






GREENCITIES ARENA+

Wednesday 29th September 2021

from 08:30 h. Main Hall

Accreditation

09:00 -09:45 h. Opening conference Greencities Arena

-  **Juan Carlos Abascal.** Mayor of **Ermua** and co-president of the Network of Science and Innovation Cities (**Red Innpulso**)
-  **Carles Ruiz.** Mayor of **Viladecans** and co-president of the Network of Science and Innovation Cities (**Red Innpulso**)
-  **Pedro Mier.** President of **Ametic**

10:00 – 11:00 h. AndalucíaSmart and the Intelligent Development of Andalusia. Regional Ministry of Economic Transformation, Industry, Knowledge and UniversitiesModerate: **María del Carmen Rodríguez.** Manager of INPRO of **Provincial Council of Seville**

-  **Loreto del Valle.** Director General for Digital **Economy and Innovation**
-  **Juan Bautista Alvarez.** Deputy-delegate for technological Development and European Resources of **Provincial Council of Málaga**
-  **Isabel Gallardo.** Delegate for Innovation, Smart Municipalities and Digital Transformation of **Provincial Council of Cádiz**
-  **José Leocadio Ortega.** Mayor of **Pilas**
-  **Manuel Hueso.** Mayor of **Rus**

11:00 -12:00 h. Opening Ceremony. Auditorium 1Master lecture **Supercities. Smart Territory**

- **Alfonso Vegara.** President of **Fundación Metropoli**
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12:15 -13:15 h. Everything has changed. New cities for new citizens



Moderate: **Victor Troyano**. Concept Manager of **Urbania**

- 🔴 **Raúl López**. Councilor for Town Planning and Territorial Planning of **Malaga City Council**
- 🔴 **Flavio Tejada**. Director of **Arup** and Director Master in **Real Estate Development at IE**
- 🔴 **Jorge Alonso**. Design Architect & Planner and Business Development Manager of **Chapman Taylor**
- 🔴 **Jorge Ponce**. Main Board Director of **Broadway Malyan**

13:30 -14:30 h. DIGITAL TWIN: beyond a spatial, virtual and augmented reality



Moderate: **Germán del Real**. Deputy Managing Director of **Ayesa Group**



- 🔴 **Elena Sánchez**. Director of the transport division, digital transformation area of **Ayesa Group**
- 🔴 **Daniel Herrera**. Director of the architecture division of **Ayesa Group**
- 🔴 **Gianluca Racana**. Director of **Zaha Hadid Architects**
- 🔴 **Miguel Ángel Vilaplana**. Head of **Airbus UTM**
- 🔴 **Daniel Rojas-Marcos**. Territorial Director of the South Zone and responsible for the tourism sector of **ESRI**

14:30 h.

WORKING LUNCH

16:00 -17:00 h. Smart water. The management of the integral water cycle is one of the critical problems in many municipalities with a special complexity in those that have very scarce or non-existent sources, as is the case in some islands. We will see how they manage it in several municipalities and the solutions that have been created to make the most of this scarce resource.


Moderate: **Emilio Herrera**. SPEC Director at **Grupo Cibernos** and Vice-president of the Smart Cities Commission of **Ametic**



- 🔴 **Miguel Ángel Benito**. **Legal and Business Development Director of AGBAR**
- 🔴 **Antonio Pérez**. Mayor of **Benidorm**
- 🔴 **Gemma del Corral**. Councilor of the Environmental Sustainability Department of the **Málaga City Council**

**17:15 -18:30 h. Keys in the transformation to the cloud in the public sector**

Keynote speaker: **María Jesús Almazor**. CEO of Cyber&Cloud of **Telefónica Tech**

Moderate: **Mario Cortés**. Dean of the **College of Telecommunications Technical Engineers**  **Telefónica Empresas**

-  **José Antonio Ondiviela**. Director of Government and Smart Cities Solutions of **Microsoft Europe**
-  **José Antonio González**. Head of Digital Transformation, Large Companies and Public Administrations South of **Telefónica**
-  **Adolfo García**. Head of Service of the Telecommunications Service of the Digital Strategy of the **Digital Agency of Andalusia**
-  **José Manuel Vargas**. Director General of Information and Communication Technologies **Regional Government of Extremadura**
-  **José Miguel Muñoz**. Director of Business Development of **Kalaman**

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09:00 -10:00 h. Smart tourism destinations

09:00 – 10:10 h. Challenges and new opportunities. Smart Tourism Destinations (ITD) have been consolidated in the Smartcities market as a vertical for the tourism industry. The Modernisation and Competitiveness Plan presented by the Secretary of State, especially the Tourism Sustainability Plans, offer a unique and historic opportunity to make a quantum leap in the competitiveness of destinations and the tourism industry.

