



27 Mar 2019

Presenter: **Esther Paniagua**, journalist

## 09:00 - 10:00 h. Conference 1: **The Internet of Things (IoT) that really matter**



Successful solutions by the citizens for the citizens. Specific ideas for technological initiatives to improve energy efficiency in buildings and comfort of citizens, as well as energy-saving through engineering

- ▲ **Andreu Veà**, ex-Digital Spanish Champion for the **European Commission**

## 10:00 – 11:00 h. Expert Panel 1: **Energy: Solutions to future urban challenges**



Moderator:

- ▲ **Susana Carillo**, project Manageress, Smartcity Málaga Living Lab - **Endesa** Distribución

Speakers:

- ▲ **Jesús Hernández**, development of new business **Nedgía S.A.**
- ▲ **José Antonio Ondiviela**, chief executive of Smart Cities **Microsoft** Western Europe
- ▲ **Arturo Rubio**, development of business **ELT** Smart Intelligent System Division
- ▲ **Rodolfo López**, energy efficiency chief. Sub-division for Energy **Madrid City Council**
- ▲ **Mariano Barroso**, president of **Smart City Clúster**

## 11:00 – 11:20 h. Conference 2: **Priority areas for the development of Intelligent cities and territories: Digital Enablers.**



- ▲ **Antonio Alcolea**, deputy director general for Development of the Information Society  
**State secretariat for Digital Innovation**

## 11:20 – 12:00 h. Opening of Greencities 2019

## 12:00 – 13:00 h. Expert Panel 2: **5G key to smart city growth**



5G technology, new communication paradigm, is considered one of the essential elements in the digital transformation of society and the economy in the most developed countries during the next decade. There is a widespread expectation that 5G technology will have a transversal effect on the whole economy and society. Some of the key areas that will experience this impact are the digital transformation of production, smart transport, multimedia applications, smart territories and cities, smart and precision agriculture and livestock farming, or public services, among others

Moderator:

- ▲ **María Fernández**, deputy director for Public Services **Red.es** Ministry of Economy, Trade and Industry

Speakers:

- ▲ **Mario Cortés**, deputy Mayor, Innovation and new technologies area and security area, **Malaga city council**
- ▲ **Juan Gabriel Saiz**, chief operating and Red officer of **Telefónica** Southern and Eastern
- ▲ **Pedro Garibi**, CTO **Huawei** Western Europe Smart Cities
- ▲ **Fernando Díaz**, Spanish Patents and Trademark Bureau (**OEPM**)

# ICT & SUSTAINABILITY FORUM

I Pavilion



Desde 08:30h. Hall principal

Recepción de los asistentes y entrega de documentación

▲ **José Luís Mate**, deputy director general. Cloud Solution e IoT Centre **Nec Ibérica**

## 13:00 – 14:00 h. Expert Panel 3: Technologies applied to the digital transformation of cities



Sustainable, connected and optimized cities thanks to the use of technology are not a reality and they are the only solution to stop and reduce the alarming environmental and socioeconomic impacts that urbanization will cause on our planet. From local, regional, national and international government the companies

Moderator:

▲ **Manuel Ortigosa**, Business, Innovation and entrepreneurship secretary general **Junta de Andalucía**

Speakers:

- ▲ **Patricia Tejado**, chief executive **GMV** Public Digital Services
- ▲ **Rocío Martínez**, chief executive business marketing **Telefónica** Southern Territory
- ▲ **Roberto Muñoz**, digital transformation manager **Oracle**
- ▲ **Luis Mediero**, manager “Core Technology Solutions” **Quistor**
- ▲ **Noemí Sanchidrián**, sales director **ESRI**

## 14:00 – 14:30 h. Conference 3: International success story: Why Adopting An ‘Open Ecosystem’ Philosophy Is Essential To Build A Truly Smart City



▲ **Brian McGuigan**, product Marketing manager Smart Cities de **Itrón** – Glasgow

14:30 – 16:00

Networking Lunch

## 16:00 - 16:30 h. Conference 4: International success story



▲ **Don Coughlan**, CEO de Future Street **Bigbelly**

## 16:30 – 17:30 h. Expert Panel 4: Integrated, Connected and Sustainable Mobility



Autonomous driving, Communication Projects between vehicles and infrastructures through short range Wi-Fi. Integrated urban mobility management systems. Latest advances in the Spanish and European standards.

