

SMOVING FORUM

30 September 2020



Co-organized by:
Junta de Andalucía
Regional Ministry of Economy, Knowledge,
Enterprise and University
AGENCY OF INNOVATION AND DEVELOPMENT
OF ANDALUCÍA/IDEA



Pavillion I

09:00 h. Opening session of S-Moving Forum

- » **Antonio Gómez-Guillamón.** President of the Organizing Committee of **S-Moving Forum**
- » **Pere Navarro.** General Director of the Directorate-General for Traffic (**DGT**)
- » **José Ignacio Castillo.** Secretary General of Economy of the **Regional Government of Andalusia**
- » **Ezequiel Navarro.** CEO at **Grupo Premo**

10:00 h. Dialogue on the New Airport Normality

The traveller's experience and how the new normality affects the COVID19 scenario

Moderator: **Antonio Gómez Guillamón.** General Director - **Aertec Solutions**

- » **Amparo Brea.** Director of Innovation, Sustainability and Customer Experience at **AENA**

10:30 h. Telecommunications, technology and mobility in the rural world: Technology in a deserted rural Spain

Currently, nearly 80% of the population is concentrated in large cities. For years, a considerable portion of the population migrated from the countryside to big cities. Digital transformation, along with telecommunications and technology, as well as improved mobility, which is more sustainable, are essential to mitigate the depopulation phenomenon faced by rural areas

Moderator: **Mario Cortés.** Dean of the Official College of Technical Telecommunications Engineers (**COITT**)

- » **Pedro Alonso** Deputy Director of Telecommunications and Digital Infrastructure Operators (**SETID**)
- » **Regional Government of Extremadura**
- » **María Ángeles Armisen.** President of the **County Council of Palencia**
- » **Antonio García.** Chairman of the National Association of Telecommunications and Internet Service Operators (**AOTEC**)

11:30 h. Opening ceremony of Greencities and S-Moving in the auditorium

12:30 h. Electric mobility and charging infrastructures

The electric car and its ecosystem represent one of the axes to promote sustainable and carbon-free mobility. The future of mobility depends on the reduction of emissions and in this context, the electric car is destined to play a leading role. Hence, it is also necessary to promote the development of an increasingly wide and complete charging infrastructure network, which will undoubtedly have a direct impact on the increase in sales and use of this type of vehicle

Moderator: **Mónica Castilla.** Head of the Dissemination Area of the Spanish Patent and Trademark Office (**OEPM**)

- » **Antonio Rojas.** Chairman of the Commission for Automotive Connectivity and Sustainable Mobility at **Ametic**
- » **Arturo Pérez de Lucía.** Managing Director of the Business Association for the Development and Promotion of Electric Vehicles (**AEDIVE**)
- » **County Council of Badajoz**
- » **Ingeteam**
- » **José López-Tafall.** General Manager of the Spanish Association of Automobile and Truck Manufacturers (**ANFAC**)

13:30 h. Connected and autonomous vehicles roundtable

Autonomous and connected mobility systems represent a great opportunity for the development of new means of transportation, both present and future. Furthermore, innovation and the application of new technologies to connected and autonomous vehicles offer the possibility of a number of applications in a wide range of production, business, social and environmental fields



Moderator: **Fernando Ferrero.** Director of Strategic Investments at **Agencia IDEA**

- » **Ana Belén Sánchez.** Leader of Future Sky Urban Air Mobility of the National Institute of Aerospace Technique (**INTA**)
- » **Fernando Rodríguez.** Vicepresident of Connectivity at **DEKRA**
- » **José Antonio Florido.** Head of Digital Business in the Southern Territory at **Telefónica**
- » **Laurentino Gutiérrez.** Business Manager e-Mobility & ADAS at **AVL Ibérica**
- » **Joaquín Rodríguez Grau.** General Director of the Center for Advanced Aerospace Technologies (**CATEC**)

14:30 h. Networking Lunch

15:30 h. Intermodality and the traveller's experience post COVID19

The immediate present and the future of mobility involves intermodality or the combined use of different means of transportation. Thus, the user can tailor their method of travelling, saving time and choosing the means of transport that best suit their tastes and needs. The COVID crisis has established new requirements regarding social distancing, health measures, etc... which has generated a new scenario in which this customization will improve the traveller's experience by ensuring compliance with new security protocols that are supported by technology

Moderator: **Mario Muñoz-Atanet.** General Director of Mobility at the **Regional Government of Andalusia**

