

GREENCITIES ARENA

Wednesday 21st September 2022

from 08:30 h. Accreditation

Co-organizer:



09:00 – 09:20 h. **Greencities Arena Opening session**

Speakers:

- **Adolfo Borrero**. President of the Smartcities Commission of the Multisectoral Association of Spanish Electronics and Communications Companies (**AMETIC**)
- **Carles Ruiz**. Mayor of **Viladecans** and co-president of the Network of Science and Innovation Cities (**Red Innpulso**)
- **Juan Carlos Abascal**. Mayor of **Ermua** and co-president of the Network of Science and Innovation Cities (**Red Innpulso**)

09:20 – 10:05 h. **Smart Small Villages: intelligent rural territories**

Moderator: **Javier Martínez**. Representative of the Sustainable Smart Towns Working Group of the Multisectoral Association of Spanish Electronics and Communications Companies (**AMETIC**)

Speakers:

- **Miguel Ángel Gallardo**. President of the **Provincial Council of Málaga** and Mayor of **Villanueva de la Serena**
- **Rainer Uphoff**. President of the Alliance for Sustainable Mobility and Rural Innovation (**AMSIR**)
- **Eduardo Martínez**. Head of Smart Cities of **NTT Data**
- **Adrián Brazao**. Managing Director of **Wavecom**

10:05 – 11:00 h. **Smart Tourism Destinations digital ecosystem: data spaces**

Keynote Speaker: **Enrique Martínez**. President of the State Society for the Management of Innovation and Tourism Technologies (**SEGITTUR**)

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Moderator: **John Mora**. Vice-President of the Smartcities Commission of Smart Cities of the Multisectoral Association of Spanish Electronics and Communications Companies (**AMETIC**)

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Speakers:

- **Antonio Guevara**. Dean of the Faculty of Tourism of the University of Malaga (**UMA**)
- **Alberto Bernal**. Director Territories and Tourism, Minsait Phygital Division of **Minsait**
- **Antonio Pérez**. Mayor of **Benidorm**



11:00 h. Greencities & S-Moving 2022 Opening ceremony**Auditorium 2**

12:00 – 12:45 h. Energy efficiency in Smartcities

Moderator: **Antonio Marqués**. Smart Energy Working Group of the Multisectoral Association of Spanish Electronics and Communications Companies (**AMETIC**)



Speakers:

- **Jordi Mazón**. Deputy Mayor for Ecological Transition of **Viladecans City Council**
- **Ana González**. Mayor of **Gijón**
- **Julieta Maresca**. Head of Distributed Energy Resources of **Repsol**
- **Paulo Valêncio Martins**. CEO and Cofounder of **Mezzegra**

12:45 – 13:30 h. Technology and data to achieve climate-neutral cities

Moderator: **Patricia Molina**. Director of City, Territory and Environment of **Tecnalia Research & Innovation**



Speakers:

- **David Rosa**. Technical Director of Las Naves of the **Valencia City Council's Innovation Centre**
- **Lucía Alcibar-Arechuluaga**. Business Development of **Inkolan**
- **Álvaro Arroyo**. Managing Director of **Estudios GIS**
- **Francisco José Vea**. Innovation and New Technologies Director of **Grupo Simetría**
- **David Rosa**. Technical Director of Las Naves of the **Innovation Center of the Valencia City Council**

13:30 – 13:45 h. Connectivity for smart cities

Keynote speaker: **César Yllera**. Regional Territory Manager at **Huawei Technologies Spain**



13:45 – 14:30 h. The water cycle as the axis of urban transformation and adaptation

Keynote speaker: **Luis Barcala**. Mayor of **Alicante**

Moderator: **Emilio Herrera**. Vice-president of the Smart Cities Commission at the Multisectoral Association of Spanish Electronics and Communications Companies (**AMETIC**)

Speakers:

- **Daniel García**. Andalusia & Extremadura head office of **Zabala Innovation**
- **Juan José Denis**. Managing Director of Municipal Water Company of Malaga (**EMASA**)
- **Jordi Tort**. First Deputy Mayor of **Gavà City Council**
- **Miguel Ángel Benito**. Representative of the Smart Water Working Group of the Multisectoral Association of Spanish Electronics and Communications Companies (**AMETIC**)

14:30 h.

