



PartnerEquip: Live – Dubai

Exclusive event for Specialized Partners

24-26 March 2024
Dubai, UAE

AI, Data & Next Generation Developer Experience

Join us for this intensive three-day immersive training event where AWS partners will master the complete lifecycle of building production-ready agentic AI systems—from foundational data architectures through advanced multi-agent deployments. Through progressive hands-on workshops and expert-led sessions, participants will gain the architectural understanding and practical skills needed to identify customer opportunities, design enterprise-scale solutions, and deploy intelligent agents that transform business operations. This event emphasizes the critical "Data IS AI" philosophy: partners will learn why data quality and governance are non-negotiable foundations for AI accuracy, and how to build robust data systems that power reliable, trustworthy AI applications at scale.

Day 1 Agenda

Tuesday, 24 March

Time (GMT+5:30)	Level	Title	Abstract
8:00am	Registration and Breakfast		
10:00 am	Welcome		
10:15 am		Opening Keynote: The Future of Agentic AI	This executive keynote establishes AWS's strategic commitment to Agentic AI as the transformative next evolution of cloud computing. Partners gain an understanding of how AWS envisions billions of autonomous agents fundamentally reshaping business operations across industries.
10:45 am	200	AWS Agentic AI Architecture Overview	This foundational session equips partners with the architectural understanding needed to identify and qualify customer opportunities for agentic AI. The session explores how agents represent a fundamental shift from reactive systems to proactive, reasoning-capable applications that can plan, act, and learn with minimal human oversight.
11:15 am	Break		
11:30 am	200	Data Foundations for AI Applications	This session establishes the critical understanding that AI agent effectiveness is directly determined by data quality and accessibility. Partners learn why the "data-first" philosophy is non-negotiable for AI success, as agents can only be as intelligent as the data they can access, and poor data foundations inevitably lead to poor agent performance.
12:00 pm	200	Amazon Bedrock AgentCore Production Architecture	This session transitions partners from conceptual understanding to production implementation, exploring the architectural patterns and infrastructure requirements for deploying agents at enterprise scale.
12:30 pm	Lunch		
1:30 pm	200	Migrate to Managed Databases for AI Workloads	This session addresses the database foundation requirements for AI applications, helping partners understand how to assess customer database readiness and recommend appropriate migration strategies.
2:15 pm	200	SageMaker Unified Studio for AI Development	Explore SageMaker Unified Studio (SMUS) as a unified environment that brings together data, analytics, and AI/ML capabilities across multiple AWS services like EMR, Glue, Athena, Redshift, Bedrock, and SageMaker AI.
3:00 pm	Break		
3:15 pm	200	Workshop: Vibe Coding Production Ready Agents with Kiro	In this hands-on Level 300 workshop, participants will learn how to use Kiro, an AI-powered IDE, to build production-ready agents powered by Amazon Bedrock and Strands Agents.
4:00 pm	200	Continued	Continued
4:45 pm	Wrap Up		
5:00 – 7:00pm	Welcome Reception (badge required)		



Day 2 Agenda

Wednesday, 25 March

Time (GMT+5:30)	Level	Title	Abstract
9:00am	Registration and Breakfast		
10:00 am	Welcome		
10:15 am	300	Amazon Nova 2 Production Implementation & Nova Forge	This session equips partners with the knowledge to select and deploy the right Nova 2 model for any customer scenario, understanding the performance characteristics, cost implications, and optimal use cases for each model in the family. Introduction to Nova Act and Forge offerings.
10:45 am	300	AgentCore Policy & Evaluations for Production Governance	This session addresses one of the most critical challenges in production agent deployments: implementing governance controls that ensure agents behave appropriately without slowing performance or requiring extensive custom development.
11:15 am	Break		
11:30 am	300	Amazon Q Developer Advanced Capabilities & CI/CD Integration	This session moves beyond basic Amazon Q Developer capabilities to explore advanced features that transform development workflows and enable new levels of productivity.
12:00 pm	300	Continued	Continued
12:30 pm	Lunch		
1:30 pm	300	WORKSHOP: Rapidly Build and Scale Real-world AI Agents with AgentCore & Strands	Looking to build powerful AI agents that scale with enterprise-grade reliability? In this hands-on workshop, you'll use the Strands SDK to develop agents quickly, then deploy them using Amazon Bedrock AgentCore's secure, serverless runtime with built-in session isolation.
2:15 pm	300	Continued	Continued
3:00 pm	Break		
3:15 pm	300	Data Lakehouse on AWS (Apache Iceberg) as a Data Foundation for AI	This advanced 30-minute Level 300 session explores production-ready architecture patterns for building Apache Iceberg-based data lakehouses on AWS as a foundation for AI workloads.
4:00 pm	300	Search as an AI Foundation for Enterprises	This session examines enterprise search as a critical foundation for AI applications, exploring how modern search capabilities power intelligent systems.
4:45 pm	Wrap Up		
5:00 – 8:00pm	Evening Networking Reception (badge required)		

Day 3 Agenda

Thursday, 26 March

Time (GMT+5:30)	Level	Title	Abstract
9:00am	Registration and Breakfast		
10:00 am	Welcome		
10:15 am	400	Production Architecture Patterns for Agentic AI Systems	This session synthesizes the foundational knowledge from Day 1 and intermediate production patterns from Day 2 into comprehensive architectural frameworks for enterprise-scale agentic AI deployments.
10:45 am	400	Workshop: Building Production-Ready Data Systems for AI Applications - SMUS	This intensive hands-on workshop immerses partners in the complete lifecycle of building production-ready data systems with SageMaker Unified Studio that power intelligent business transformations.
11:15 am	Break		
11:30 am	400	Continued	Continued
12:00 pm	400	Continued	Continued
12:30 pm	Lunch		
1:30 pm	400	Workshop 1 Show-and-Tell	Selected partner teams present their Workshop 1 implementations, demonstrating production-ready data systems live and sharing their approaches to solving the business scenario.
2:15 pm	400	Workshop: Build a Multi-Agent AI Solution with Amazon Aurora & Bedrock AgentCore	This advanced workshop explores how multi-agent collaboration unlocks new levels of reasoning, specialization, and task orchestration in generative AI systems.
3:00 pm	Break		
3:15 pm	400	Continued	Continued
4:00 pm	400	Workshop 2 Show-and-Tell	Selected partner teams present their Workshop 2 implementations, demonstrating multi-agent AI solutions live and explaining their architectural decisions.
4:45 pm	Wrap Up + End of Week Survey		