Moderate: **John Mora**. Vice-president of the Smart Cities and Smart Tourism Commission of **AMETIC**



-  **Antonio Sánchez**. Innovation Director of **Hub Dinapsis Benidorm**
-  **Olivier Jager**. Ceo and co-founder of **ForwardKeys**
-  **Jaime Solano**. Founder at **GVAM Interactive Guides**
-  **Rosa Sánchez**. Deputy Mayor Area of Tourism, Promotion of the City and Local and Foreign Investments at **Malaga City Council**
-  **Carlos Becker**. Director of Corporate and Public Sector at **Vodafone**
-  **Enrique Martinez**. President of State Company for the Management of Innovation and Tourism Technologies (**SEGITTUR**)



10:20 -11:15 h. Sustainability, digitisation and competitiveness, keys to the smart destination model. The concepts of sustainability, digitalisation and competitiveness are key to understanding in detail the smart destinations model, which aims to promote a new model for improving competitiveness and tourism development based on tourism governance and co-responsibility. The smart destinations model has already been implemented in around fifty destinations and there is growing international interest in this methodology developed by the Secretary of State for Tourism, through the State Society for the Management of Innovation and Tourism Technologies (SEGITTUR).



Moderate: **Enrique Martínez.** President of State Company for the Management of Innovation and Tourism Technologies (**SEGITTUR**)

- 🕒 **Antonio Guevara.** Dean of the Faculty of Tourism of the University of Malaga (**UMA**)
- 🕒 **Enrique Navarro.** Director of the University Institute of Intelligence Research and Tourist Innovation of the University of Málaga (**i3t-UMA**)
- 🕒 **Lidia Andrades.** Lecturer in Business Organisation at the University of Extremadura (**UEX**)
- 🕒 **María Velasco.** Advisor to the Cabinet of the Secretary of State for Tourism of the Ministry of Industry, Commerce and Tourism (**MINCOTUR**)
- 🕒 **Antonio Francés.** Mayor of **Alcoy**

11:30 -12:30 h. Green transition, digital and decarbonization





Moderate: **Pilar González.** Head of the Institutional Promotion and Territorial Cooperation Department of the Center for the development of Industrial Technology (**CDTI**)

- 🕒 **Manuel Guirao.** Energy Transition General Director, **Castilla-La Mancha Government**
- 🕒 **Luis Miguel Hernando.** Head of Public Administration Sales of **Endesa X**
- 🕒 **Emilio Iglesias.** Head of Area in the Department of Institutional Promotion and Territorial Co-operation of the Center for the development of Industrial Technology (**CDTI**)
- 🕒 **Ana González.** Mayor of **Gijón**
- 🕒 **M^a Lourdes Martín.** Technical Director of Sustainability and Climate Change of **SGS**



12:45 -13:15 h. Málaga, semifinalist for the European capital of innovation award (iCapital)






Moderate: **Susana Carillo**. Councilor for the urban digitalization innovation area of **Málaga City Hall**

-  **Beatriz Becerra**. Director General for Citizen Participation, Migration, External Action, Development Cooperation, Transparency and Good Governance of **Malaga City Council**
-  **Antonio Quirós**. Coordinator at **National Pole of Digital Content**

13:30 - 14:30 h. Smart rural, technology and connectivity. The expansion of smart city technologies and solutions to the rural world has multiple barriers, including connectivity, a basic pillar for life in this environment to develop in a way that is equivalent to that of cities. The development of 5G promises to partially solve this problem. We will discuss the EU Small Villages model for rural areas.

Moderate: **Francisco Morcillo**. Consultant, Blogger and Ceo of **MB3 Gestión**



-  **Juan Alfaro**. Strategic Director of Economic and Social Innovation of **Provincial Council of Huelva**
-  **Jose Ramón Fernández**. Account Executive de **GALGUS**
-  **Agustín Aretio**. Innovation Area Manager and Digital Province of **Provincial Council of Cáceres**
-  **José Luis Jericó**. Managing director of **SOFOJEA**
-  **Sharam Yalda**. Founder of **HumanNation**, regenerative transformation and innovation