Moderator:

▲ **Juan Marín**, Spain and Portugal Cities manager, **Kapsch TrafficCom AG** and Vice-Chairman Commission on Connected Vehicle and Sustainable Mobility of Ametic

Speakers:

- ▲ **Elvira Maeso**, deputy Mayor Mobility Area, **Málaga City Council**
- ▲ **Lola Ortiz**, general technical secretary of Development, Infrastructure and Spatial Planning **Junta de Andalucía**
- ▲ **Pablo Isusi**, deputy Director Mobility Management **Bilbao City Council**
- ▲ **Adrián García**, treasure and Innovation counsellor **Palma de Mallorca City Council**
- ▲ **Trinidad Hernández**, provincial chief of traffic **Málaga (DGT)**

# ICT & SUSTAINABILITY FORUM

## I Pavilion



Desde 08:30h. Hall principal  
Recepción de los asistentes y entrega de documentación

17:30 – 18.00 h. Conference 5:



- ▲ *Rethinking, Re-imagining Cities: Hard Questions to Effect Change in Global Urban Spaces* **Sandra Baer**, President of Personal Cities (EEUU)
- ▲ *"Creating a higher standard of living with LEED"* **Brendan Owens**, Chief on Engineering United States Green Building Council (**USGBC**) – Washington (EEUU)

18:00 - 19:00 h. Expert Panel 5: **New patterns of Urban Mobility**



A new reality in mobility when your transport system functions as a whole, integrating all the elements. Along with the private vehicle, other mobility means are opened up. Mobility has a great weight in the framework of the development of the city. The associated social and economic effects and interactions with other sectors. The growth of the new models of mobility sector over the last few years and its expected increase make it a strategic priority at local, national, European and global level

Moderator:

- ▲ **Lola Ortiz**, general technical secretary of Development, Infrastructure and Spatial Planning **Junta de Andalucía**

Speakers:

- ▲ **Juan Garrigosa**, manager eCity **Endesa X**
- ▲ **Elías Izquierdo**, chief executive. **Mobileye España**
- ▲ **Cándido García**, project manager of electric Mobility of **Lafon Technologies**
- ▲ **Fernando Moreno**, business development de Smart Cities & Connected Mobility Solutions de **Bosch**
- ▲ **Aitor Fernández**, president of Spanish Association of Autonomous and Connected vehicles, **AEVAC**

From 08:30 h. Main Hall

Reception of the participants and distribution of conference material

## 28 March 2019

Conductora: **Esther Paniagua**, periodista

09:00 – 09:30 h. Conference 6: **Spanish Urban Agenda 2030 Presentation.**



- ▲ **Ángela de la Cruz**, deputy director general of Urban Policy Development Ministry of Public Works

# ICT & SUSTAINABILITY FORUM

I Pavilion



Desde 08:30h. Hall principal

Recepción de los asistentes y entrega de documentación

## 09:30 - 10:30 h. Expert Panel 6: Sustainable Development Objectives



Moderator:

- ▲ **Manuel Bellido**, president of the Agenda 2030 commission of Andalusia Confederation of Businessmen (**CEA**)

Speakers:

- ▲ **María Carmen García**, managing director of the Foundation Centre for Strategic research and Economic and social development (**CIEDES**)
- ▲ High Commissioner counsellor of Agenda 2030 **Spanish Government**
- ▲ **Mónica Oviedo**, sustainable Management **Iberdrola**
- ▲ **Ana Bernal**, director Business Development and Ecosystem de **Libelium**
- ▲ **Sara Barberá**, manager Progress, Quality, Environment, Sustainability and systems **Acciona Service**
- ▲ **María Luz Ortega**, director of the Andalusian Agency for International Cooperation for Development (**AACID**)

## 10:30 – 11:00 h. Conference 7: Local sustainability multi-level governance: European Projects on energy



Andalusian local government energy management through the implementation of projects related to energy efficiency: Greens, Ener, Support, Garveland