WORK LUNCH

16:00 – 16:45 h. Intelligent buildings: IOT nodes

Moderator: **Miguel Ángel González**. Representative of the Smartcities Commission of the Multisectoral Association of Spanish Electronics and Communications Companies (**AMETIC**)

Speakers:

- **José Luis Fernández**. Strategy general manager of **Televés**
- **Álvaro Pérez**. Deputy Councillor for Mobility and Sustainability of **Bilbao City Council**
- **Rafael Fuentes**. Regional director for trade of **ICEX**
- **Luis González**. Spain and Portugal Director of **Allied Telesis**

16:45 – 17:30 h. Smart City: Challenges and difficulties to ensure its success and vision of the future from an organizational and a functional approach

Moderator: **Marta Pallares**. Business Unit Manager at **Itron Spain**

Speakers:

- **María Mora**. Manager of the Centro Municipal de Informática (CEMI) of the **Málaga City Council**
- **José Cándido Seba**. Industrial Engineer, responsible for the Rota City Platform of the **Rota City Council**
- **Ana María Mula**. Mayor of **Fuengirola**
- **Michael Donaldson**. Commissioner of Technological Innovation, Electronic Administration and Good Governance of the **Barcelona City Council**

17:30 – 18:15 h. Internet of things and artificial intelligence: data sources and decision making

Moderator: **Enrique Serrano**. President of the Committee on Artificial Intelligence of the Multisectoral Association of Spanish Electronics and Communications Companies (**AMETIC**)

Speakers:

- **Antonio Jara**. Global Director Smart Cities at **Libelium**
- **Martin Serrano**. IoT Scientific Director, Unit Head & Data Scientist at **Open Agile Smart Cities Ireland Technical Lead**
- **Allan Garnier**. Co-founder and chief operating officer of **Mygreens**
- **André Guimarães**. Business Consultant of **Ubiwhere**

GREENCITIES ARENA

Thursday 22nd September 2022

from 08:30 h. Accreditation

Co-organizer:



09:15 – 10:00 h. iCapital cities as frontrunners of sustainability trends

Moderator: **Fabienne Gautier**. Head of Unit - EU and place-based Innovation Ecosystems European Innovation Council and SMEs Executive Agency (**EISMEA**)



Speakers:

- **Fermin Cerezo**. Head of Innovation Service and Coordinator of the València 2030 Mission of **Valencia City Council**
- **Jamie Cudden**. Smart City Program Manager at **Dublin City Council**
- **Sara Torres**. Project Manager at **Cascais City Council**
- **Terhi Marttila**. Development consultant at **City of Espoo**

10:00 – 10:45 h. Technological humanism: the basis for secure artificial intelligence

Moderator: **Carlos Grau**. Technology and Innovation Advisor

Speakers:

- **Enrique Villa**. CTO at **Wellness TechGroup** and CEO at **IRIS Sentinel**
- **José de la Uz**. Mayor of **Las Rozas de Madrid** and President at **Las Rozas Innova**
- **Beatriz Becerra**. Director General Citizenship, External Action, Transparency and Good Governances **Malaga City Council**

10:45 – 11:30 h. Digital Technologies – critical enablers for the Smart Green City

Moderator: **Vinod Kumar**. CEO and member of the Executive Committee at **Vodafone Business**



Speakers:

- **Javier Torres**. Second Vice-president and Councillor for Innovation, Transparency, Participation and Transport of the **Consell d'Eivissa**
- **Francisco Javier García**. Director of Digital Public Services of **RED.es**
- **Susana Carillo**. 1st Deputy Mayor, Delegate Councillor for Urban Innovation and Digitalisation of **Malaga City Council**

11:30 – 12:15 h. Expo2027 Malaga. The urban age: towards the sustainable city

Speakers:

- **Jerónimo Blasco**. General Manager of **Expo 2027 Malaga**



12:15 – 13:00 h. Climate action: success stories

Moderator: **Francisco Jiménez**. Journalist for **Diario Sur**

Speakers:

- **Patricia Cavada**. Mayor of **San Fernando**
- **Juan Antonio Sagredo**. Mayor of **Paterna**
- **Jacobo Calvo**. Second Deputy Mayor of **Granada**
- **María Lopez**. Director General for Environmental Sustainability and Climate Change of the Regional Ministry for Sustainability, Environment and Blue Economy of the **Regional Government of Andalusia**

S-MOVING ARENA

Co-organizer:



Main Hall

Wednesday 21st September 2022

from 08:30 h. Accreditation

09:00 – 09:20 h. S-Moving Arena Opening session

Led by: **Fernando Ferrero**. Directorate of Strategic Investments of the Agency for Innovation and Development of Andalusia (Agencia IDEA) of the Regional Ministry of Economy, Finance and European Funds of the **Regional Government of Andalusia**

Speakers:

- **Pere Navarro**. General Director of Traffic of the Central Traffic Headquarters (**DGT**)
- **Antonio Gómez-Guillamón**. President of **Andalucía Aerospace Business Cluster**

09:20 – 10:05 h. New technologies for sustainable mobility in rail freight transport

Moderator: **Miguel Ríos**. Head of Railways Technologies Center of **ADIF**



Speakers:

- **José Conrado Martínez**. Deputy Director of Strategic Innovation of **ADIF**
- **Francisco Javier Pino**. University Professor in the Department of Energy Engineering at the University of Seville (**US**)
- **Alberto Fernández**. Professor of Industrial Engineering, PhD in Industrial Engineering, Area of Machines and Thermal Engines at the University of Malaga (**UMA**)

10:05 – 10:50 h. Automotive regulations and cybersecurity testing

Moderator: **María Pérez**. Directorate General for Digital Strategy of the Digital Agency of Andalusia of the Ministry of Presidency, Interior, Social Dialogue and Administrative Simplification of the **Regional Government of Andalusia**



Speakers:

- **Antonio González**. Global Technical Leader on Industrial, Medical and Transport System Cybersecurity of **DEKRA**
- **Pablo Escapa**. Manager at VECA group Colegio Oficial de Ingenieros Técnicos de Telecomunicaciones (**COITT**)
- **Isaac Agudo**. Professor at the University of Malaga (**UMA**)

11:00 h. Greencities & S-Moving 2022 Opening ceremony

Auditorium 2

12:00 – 12:45 h. Technology as a key element for urban traffic management

Moderator: **Arturo Pérez de Lucía**. Director General of the Business Association for the Development and Promotion of Electric Mobility (**AEDIVE**)

Speakers:

- **Jehan de Thé**. Vice President Maas Alliance & Group Public Affairs Director of **Europcar Mobility Group**
- **Francisco Baeza**. Business Development Director of **SISTEM**
- **Julio Millán**. Mayor of **Jaen**
- **Ignacio Galindo**. Professional Services Director of **PTV Group Iberia**

12:45 – 13:45 h. Digitisation of public transport. Payment by mobile phone identification (NFC) and on-demand transport routes

Present: **Marifrán Carazo**. Regional Minister for Development, Territorial Planning and Housing of the **Regional Government of Andalusia**



Moderator: **Felipe Arias**. General Director of Mobility, Regional Ministry of Development, Territorial Planning and Housing of the **Regional Government of Andalusia**

Speakers:

- **Francisco Javier Perea**. Technical Director of **Malaga Metropolitan Transport Consortium**
- **José María Sanabria**. Operations Manager **Avanza** South Division
- **Rainer Uphoff**. CEO of **MUFMI.com**

13:45 – 14:30 h. Results of the Andalusian Knowledge System's R&D&I in smartcities and smart mobility

Moderator: **Daniel Escacena**. Project Director Andalusian Knowledge Agency (**AAC**)



Speakers:

- **Daniel González Bootello**. Director of **Smart City Clúster**
- **Miguel Ángel Trujillo**. Head of Autonomous Systems Unit of the Advance Center for Aerospace Technologies (**CATEC**)
- **María José Márquez**. Assistant Lecturer at the University of Malaga (**UMA**)
- **Gonzalo Ramos**. Lecturer at the University of Malaga (**UMA**)
- **José Alberto España**. Professor at the University of Malaga (**UMA**)

14:30 h.

