Annual report 2026

Gothenburg Artificial Intelligence Alliance

Our eighth year

The fiscal year from 2025-10-01 to 2026-09-30 was GAIA's eighth. We are a non-profit association that promotes interest in artificial intelligence, machine learning, data science, and data engineering in Gothenburg and the surrounding area, mainly through the annual GAIA Conference and our meetups.

GAIA Conference 2026 sold out with 1,250 attendees at Svenska Mässan on 20 April, with three tracks for the first time and six workshops the day after. We grew our followers on LinkedIn, our primary channel, by 50% to 5,057. The year closed with a financial result of 324,868.25 SEK, and our equity of 1,030,051.59 SEK is now close to the board's buffer target of 100% of the conference's fixed costs, which is about 1.2 MSEK. This report describes the year and our outlook.

Key figures

	2025	2026
Conference attendees	1,100	1,250
Tracks / talks / speakers	2 / 21 / 25	3 / 26 / 34
Workshops / workshop tickets	6 / 182	6 / 165
Paying partners	20	30
Partnership revenue	690,000 SEK	936,000 SEK
Ticket revenue incl. workshops	1,014,037 SEK	1,563,150 SEK
Result	179,483 SEK	324,868 SEK
Equity at year-end	705,183 SEK	1,030,052 SEK
Meetups	2	2
Members	67	95[1]
LinkedIn followers	3,372	5,057

[1] As of the writing of this report. We include memberships up until the annual meeting as the preceding year. This number differs from our financial reporting, which counts membership fees paid during the fiscal year.

YouTube subscribers	1,848	2,036
YouTube views / hours watched	17,400 / 1,200	16,800 / 1,100
Meetup.com members	1,887	1,758

Conference revenue for 2026 excludes VAT, as Meetx handled the conference's finances (see How the conference works).

Board, auditor, and members

During the year, the GAIA board consisted of Jakob Andersson (chair), Josefin Scott (treasurer), Danila Petrelli (secretary), Matteo Molteni, Daryna Pesina, and Christian Thelin. Daniel Sääf was the lay auditor.

The board met seven times during the year, including the constituting meeting. Four of the six board members also worked on the conference committee.

Anyone can join GAIA by registering on our website and paying the membership fee, which is valid until the next annual meeting. Between the annual meeting on 25 November and the date of this report, 95 people joined, up from 67. After the fiscal year, we moved the membership form to Tally, with card payments through Stripe, replacing Swish. This move solves the longstanding problem with automatic email confirmation of successful registration.

GAIA Conference 2026

GAIA Conference 2026 took place on Monday, 20 April at Svenska Mässan. Anders Ynnerman of WASP opened with the keynote “Visual Intelligence”, followed by three tracks: Inspirational in the Congress Hall, Practitioners in H1+H2, and the new Deep Dive track in G3, whose talks were twice the usual length. In total, 34 speakers gave 26 talks, all now on our YouTube channel. Our program committee chooses every talk on its content alone; partners cannot buy a place on the program.

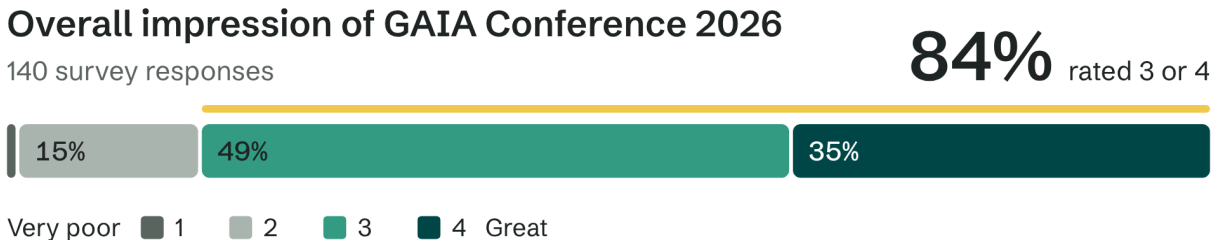
We sold out on 16 April, released 50 more tickets, and ended with 1,250 attendees, 14% more than last year. Ticket prices were 1,000 SEK early-bird, 1,500 SEK regular, 2,500 SEK late-bird, and 320 SEK for students, all excl. VAT. Of the paid general-admission tickets, 77% were sold before the late-bird price started, compared with 66% last year. The three days before the late-bird price were our top-selling days, and the day just before the deadline accounted for more than 11% of all 1,250 tickets.

The exhibition moved from the Congress Foyer to the H Hall, which gave partners a proper exhibition area, less noise, and room for additional exhibitors. We sold 30 partnership packages: seven gold, eleven silver, four bronze, and eight start-up, plus the barista station. Our gold partners were AstraZeneca, Knowit, Recorded Future, Saab,

Smartr, TokenTek, and Zenseact. Nine organisations from the community, among them AI Sweden, Chalmers AI Society, Garden of Talents, and Gothenburg Tech Week, joined as complimentary partners. We did not sell the platinum package.