- ▲ **Teresa Muela**, general secretary Andalusian Federation Municipalities and provinces (**FAMP**)

## 11:00– 12:00 h. Expert Panel 7: Smart Tourist Destinations



"An innovative tourist destination, consolidated on a cutting-edge technological infrastructure, which guarantees the sustainable development of the tourist territory, accessible to all, that facilitates the interaction and integration of the visitor with the environment and increases the quality of their experience in the destination and improves the quality of life of the residents"

Moderator:

- ▲ **Francisco Javier García**, chief executive of public services and **Red.es**

Speakers:

- ▲ **Mario Villar** director of Tourist Intelligence **Generalitat de Valencia**
- ▲ **Emilio Iglesias**, area manager of institutional development and territorial co-operation of the Centre of the Development of Industrial technology (**CDTI**)
- ▲ **Rafael Fuentes**, provincial director of Trade and **ICEX Málaga** (Spanish Exports and Investments), Ministry of Industry, Trade and Tourism

## 12:00 – 14:00 h. Local and Provincial Government technological and sustainable development challenges



When talking about intelligent and sustainable city, we speak of a social, economic and technological movement, which fundamental premise is to offer, mainly to the citizens, a space of maximum value for its development and this goal should be a common goal for all public and private interest groups interacting on the Smart ecosystem. Integrated by companies, administrations, associations, inhabitants...), under the leadership and coordination of their local government

# ICT & SUSTAINABILITY FORUM

## I Pavilion



Desde 08:30h. Hall principal

Recepción de los asistentes y entrega de documentación

### Opening:

- ▲ **María Victoria Romero**, Employment, European Resources and New Technologies Office **Málaga Provincial Deputation**

Moderator:

- ▲ **Adolfo Borrero**, president Smart Cities Commission Spanish *Electronics, Information Technologies and Telecommunications Industry Association (AMETIC)*.

### Block 1:

- ▲ *Smart Challenge*. **José Ignacio Landaluce**, Mayor of **Algeciras** (Cádiz)
- ▲ *El Puerto Smart*. **David de la Encina**, Mayor of **El Puerto de Santa María** (Cádiz)
- ▲ *Lars Project*. **Antonio Romero**, Mayor of **Puerto Real** (Cádiz)
- ▲ *Rota 2020*. **José Javier Ruiz**, Mayor of **Rota** (Cádiz)

### Block 2:

- ▲ *Smart Urban Logistics*. **Jerónimo Hinojosa**, senior technical expert in management of European Projects and Smart Cities. **Valladolid City Council**
- ▲ *Local energy refurbishment of building stock plan. Platform for energy consumption and consumer habits*. **Víctor Martínez**, chief executive of Department of Urban Quality and Mobility **San Cugat del Vallès City Council** (Barcelona)
- ▲ *Free mobility*. **Santiago Castellà**, director of Professorship in Smart City **Tarragona City Council**
- ▲ *Resolution of incidences of cleaning in the public thoroughfare: L'Hospitalet ben net* **Lluís Traveria**, head of Strategic Projects Service **L'Hospitalet de Llobregat City Council** (Barcelona)

---

## 14:00 – 14:30 h. Conference 8: Opportunities in Latin América



- ▲ **Lucas Jolíás**, executive director. Argentina Smart City Network (**RECIA**)

---

## 15:00 – 16.00 h. Territories Success Projects and Stories



Moderator:

- ▲ **Félix Herrera**, team coordinator Official College of Telecommunications Engineers (**COIT**)

Speakers:

- ▲ *MOVEM Mobility Plan Electric Vehicles in Municipalities* **Alejandro Peña**, Coordinator Area of sustainable development **Badajoz Provincial Deputation**
- ▲ *Energy efficiency, Urban Planning and Building "Heating network for municipal offices heating"* **José Antonio Viquez**, Mayor of **Yunquera** (Málaga)
- ▲ *"Smart Intelligence" or "Towards an intelligent intelligence?"* **Félix Herrera**, Team coordinator Official College of Telecommunications Engineers (**COIT**)