

AI FORUM NEWSLETTER

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Friday, November 22, 2024
ISSUE NO. 12



Prompt: Beoung Tonle Sap, a significant Cambodian river, is a vital ecosystem and livelihood source for many people. Traditional houseboats and floating villages sustain communities. The river's beauty is enhanced by the blooming lotus flowers, symbolizing purity and resilience. The area is a hub for fishing, commerce, and cultural significance, offering a unique blend of natural splendor and traditional Cambodian life.

Photo Credit: Picsart

01/06

1. AI and the Digital Economy Framework Agreement: Preparing ASEAN for the Next Tech Wave

Source: [Competition Policy International](#)



Source: Unsplash

The AI and the Digital Economy Framework Agreement (DEFA) highlights ASEAN's strategic efforts to prepare for the AI revolution by fostering regional collaboration and innovation. DEFA provides a unified framework to accelerate digital transformation, harmonizing AI policies, improving digital infrastructure, and standardizing regulations to streamline cross-border data flows. By promoting investment, talent development, and ethical AI use, DEFA aims to double ASEAN's digital economy to \$2 trillion by 2030, ensuring the region's competitiveness in the global AI-driven landscape. It underscores the importance of shared policies and knowledge to overcome challenges and fully harness AI's transformative potential.

Reference:

Yash Kalash, S. (2024, November 19). AI and the Digital Economy Framework Agreement: Preparing ASEAN for the Next Tech Wave. *Competition Policy International*. <https://www.pymnts.com/cpi-posts/ai-and-the-digital-economy-framework-agreement-preparing-asean-for-the-next-tech-wave/>

2. New Report Reveals Surge in Demand for AI Solutions as Contact Centers Confront Escalating Performance Pressures

Source: [Inside AI News](#)

A new report shows rising reliance on AI in contact centers to meet growing performance demands. While nearly 70% of leaders face increased pressure and 100% are exploring AI, 43.4% struggle with technical expertise. Advanced AI tools, like Level AI, simplify interactions, improve agent satisfaction, and enhance customer-centric metrics like CSAT and FCR. Innovations like Agent Assist boost efficiency and loyalty, exemplified by ezCater's success. With preferences shifting to text-based communication and a focus on quality metrics, AI is becoming essential for competitive service.



Source: Unsplash

Reference:

Gutierrez, D. (2024, November 19). New Report Reveals Surge in Demand for AI Solutions as Contact Centers Confront Escalating Performance Pressures. *Inside AI News*. <https://insideainews.com/2024/11/19/new-report-reveals-surge-in-demand-for-ai-solutions-as-contact-centers-confront-escalating-performance-pressures/>

3. COP29: Digital tech and AI can boost climate action, but curbing the sector's emissions is key

Source: [UN News](#)



Source: Unsplash

The COP29 Digitalisation Day highlighted the role of digital technologies like AI and big data in combating climate change while reducing environmental costs. Over 1,000 stakeholders endorsed the COP29 Declaration on Green Digital Action, which emphasizes using digital tools for climate monitoring, early warning systems, and energy optimization. AI enhances energy use and minimizes digital carbon footprints. However, the growing reliance on digitization increases energy consumption, water usage, and e-waste, especially in energy-intensive AI data centers. The declaration aims to minimize digital technologies' environmental footprint while maximizing their climate solutions.

Reference:

UN News. (2024, November 16). COP29: Digital tech and AI can boost climate action, but curbing the sector's emissions is key. *UN News*. <https://news.un.org/en/story/2024/11/1157086>

4. Israel using AI weapons system co-produced with Indian firm in war on Gaza

Source: [Middle East Eye](#)

The deployment of AI weapons systems like the Arbel in Gaza highlights the increasing role of artificial intelligence in modern warfare. Co-developed by Israeli and Indian firms, the Arbel system uses algorithms to enhance accuracy and efficiency in targeting, raising both operational capabilities and ethical concerns. These technologies underscore a troubling shift towards AI-driven tools being tested in conflict zones, with Gaza serving as a "laboratory" for such innovations. The collaboration reflects a broader trend of integrating AI into global arms development, expanding its use and potential exportation, while sparking debates over their humanitarian and legal implications.



