

## PTSG contributes to UK Government and Google AI discussion on SME innovation

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[Premier Technical Services Group Ltd](#) (PTSG) has taken part in a UK Government and Google-led event in Cardiff focusing on the role of artificial intelligence in supporting the nation's small and medium-sized enterprises.

Phil Brown, PTSG's Chief Information Officer, represented the Group at the event, which brought together industry leaders, technology experts and government representatives to examine how AI can enhance productivity, efficiency and innovation across the UK economy.

Ahead of the main programme, Brown was invited to a select roundtable session with Peter Kyle, Secretary of State for Business & Trade, chaired by senior Google executive Maureen Costello. Participants included business leaders from Dragon Fire & Safety, Neural Alpha, Paysure Solutions and Her Web Solutions.

During the discussion, Brown set out a number of key considerations for organisations seeking to integrate AI safely and effectively. These included greater flexibility in training levies to support the development of digital and AI skills among experienced staff, more accessible SME-focused guidance for starting out with AI, and the need for robust protections around safety and copyright.

He also highlighted the opportunity for the UK to develop and host its own AI training models - aligning with recent government announcements and future funding plans.

Reflecting on the session, Brown said the event offered valuable insight into the practical steps SMEs are taking as they begin adopting AI technologies, and the importance of ensuring responsible and meaningful implementation.

PTSG continues to evaluate emerging technologies that can enhance service delivery, strengthen operational capability and support sustainable growth. Participation in events such as this ensures the Group remains connected to national conversations on digital transformation and best practice in AI adoption.