WORK LUNCH

16:00 – 16:45 h. Accessible Mobility. The challenge of inclusive cities and new ways to achieve it: transport on demand is now a reality**NTT DATA**Moderator: **M^a del Carmen García**. Manager Director of **CIEDES Foundation**

Speakers:

- **Charles Paulino Montejo**. Head of Marketing of **Padam Mobility**
- **Almudena Alcaide**. Director of the R+D+i Department of **ONCE Foundation**
- **Alejandro Peña**. Director of the Rural and Sustainable Development Area of the **Provincial Council of Badajoz**
- **Arturo Corbi**. Director of Sustainable Mobility of **NTT Data**

16:45 – 17:30 h. Opportunities for collaboration with public administration: public procurement projects for innovation in the field of sustainability and smart mobilityModerator: **Rocío Muñoz**. Coordinator of the R&D&I Promotion and Knowledge Transfer Area of the Andalusian Knowledge Agency of the Regional Ministry of University, Research and Innovation of the **Andalusian Regional Government**

Speakers:

- **Francisco Campuzano**. Head of the Planning, Information Systems and Studies Office Section of the General Administration Area of the Andalusian Housing and Rehabilitation Agency of the Regional Ministry of Development, Infrastructures and Territorial Planning of the **Regional Government of Andalusia**
- **Inmaculada Cuenca**. Technician. Environment Department of **EMASESA**
- **Encarnación Martínez**. Agricultural and Fisheries Management Agency of Andalusia (AGAPA) of the Ministry of Agriculture, Fisheries, Water and Rural Development of the **Regional Government of Andalusia**
- **Antonio Gallardo**. Rector's representative for the sustainable campus of the **University of Pablo de Olavide**

S-MOVING ARENA

Co-organizer:



Main Hall

Thursday 22nd September 2022

from 08:30 h. Accreditation

10:00 – 10:45 h. TrenLab: a new era for open innovation in corporates

Moderator: **Pilar Gorriz**. Innovation Manager of **Renfe**

Speakers:

- **Manel Alcaide**. CEO of **Visualfy**
- **Mar Robles**. Chief Green Officer of **Greemko**

10:45 – 11:55 h. Vehicles for cleaner and more sustainable transport

Moderator: **María Trinidad Hernández**. Director General for Mobility of **Malaga City Council**

Speakers:

- **Haya Doudri**. EVP Global market development, policy and strategy of **Superpedestrian**
- **Juan López**. Electric mobility development team **Repsol**
- **Rafael John Santiago**. Transport Transition Coordinator of the **City of Dortmund**
- **Carmen Hernández**. Mayor of **Telde**
- **Ramón Fernández**. BDM eBUS of **Endesa X**
- **Amparo Manso**. Moves III Agent of the **Andalusian Energy Agency**

11:55 – 12:15 h. Presentation of MOW FORUM Andalusia - New Order of Mobility in the World



Speakers:

- **Francisco Javier Arroyo**. Managing Director of **Andalusia Global**
- **Ignacio Fernández**. Secretary General **MOW FORUM Andalucía**
- **Jaime Alguersuari**. **MOW FORUM Andalucía 2022** Vice President of the Organizing Committee

12:15 – 13:00 h. **Why doesn't my city have a fast charger yet?**



Moderator: **Eduardo Medina**. CEO of **Activacar Mobility**

Speakers:

- **Alejandro Criado**. Head of presales engineers of **Wallbox**
- **Ignacio Molina**. CTO of **Jovitel**
- **Patricia Presa**. Electric mobility business development of **Safamotor electric**
- **Fonsi Acevedo**. Public Affairs Consultant
- **Laura Trella**. MovesIII Plan management at **Activacar Mobility**

SUSTAINABILITY ROOM

Co-organizer:



FORO DE ECONOMÍA CIRCULAR



Co-organizer:



Ayuntamiento de Málaga
Área de Sostenibilidad Medioambiental

Wednesday 21st September 2022

from 08:30 h. Accreditation

Main Hall

09:00 – 09:20 h. **Sustainability Room Opening session**

Speakers:

- **Marta Gómez**. Director General for Environmental Quality and Assessment of the Ministry of Ecological Transition and Demographic Challenge (**MITECO**)
- **Francisco Cantos**. Deputy Councillor of the Environmental Sustainability Area **Malaga City Council**

09:20 – 09:40 h. **Infallible Recipes for the failure of the Circular Economy**

Keynote speaker: **Manuel Maqueda**. Special Program Instructor, Applied Circular Economist at **Harvard University**

09:45 – 10:45 h. Circular citiesModerator: **Cristina Garmendia**. President of **COTEC Foundation**

Speakers:

- **Francisco de la Torre**. Mayor of **Málaga**
- **Ana González**. Mayor of **Gijón**