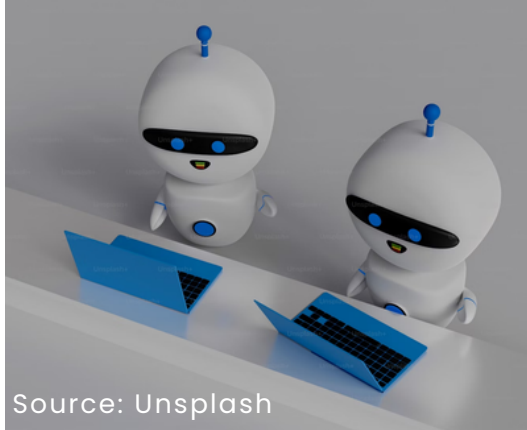
Source: Unsplash

Reference:

Essa, A. (2024, November 20). Israel using AI weapons system co-produced with Indian firm in war on Gaza. *Middle East Eye*. <https://www.middleeasteye.net/news/israel-india-ai-weapon-arbel-gaza-war>

5. Prudential Launches Global AI Lab in Singapore

Source: [Fintech News Singapore](#)



Prudential has established a global AI Lab in Singapore, in partnership with Google Cloud, to develop health and wealth solutions. The lab aims to enhance customer experience, business efficiency, and advisory services. Key initiatives include AI-powered tools for early health risk detection, collaborations with ecosystem players and academic institutions, and hands-on training and internships for Singaporean students. The lab aligns with MAS's vision of advancing AI in financial services, and CEO Anil Wadhvani emphasizes its transformative role in improving customer engagement and agent support.

Reference:

Fintech News Singapore. (2024, November 19). Prudential Launches Global AI Lab in Singapore. *Fintech News Singapore*. <https://fintechnews.sg/104011/ai/prudential-ai-lab/>

6. New Economist Impact study finds ASEAN enterprises leading in data intelligence

Source: [TechNode Global](#)

ASEAN enterprises are rapidly adopting AI, especially generative AI (GenAI), with 91% using it in at least one function and 74% training large language models (LLMs) on enterprise data. However, only 32% consider their GenAI applications production-ready. Key challenges include high costs, a shortage of skilled workers, governance issues, and poor data quality, with just 20% confident in their AI governance frameworks. Despite these obstacles, 77% of organizations view AI as crucial to long-term goals. By 2027, 99% expect widespread GenAI adoption, and 94% plan to use open-source AI models. Fragmented data and a lack of AI talent remain concerns, but addressing these with unified governance, cost-effective platforms, and business-specific AI solutions is seen as key to unlocking the potential of AI and aligning with the projected \$1 trillion global investment in AI.



Source: [Unsplash](#)

Reference:

TechNode Global Staff. (2024, November 18). New Economist Impact study finds ASEAN enterprises leading in data intelligence. *TechNode Global*. <https://technode.global/2024/11/18/new-economist-impact-study-finds-asean-enterprises-leading-in-data-intelligence/>

7. Will the bubble burst for AI in 2025, or will it start to deliver?

Source: [The Economist](#)



Since the launch of ChatGPT in late 2022, AI has rapidly reshaped innovation and investment, with AI data center spending expected to exceed \$1.4 trillion by 2027. Despite this excitement, only 5% of U.S. businesses currently use AI. Challenges like high energy costs, limited data, and inefficiencies in model training hinder progress, making 2025 a pivotal year. Companies are innovating with specialized chips, synthetic data, and smaller models, but adoption remains more of a cultural than technical hurdle. Potential breakthroughs in 2025 include AI-driven drug development and advancements in defense. However, widespread AI use by employees—often without management's knowledge—underscores the need for cultural shifts in workplaces. Regardless of whether AI's momentum continues, its profound impact across sectors is clear.

Reference:

Shanbhogue, R. (2024, November 18). Will the bubble burst for AI in 2025, or will it start to deliver?. *The Economist*.
<https://www.economist.com/the-world-ahead/2024/11/18/will-the-bubble-burst-for-ai-in-2025-or-will-it-start-to-deliver>

8. Biden and Xi take a first step to limit AI and nuclear decisions at their last meeting

Source: [National Public Radio](#)

At the APEC summit in Lima on November 16, 2024, President Biden and President Xi Jinping reached a pivotal agreement to ensure decisions on nuclear weapons remain under human control, explicitly excluding artificial intelligence. This marks China's first such commitment and addresses rising strategic risks as AI becomes increasingly influential in military and technological domains. The meeting highlighted mutual acknowledgment of the critical role of U.S.-China relations in global stability, particularly during a U.S. leadership transition. While Xi criticized U.S. export controls on advanced technologies like semiconductors, Biden reaffirmed their importance for national security. The agreement on AI underscores growing concerns over its ethical and geopolitical implications.



Source: Unsplash

Reference:

Khalid, A. (2024, November 16). Biden and Xi take a first step to limit AI and nuclear decisions at their last meeting. *National Public Radio*.
<https://www.npr.org/2024/11/16/nx-sl-5193893/xi-trump-biden-ai-export-controls-tariffs>

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