On Tuesday, 21 April, we hosted six workshops, led by Callista, Chalmers/Systemite, Göteborgsregionen, Knowit, Scaleout, and Smartr. They covered topics from agentic applications and federated fine-tuning of language models to AI strategy and ISO 42001. We sold 165 workshop tickets to 107 people.

Our conference attendee survey had 140 responses. Of these, 84% rated their overall impression 3 or 4 on a scale of 1–4, down from 93% last year. The new Deep Dive track was named the most valuable by 36%, more than either of the other tracks.



The comments explain most of the drop. Many asked for deeper, more technical talks and fewer talks that came across as company presentations, and for talk descriptions that better match the content. The new check-in worked well, a clear improvement from earlier editions.

The workshops did well: all 22 respondents rated them 3 or 4 on the same 4-step scale, and 13 (59%) gave the top score. Several asked for more time per workshop and more room for networking.

Fifteen volunteers ran the conference, our largest team so far. We thank them, our speakers, and our partners.

How the conference works

The conference is almost all of GAIA's activity and money. For 2026, Meetx, a subsidiary of Svenska Mässan, sold tickets and partnerships in its own name, paid the venue and suppliers, and transferred 409,399 SEK to GAIA. Because Meetx is VAT-registered, the conference could deduct VAT on its costs, which GAIA, as a non-profit association, cannot. GAIA's own books therefore show the conference as one transaction; the fiscal report shows its revenue and costs in full.

The conference day cost 2,101,745 SEK, about 1,680 SEK per attendee. Venue, catering, and technology at Svenska Mässan made up 70% of that. Partnerships covered 45% of the costs.

Last year, we wrote that the board would review the Meetx arrangement after the conference. It worked for ticketing, accounting, and VAT, but it relieved the volunteers of less work than we had hoped. The board therefore decided not to continue with Meetx.

The board considered forming a wholly owned company with a paid conference lead, but chose an external agency for 2027. In the summer, we invited four agencies to propose an operational partnership, and the board chose Way Sweden AB. Way will handle the venue, ticketing, and finances for 2027, so the conference keeps its VAT deduction.

Meetups

We held two meetups with Developers Bay at United Spaces Lindholmen. On 12 November, an open-space evening started with lightning talks, and on 10 September, Carlos Natalino spoke on trustworthy AI for autonomous AI-native networks. They had 47 and 40 attendees.

Last year, we said we were not actively pursuing meetups. That has changed, as we now have two volunteers focusing on meetups. We aim for four meetups per year, and we are considering switching to Luma, as Meetup.com is a less active platform now.

Brand

Our visual identity dates from 2020 and no longer suits us. GAIA has grown, and the field has matured. The board therefore decided to update the brand with new fonts, a better colour palette, and a clearer identity that works on the web, on social media, and at the venue.

We keep the logo and GAIA green as our main colour, and the association and the conference will now share one identity. We will change the typeface, replace the secondary colours, and add guidance on language and tone of voice.

We have started using the new identity on the website and in our documents, but the work is not finished.

Website

After the fiscal year, we rebuilt our website. The old site was built around a single conference page, which made it hard to present the program without burying everything else, and search engines and AI agents truncated the page. We had built it in Webflow, which limited our options for interactive visualisations and dynamic content.

The new site has a multi-page design for each conference, with its program, speakers, and recordings, and pages for our events, press, and more. We built it in Lovable, which

gives us full flexibility and enables future improvements. It replaced the old site on 1 November.

GAIA Conference 2027

We have booked GAIA Conference 2027 for Tuesday, 27 April at Svenska Mässan, with workshops the following day. We keep the three tracks and the H Hall for the exhibition and increase capacity to 1,400 attendees. The tickets launched with the new website on 1 November.

Final words

Our conference continues to grow, allowing us to raise our ambitions each year. Adding the event agency lets the volunteer team focus on the creative work. We expect growth to continue in 2027 and to approach the Congress Hall's 1,500-seat limit. What we do once we reach it will be a big decision, as continued growth will require a significantly more complicated setup.

We continue to be challenged by the late-buying behaviours most conferences seem to experience. Our raised late-bird price had the desired effect, as the days before the raise were by far our highest-selling days. The pattern is still challenging, but we are very pleased with the effect we saw in 2026.

Thank you to our members, volunteers, speakers, partners, and everyone who came. We have a strong community in Gothenburg, but we also need to work together to improve the ecosystem and strengthen Gothenburg in AI.

Gothenburg, 2026-11-07

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Jakob Andersson Chair	Josefin Scott Treasurer	Danila Petrelli Secretary
_____	_____	_____
Matteo Molteni Board Member	Daryna Pesina Board Member	Christian Thelin Board Member