabler of innovation and competitive advantage in the AI-driven marketplace.

The summit's central message was clear: organizations must proactively implement "guardrails" that ensure AI systems are safe, reliable, and ethically sound from the earliest stages of development. This approach transforms regulatory compliance from a burden into a strategic differentiator that accelerates time-to-market and builds lasting customer confidence.

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Main Theme and Objectives

The summit focused on how to build and scale trustworthy AI in electronics—framing “guardrails as enablers of innovation.” The objective was to show how organizations can accelerate AI-enabled products by aligning:

- EU AI Act compliance with harmonized standards (CEN/CENELEC JTC 21, ETSI) for presumption of conformity.
- Organizational AI management systems (ISO/IEC 42001) with product/system-level assurance.
- Practical governance for generative and agentic AI, including runtime monitoring and risk mitigation.
- Outcome: A practical playbook to move from policy to ROI without slowing innovation.

Key Insights and Strategic Discussions

Opening Perspective: The Acceleration of AI Integration

Bas Overtoom opened the summit with a compelling observation about the unprecedented speed of AI adoption in consumer electronics. He shared a personal anecdote about initially joking with clients about AI-enabled appliances, only to find these products commercially available in German retail stores just six months later. This rapid progression underscores the urgent need for proactive trust-building measures.

The opening session revealed that approximately 50% of attendees were already actively implementing AI in products or services destined for consumer markets, indicating a mature and engaged audience ready for advanced discussions on trust and compliance.

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Government Strategy: Norway's Five-Track AI Leadership Approach

State Secretary Mariana Williamson delivered a comprehensive overview of Norway's ambitious strategy to become a global leader in ethical and safe AI development. Her presentation highlighted a critical trust gap, citing Norwegian research showing only 30% of respondents have high trust in AI systems, compared to 58% in global studies.

Norway's Five Strategic Tracks:

1. National AI Infrastructure Investment
    - Development of open-source Norwegian and Sami language models
    - Expansion of high-performance computing capacity
    - New data center strategy supporting AI revolution
2. Comprehensive Competence Building
    - Over 1 billion Norwegian kroner allocated to six AI research centers
    - Integration of digital skills from primary education through lifelong learning
    - Establishment of the Norwegian Centre of Trustworthy AI with IBM partnership
3. Public Sector AI Transformation
    - Ambitious goal: 100% of public agencies to adopt AI by 2030
    - Focus on maintaining public trust through transparent implementation
    - Already doubled the number of central government agencies using AI from 2023 to 2024
4. International Cooperation and Standards Alignment
    - Close collaboration with EU, OECD, and Nordic countries
    - Participation in G20 AI task force as guest country
    - Promotion of unified approach to safe and ethical AI
5. Regulatory Framework Implementation
    - Integration of EU AI Act into Norwegian law
    - Establishment of AI Norway as national competence hub
    - Creation of Regulatory AI Sandbox for controlled experimentation

Industry Context: The Complexity Challenge

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Pepang from Nemko provided crucial industry context, highlighting the exponential increase in product complexity and the corresponding need for sophisticated trust mechanisms. The presentation connected the EU's seven principles of trustworthy AI to real-world challenges and recent news events, demonstrating the practical implications of theoretical frameworks.

The discussion emphasized that modern AI systems require trust mechanisms that go far beyond traditional product safety measures, encompassing ethical considerations, transparency requirements, and ongoing monitoring capabilities.

Future Trends: Agentic AI and Workforce Transformation

The IBM representative introduced the concept of "Agentic AI" and its transformative potential for business operations. A particularly compelling example involved Choice Hotels, which uses generative AI systems to train front desk employees, reducing training time to near zero while providing 24/7 access to comprehensive job-relevant information.

This case study illustrated how AI can transform workforce development by providing instant access to complex procedural knowledge, enabling employees to handle customer complaints, billing inquiries, and operational questions with unprecedented efficiency and accuracy.

The presentation emphasized IBM's preference for "Augmented Intelligence" over "Artificial Intelligence," reinforcing the human-in-the-loop philosophy that positions technology as a collaborative partner rather than a replacement for human judgment.

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Critical Concepts and Strategic Insights

Guardrails as Innovation Accelerators

The summit's most significant conceptual contribution was reframing regulatory compliance as an innovation enabler. Rather than viewing the EU AI Act and related standards as constraints, speakers consistently positioned these requirements as "guardrails" that provide clarity and predictability, allowing organizations to innovate more confidently and rapidly.

This perspective transforms compliance from a reactive checklist into a proactive competitive advantage, enabling organizations to build market trust while reducing development risks and accelerating time-to-market.

The Procurement Responsibility Paradigm

A crucial insight emerged regarding the evolving responsibilities in AI procurement. As organizations increasingly deploy AI systems developed by third-party providers, procurement teams must develop sophisticated capabilities to assess AI-related risks and ensure vendor compliance with trustworthiness standards.

