WORLD INDIGENOUS BUSINESS FORUM 2026

World Indigenous Business Forum

OCTOBER 26-28, 2026

RBC CONVENTION CENTRE
375 YORK AVENUE

WINNIPEG, MANITOBA, CANADA

REGISTRATION

WWW.WIBF.CA

KEYNOTE SPEAKER

PETER-LUCAS JONES
CEO, Te Hiku Media
Aotearoa (New Zealand)

INDIGENOUS LEADERSHIP DEVELOPMENT INSTITUTE INC.

WINNIPEG
ECONOMIC DEVELOPMENT & TOURISM

PETER LUCAS-JONES

World Indigenous Business Forum

Peter-Lucas Jones (*Te Aupōuri, Ngāi Takoto, Te Rarawa and Ngāti Kahu*) is Chief Executive Officer of Te Hiku Media, where he leads the organisation's work at the intersection of Indigenous language revitalisation, technology and media. Under his leadership, Te Hiku Media has become internationally recognised for developing natural language processing technologies for te reo Māori, including speech recognition, text-to-speech, speech synthesis, and pronunciation modelling that are helping shape the digital future of Indigenous languages. Peter-Lucas is also an award-winning broadcaster and a highly proficient speaker of te reo Māori.

His work focuses on strengthening intergenerational language transmission through technology while advancing Indigenous data sovereignty, ethical AI, and Indigenous-controlled digital infrastructure. Widely recognised for his expertise in Māori language corpora and language technologies, Peter-Lucas was named to TIME Magazine's 2024 list of the world's 100 most influential people in AI. He also received the Te Tihi Award at the 2025 Te Taitokerau Māori Business Awards for his internationally recognised work in AI and language revitalisation.

Alongside his executive leadership, Peter-Lucas serves as Chairman of Te Rūnanga Nui o Te Aupōuri, Chair of Te Whakaruruhau o Ngā Reo Irirangi Māori (The Māori Radio Network), Co-convener of Ngā Toki Whakarururanga, and Chair of Mahimaru Marae. He is a former Deputy Chairman of Māori Television, a former elected member of the Northland Regional Council, and a former Historical Treaty Claims Negotiator.