



## Geneva becomes world's capital of AI in July for ITU's AI for Good Global Summit

### Descrizione

COMUNICATO STAMPA - CONTENUTO PROMOZIONALE

Flagship summit to showcase AI breakthroughs back-to-back with inaugural UN Global Dialogue on AI Governance.

GENEVA, March 25, 2026 /PRNewswire/ - As governments accelerate strategies on artificial intelligence, sovereign AI and AI diffusion across economies and societies, the International Telecommunication Union (ITU) will host the seventh AI for Good Global Summit from 7 to 10 July 2026 at Geneva's Palexpo convention centre.

Over four days, leaders from government, industry, academia, civil society and the technical community will work together at AI for Good to guide the future of AI.

AI for Good will be held back-to-back with the Global Dialogue on AI Governance, convened by the United Nations General Assembly and facilitated by UN Secretary-General António Guterres. Taking place at Palexpo from 6 to 7 July, the Global Dialogue is supported by a joint secretariat that includes the Executive Office of the Secretary General, ITU, the United Nations Educational, Scientific and Cultural Organization (UNESCO) and the United Nations Office for Digital and Emerging Technologies (ODET), with ITU and UNESCO leading the coordination.

"As artificial intelligence moves from strategy to real-world deployment, countries need the skills, solutions, and international standards for AI to work for everyone," said ITU Secretary-General Doreen Bogdan-Martin. "Through AI for Good, ITU helps turn AI breakthroughs into practical ways to improve lives. We are also pleased to work with our partners on the inaugural UN Global Dialogue on AI Governance where Member States and stakeholders will exchange perspectives on the policies shaping AI's future."

---

The AI for Good Global Summit is organized by ITU – the United Nations agency for digital technologies – with over 50 UN partners and co-convened by Switzerland.

The Summit is the flagship platform for showcasing and helping scale up AI applications in areas from healthcare and education to food security, disaster risk reduction and misinformation, particularly in developing countries.

“We are delighted to once again co-convene with ITU the AI for Good Global Summit in Geneva, a central location for discussing and showcasing advances in artificial intelligence,” said Albert Rüsti, Swiss Federal Councillor and Head of the Federal Department of the Environment, Transport, Energy and Communication.

Early speakers and programme details are now available, offering a first look at the global leaders shaping this year’s Summit, with further announcements to follow.

“Day Zero” of the AI for Good Global Summit on 7 July will feature live demos, interactive exhibits, startup competitions and hands-on workshops. The summit’s Centre Stage officially opens on 8 July.

Programme highlights include:

The AI for Good Global Summit 2026 is supported by its partners and sponsors:

Editor’s Notes:

About ITU:

The International Telecommunication Union (ITU) is the United Nations agency for digital technologies, driving innovation for people and the planet with 194 Member States and a membership of over 1,000 companies, universities, civil society, and international and regional organizations. Established in 1865, ITU coordinates the global use of the radio spectrum and satellite orbits, establishes international technology standards, drives universal connectivity and digital services, and is helping to make sure everyone benefits from sustainable digital transformation, including the most remote communities. From artificial intelligence (AI) to quantum, from satellites and submarine cables to advanced mobile and wireless broadband networks, ITU is committed to connecting the world and beyond. Learn more: [www.itu.int](http://www.itu.int)

Media contacts:

David Hirsch Senior Media Relations Officer International Telecommunication Union  
Press line: +41 22 730 5092  
E-mail: [pressinfo@itu.int](mailto:pressinfo@itu.int)

Aurore Bourdin Media Relations Officer International Telecommunication Union  
Press line: +41 22 730 5192  
E-mail: [pressinfo@itu.int](mailto:pressinfo@itu.int)

---

Matthew Dalais Communications Officer ITU Telecommunication Standardization Bureau  
Tel: +41 22 730 5974  
E-mail: matthew.dalais@itu.int

Christopher Cartwright AI for Good Media Relations Officer ITU Telecommunication  
Standardization Bureau  
Tel: +41 78 800 6290  
E-mail: christopher.cartwright@itu.int

Photo [https://mma.prnewswire.com/media/2942104/ITU\\_Photo.jpg](https://mma.prnewswire.com/media/2942104/ITU_Photo.jpg)  
Logo [https://mma.prnewswire.com/media/2942103/ITU\\_Logo.jpg](https://mma.prnewswire.com/media/2942103/ITU_Logo.jpg)

View original content: <https://www.prnewswire.co.uk/news-releases/geneva-becomes-worlds-capital-of-ai-in-july-for-itus-ai-for-good-global-summit-302724799.html>

Copyright 2026 PR Newswire. All Rights Reserved.

COMUNICATO STAMPA **CONTENUTO PROMOZIONALE**: Immediapress " un servizio di diffusione di comunicati stampa in testo originale redatto direttamente dall'ente che lo emette. Adnkronos e Immediapress non sono responsabili per i contenuti dei comunicati trasmessi

??

[immediapress/pr-newswire](https://www.immediapress.com/pr-newswire)

### Categoria

1. Comunicati

### Tag

1. ImmediaPress

### Data di creazione

Marzo 25, 2026

### Autore

redazione