This shift places significant responsibility on AI deployers, not just developers, creating new requirements for due diligence, ongoing monitoring, and vendor management in AI supply chains.

Human-AI Teaming: Beyond Oversight to Collaboration

The summit introduced the concept of "Human-AI Teaming," which extends beyond traditional human oversight to create deeper collaborative operational models. This approach integrates human expertise at every stage of AI operations, ensuring that all AI outputs are validated and guided by human judgment while leveraging AI's computational capabilities.

This model addresses trust concerns by maintaining human accountability while maximizing the benefits of AI augmentation across business processes.

Audience Engagement and Q&A Insights

The interactive Q&A session revealed several critical themes and concerns among attendees:

Responsibility and Accountability in AI Deployment

Audience questions focused heavily on the distribution of responsibility between AI developers and deployers. The discussion reinforced that procurement processes will increasingly become the primary mechanism for ensuring AI trustworthiness, with deployers bearing significant responsibility for vendor selection and ongoing compliance monitoring.

Trust Models and Validation Frameworks

A researcher in the audience emphasized the need for robust trust models that go beyond technical validation to include business process integration. The concept of "Human-AI Teaming" was reinforced as a practical approach to ensuring that every AI outcome receives appropriate human validation and guidance.

Geopolitical Considerations and Global Standards

When questioned about navigating varying global regulations amid geopolitical tensions, the IBM representative affirmed that supporting regulators in major markets like the EU is essential for global technology companies. The discussion highlighted the importance of political neutrality and active engagement with regulatory bodies worldwide to shape practical and effective policies.

Implementation Urgency and Readiness

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Multiple questions addressed the timeline for AI Act compliance and the readiness of organizations to meet emerging requirements. Speakers consistently emphasized that waiting for final regulatory implementation is not advisable, encouraging proactive adoption of trustworthy AI practices as a competitive advantage.

Strategic Recommendations and Next Steps

Immediate Actions for Organizations

1. Establish AI Governance Frameworks
    - Implement risk management processes aligned with EU AI Act requirements
    - Develop clear policies for AI procurement and vendor management
    - Create human oversight mechanisms for all AI deployments
2. Invest in Competence Development
    - Train development, compliance, and procurement teams on trustworthy AI principles
    - Establish partnerships with organizations like AI Norway for ongoing guidance
    - Participate in regulatory sandboxes for safe experimentation
3. Adopt Proactive Compliance Strategies
    - Begin implementing AI Act requirements before legal enforcement
    - Integrate trustworthy AI principles into product development lifecycles
    - Establish documentation and audit trails for AI system development

Long-term Strategic Positioning

1. Build Trust as Competitive Advantage
    - Position trustworthy AI capabilities as market differentiators
    - Develop transparent communication strategies about AI safety and reliability
    - Invest in third-party validation and certification processes
2. Foster Ecosystem Collaboration
    - Engage actively with industry associations and standards bodies
    - Participate in public-private partnerships for AI governance

    - Contribute to the development of best practices and industry standards
3. Prepare for Future AI Evolution
    - Develop capabilities to assess and manage Agentic AI risks
    - Establish frameworks for evaluating General-Purpose AI models
    - Build adaptive governance structures that can evolve with technology

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Overall Value and Impact Assessment

The AI Trust in Electronics Web Summit successfully achieved its primary objective of demonstrating that trust is the foundation of sustainable AI innovation. The event provided attendees with:

Practical Frameworks: Clear guidance on implementing trustworthy AI practices that align with regulatory requirements while enabling innovation

Strategic Perspective: Understanding of how trust-building can become a competitive advantage rather than a compliance burden

Collaborative Networks: Opportunities to engage with peers, experts, and government officials working on similar challenges

Future Readiness: Insights into emerging AI technologies and their associated trust requirements

Actionable Roadmaps: Specific next steps for building organizational capabilities and implementing best practices

The summit's emphasis on collaboration between government, industry, and academia created a foundation for ongoing dialogue and mutual support in addressing the complex challenges of AI trust. The event successfully positioned trust not as a constraint on innovation but as its essential enabler, providing attendees with both the motivation and the tools to build AI systems that are worthy of public confidence.

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The convergence of regulatory clarity, technological capability, and market demand for trustworthy AI creates an unprecedented opportunity for organizations that proactively embrace these principles. The summit provided a roadmap for capturing this opportunity while contributing to the broader goal of making AI a force for positive societal transformation.

This executive report synthesizes key insights from the AI Trust in Electronics Web Summit held on September 4, 2025. For additional information or follow-up discussions, attendees are encouraged to engage with the ongoing AI trust community through the established networks and resources highlighted during the event.