- » **José Llorca.** Head of the Innovation Area at **State Ports**
- » **Francisco Baeza.** Commercial Director at **Sistem Group**
- » **Ana Pérez.** Airport Planning Expert at **AERTEC Solutions**
- » **Jesús Herrero.** Secretary General of the Association of Collective Urban Transport management Businesses (**ATUC**)

16:30 h. IBERDROLA: Smart Solutions: Efficiency and Mobility

The evolution to a more electrified and sustainable economy has its main field of development in transport and domestic consumption. The most efficient and cleanest technologies are already sufficiently mature and available. The biggest challenge is to propose solutions that users can adopt in a simple way and with a quick and tangible return. New business models are required, new relationships between products and services and new roles, with the customer always at the centre. In this table we will know cases and concrete solutions already implemented that can be used for further discussion



Moderator: **Carlos Bergera.** Head of Smart Mobility External Relations at **Iberdrola**

Case 1: Domestic recharge

» **Fernando Perez Solis**

Case 2: Self-consumption in companies

» **MAKRO**

17:30 h. Mobility as a Service

The concept of Mobility as a Service (MaaS) describes a model based on shared transport. One of the most outstanding features of MaaS is service customization, which can provide a differential value compared to other means of mobility. Moreover, it is a sustainable transport option for future mobility. The COVID crisis brings new opportunities for shared mobility but also new challenges, including the need to adopt new measures arising from the health and social demands of the pandemic

Moderator: **Adolfo Borrero**. Chairman of the Smart Cities Commission at **AMETIC**

» **EasyPark**

» **José María Cánovas del Castillo**. CEO at **Imbric**

» **Juan Espadas**. Mayor of **Seville**

» **Bestmile**

» **Juan Luis Barahona**. Chairman of **Feneval**

SMOVING FORUM

01 October 2020

10:30 h. Success stories and the importance of public transport in the post COVID19 era

Public transport is essential to ensure the mobility of citizens and has a direct impact on daily life, both socially and economically. Additionally, it is one of the most sustainable and ecological means of transport. During the COVID pandemic, public transport has been crucial to maintaining essential mobility, rapidly adapting to the new needs that have arisen. However, it has also been significantly impacted by a decline in the number of users. Public transport is critical in the present and near future for helping society to return to normal life after the pandemic

Moderator: **Miguel Ruiz**. President of the Association of Collective Urban Transport Management Businesses (**ATUC**)

» **Silvia Roldán**. CEO of **Metro Madrid**

» **Gerardo Lertxundi**. CEO of Metropolitan Transportations of Barcelona (**TMB**)

11:30 h. Success story

12:00 h. Trends and new urban mobility solutions

The COVID pandemic has had a direct impact on the way we move, especially in the urban environment. Teleworking, spending more time at home and adopting new habits (such as increasing online shopping) have had a direct effect on mobility. In the coming months, we will see if these new habits are definitely here to stay. In any case, one thing is clear: these changes will be reflected in the advent of new trends and more sustainable solutions in the field of mobility

Moderator: **Pilar González**. Head of the Institutional Promotion and Territorial Cooperation Department at the Centre for the Development of Industrial Technology (**CDTI**)

» **Antonio Frances**. Mayor of **Alcoy**

» **Lola Ortiz**. General Director of Planning and Mobility Infrastructures of the **City Council of Madrid**

- » **Eduardo Valencia.** Director Think Tank #VEHICLES7YFN by **AMETIC**
 - » **David Páez.** Business Development Manager at Corporación Tecnológica de Andalucía (CTA)
-

13:00 h. Road Safety and Regulation

The mobility sector is constantly changing. The need to invest in more sustainable mobility, the emergence of new means of transport and the importance of ensuring road safety, call for these changes to be reflected in regulations, so that they are accountable to the reality of the current situation

Moderator: **Trinidad Hernández.** General Director of Mobility of the **City Council of Málaga**

- » **Cecilia Medina.** Head of R&D&i and Training at **SERNAUTO** and Coordinator of the Spanish Technology Platform Move to future (**M2F**)
 - » **Pablo Escapa.** Technical Telecommunications Engineer and cybersecurity expert, dedicated to the automotive world at **Ic2Ev Technology**
-

14:00 h. Closing session of Greencities Greencities and S-Moving at Green Point

- » **Francisco de la Torre.** Mayor of **Málaga**