11:00 h. Greencities & S-Moving 2022 Opening ceremony**Auditorium 2**

12:00 – 13:50 h. Time block a bet from Europe "The PERTE of the Circular Economy"**12:00 – 12:30 h. Boosting circularity: a commitment from Spain. PERTE on Circular Economy**Keynote speaker: **Marta Gómez**. Director General for Environmental Quality and Assessment of the Ministry of Ecological Transition and Demographic Challenge (**MITECO**)**12:30 – 13:10 h. Boosting circularity, a commitment from Europe: "Circular Economy's PERTE"**Moderator: **Luis Medina-Montoya**. General Director of the Environmental Sustainability Area of **Malaga City Council**

Speakers:

- **Antonio López**. Southern Area Manager of **Ecoembes**
- **Teresa Muela**. Secretary General of the Andalusian Federation of Municipalities and Provinces (**FAMP**)
- **Raúl E. García**. General Manager of Limpieza de Málaga, S.A.M. (**LIMASAM**)

13:10 – 13:50 h. Distribution, consumption, and reuseModerator: **Luis Medina-Montoya**. General Director of the Environmental Sustainability Area of **Malaga City Council**

Speakers:

- **Félix Reneses**. Management and Key Accounts Director of **Ecovidrio**
- **Lluïsa Moret**. Mayor of **Sant Boi de Llobregat**
- **Pedro Toledo**. General Director of **Movisat**
- **Carmen Ladrón de Guevara**. Principal Researcher of the MAREA Plastic project at the University of Malaga (**UMA**)

13.50 - 14.30 h. The agreement and commitment of cities to improve the environment and the quality of life of their citizens

13.50 - 14.05 h. Santander Natural Capital

Keynote speaker: **Gema Igual**. Mayor of **Santander**

14.05 - 14.20 h. Valencia, Finalist for European Green Capital 2024

Keynote speaker: **Sergi Campillo**. Deputy Mayor of **Valencia City Council** and Councillor for **Urban Ecology**

14.20 - 14.30 h. Helsingborg H22 – the making of a smarter, sustainable and thoughtful city

Keynote speaker: **Åsa Bjerling**. Position International Affairs and Public Relations of **Helsingborg City**

14:30 h.

WORK LUNCH

16:00 – 16:45 h. Time block a bet from Europe "The PERTE of the Circular Economy"

16:00 – 16:45 h. Eco-design. Right to repair

Moderator: **Paco Salvador**. Mayor's Advisor for Corporate Strategy, Entrepreneurship and Urban Transformation at **Malaga City Council**

Speakers:

- **Daniel de la Torre**. Circularity Director of **Exxita be circular**
- **Fernando Calero**. Operations Director at **Contenur**
- **Juan Manuel Revuelta**. CEO of **Finnova** and **CirCoAX Startup Europe Awards**

16:45 – 17:30 h. Local projects to answer the decarbonisation challenge in the coming decades



Moderator: **Juan Carlos de la Torre**. Advisor of European Funds of the Area of Innovation and Urban Digitalization of **Malaga City Council**

Speakers:

- **Josep Signes**. Mayor of **Gata de Gorgos**
- **Andy Wynn**. CEO of **TTIP Global**
- **Marlene Guerreiro**. Vice president of **Município de São Brás de Alportel**

SUSTAINABILITY ROOM

Thursday 22nd September 2022

from 08:30 h. Accreditation

Co-organizer:



Main Hall

09:15 – 10:00 h. **Low emission zones: present and future**

Moderator: **Irene Carrasco**. Head of the Sustainable Mobility Area of the Subdirectorate General for Clean Air and Industrial Sustainability of the Ministry of Ecological Transition and the Demographic Challenge (**MITECO**)

Speakers:

- **Fernando Moreno**. Urban Mobility Sales Manager of **Bosch**
- **Manuel Villar**. Councillor for Cleaning and Waste, Environment, Transport, Contracting and Legal Services of **Alicante City Council**
- **Pedro Garibi**. Smart & Sustainable Solutions Business Development Manager of **T-Systems**
- **Sebastiano Meneghello**. VP Business Development of **Bettair**
- **Jaime Linaza**. CFO and COO of **Clear Channel**

10:00 – 10:45 h. **Cities 2030**

Moderator: **Laura Prats**. Deputy Director of Sustainable Finance at **CaixaBank**



Speakers:

- **Javier Martínez**. Mobility Director of the **EDP**
- **Eduardo Medina**. CEO of **Activacar Mobility**
- **Fernando Marín**. Business Development Director **Lynka Group**
- **Juan Manuel Rosauero**. Director of Institutional Relations at **Endesa** and Head of the **E-City Malaga Project**

10:45 – 12:15 h. Green energy and infrastructure conference

10:45 – 11:30 h. Renewables energies



Moderator: **María Cobo**. Coordinator of the Area for the management and monitoring of the Recovery Plan at the Ministry for Ecological Transition and the Demographic Challenge (**MITECO**)

Speakers:

- **Miguel Rodrigo**. Head of Regulatory Framework and Corporate Strategy, Institute for Energy Diversification and Saving (**IDAE**)
- **Marta Sebastián de Erice**. Head of the Support Unit of the General Directorate for Environmental Quality and Assessment of the Ministry for Ecological Transition and the Demographic Challenge (**MITECO**)
- **Juan Martínez**. Product Manager, IoT & Smart building of **Telefónica**

11:30 – 12:15 h. Urban renaturation and green infrastructures

Moderator: **Verónica Gonzalo**. Area Coordinator in the Unit for the Implementation of the Recovery Plan of the Ministry for Ecological Transition and the Demographic Challenge (**MITECO**)

Speakers:

- **Elena Pita**. Director of the Biodiversity Foundation of the Ministry for Ecological Transition and the Demographic Challenge (**MITECO**)
- **Javier Sánchez**. Deputy Director General for Water Protection and Risk Management of the Ministry for Ecological Transition and the Demographic Challenge (**MITECO**)
- **Francisca Rubio**. General Director of Ricardo Valle Institute of Innovation Foundation (**INNOVA IRV**)
- **Cristobal Ortega**. Deputy Head of the Department of Transparency, Open Government, Corporate Social Responsibility, Environment, Climate Change, Inland Tourism and Sports of the **Provincial Council of Malaga**

12:30– 13:15 h. The Maghreb and the challenges of Agenda 2030



Moderator: **Francisca Pedrós**. Ambassador for the Expo Malaga 2027 Candidature of the **Ministry of Foreign Affairs, European Union and Cooperation**

Speakers:

- **Fatimetou Abdel Malick**. President of the **Nouakchott Region**
- **Mériem Chabou**. Especialista en urbanismo y desarrollo sostenible en la École Polytechnique d'architecture et d'urbanisme (**EPAU**)
- **Inchirah Hababou-Allagui**. Urban architect

URBAN INTELLIGENCE ROOM

Wednesday 21st September 2022

from 08:30 h. Accreditation



09:00 – 09:20 h. **Urban Intelligence Room Opening session**

Speakers:

- **Vito Episcopo.** President of **Smart City Cluster**
- **Juan Álvarez de Lara.** Chairman Impact Investment Committee of the European Business Angels Network (**EBAN**)

09:30 – 10:05 h. **Collaboration protocol on innovation**

Moderator: **Francisco Marín.** Vice-President of the Forum of Innovative Companies (**FEI**)

Speakers:

- **José Cándido Seba.** Industrial Engineer, responsible for the Rota City Platform of the **Rota City Council** and member of the **RECI Network**
- **Rosalía Herrera.** General Manager of **Ermua City Council** and co-director of the Technical Secretariat of the **Innpulso Network**
- **Adela Artero.** Director of Ecological Transition and Promotion of the City of **Viladecans City Council** and co-director of the Technical Secretariat of the **Innpulso Network**

10:05 – 10:50h. **Metaverse and the City: a glance ahead**



Moderator: **Juan Marcelo Gaitán.** Director of FIWARE iHUBS at **Telefónica**

Speakers:

- **Santiago Cabezas.** CEO of **Datacasas PropTech**
- **Álvaro Alegría.** Head of Value Proposition & Portfolio Management of **Telefónica Tech**
- **Rodolfo Tiessler.** La Brujula's Program Advisor of the **Polo Nacional de Contenidos Digitales**

11:00 h. **Greencities & S-Moving 2022 Opening ceremony**

Auditorium 2



12:00 – 12:45 h. **Public administration and entrepreneurship promotion**



Moderator: **Fernando Ferrero**. Directorate of Strategic Investments of the Agency for Innovation and Development of Andalusia (Agencia IDEA) of the Regional Ministry of Economy, Finance and European Funds of the **Regional Government of Andalusia**

Speakers:

- **Fernando Herrero**. Director General for Innovation and Entrepreneurship of **Madrid City Council**
- **Radosław Michalski**. Director of the City Promotion and Tourism Department of **Wroclaw City Council**
- **José Diestro**. General Manager of the Sociedad Privada Municipal para el Fomento y Promoción del Desarrollo Socioeconómico de Ceuta S.A. (**PROCESA**)
- **Iñigo Olaizola**. Managing Director of the Society for the Promotion of San Sebastian of the **San Sebastian City Council**

12:45 – 14:30 h. **European funds for a digital and sustainable future**

Moderator: **Carlos Becker**. Head of Marketing at **Vodafone Business Spain**



Speakers:

- **Raúl Jiménez**. Managing Director of the Andalusian Digital Agency of the Regional Ministry of Presidency, Interior, Social Dialogue and Administrative Simplification of the **Regional Government of Andalusia**
- **Domingo Vegas**. President of **Grupo Gransolar**
- **Miguel López**. External Director of the **Primaflor Group**

13:30 – 14:30h. **Gijón, guest city 2022. How to turn your city into a smart city: challenges, difficulties, and achievements**

Moderator: **Patricia García**. Director General of Innovation and Promotion of **Gijón City Council**

Speakers:

- **Ana González**. Mayor of **Gijón**
- **Matías Ariel Kipple**. Researcher of **Cátedra Milla del Conocimiento Gijón Smartcities**
- **Andrés Ornia**. Head of the technical department at **Ingenium**
- **Carlos de la Rocha**. Delegate in the southern area of **Acciona Energy Services**

14:30 h.

WORK LUNCH



16:15 – 16:30 h. GIS, Digital Twin and Metaverse in Incheon Metropolitan City

Keynote speaker: **Sangmin Choi**. Senior Manager of Smart City Division of **Incheon Metropolitan City**

16:30 – 17:30 h. Elevator pitch 5+5: Call for startups – cybersecurity

Presented by: **Juan Álvarez de Lara**. Chairman Impact Investment Committee of the European Business Angels Network (**EBAN**)

Speakers:

- **Javier Saez**. CMO of **BuhoSmart**
- **Danna Mayra Calle**. Co-founder of **CyberCrim**
- **Martín Martínez**. General Manager Business Development of the **Hello Auto**
- **Eduardo Dueñas**. Business Director of **QUICK**
- **Nacho Alonso**. Technical Director of **SSH Team**

URBAN INTELLIGENCE ROOM

Thursday 22nd September 2022

from 08:30 h. Accreditation

Co-organizer:
 **SmartCity Cluster**
Main Hall

10:00 – 10:45 h. Integral Digital Transformation of Local Administrations

Speakers:

- **Victor Solla**. General Director of Innovation and Urban Digitalization of the Innovation and Urban Digitalization Area of the **Malaga City Council**
- **Fernando de Pablo**. General Manager of the Digital Office of the **Madrid City Council**

10:45 – 11:30 h. Talent and women in the cybersecurity sector

Moderator: **Mar López**. Vice President and Founder of **Woman4Cyber Spain**

Speakers:

- **Soledad Romero**. Expert Consultant in GRC at Cybersecurity of **NTT DATA Europe & Latam**
- **María Mora**. Manager of the Municipal Center for Information Technology (CEMI) of the **Málaga City Council**
- **Miriam Howe**. Lead Cyber Consultant of **BAE Systems**



11:30 – 12:15 h. New models of intelligent management: energy efficiency and investment

 Moderator: **Vito Episcopo**. President of **Smart City Cluster**  **Smurfit Kappa**

Speakers:

- **Antonio Boto**. Global Business Development Manager & Solution Owner of **Minsait**
- **Marcelo Manara**. Municipal Secretary of Urbanism and Sustainability of the **Municipal Government of Sao José dos Campos**
- **Francisco Carmona**. Head of the Strategic Innovation Plan: "Puerto Real +Ciudad" of Energy Group of **Puerto Real City Council**

12:15 – 13:00 h. How to create a unified tourism experience: connecting city, business and people

Moderator: **Daniel González Bootello**. Director of **Smart City Cluster**



Speakers:

- **Jacobo Florido**. Councillor Delegate for Human Resources and Quality, Tourism of **Malaga City Council**
- **Javier Frutos**. President of the Malaga Hoteliers' Association (**MAHOS**)
- **Sergio López**. CEO of **unBlock**

13:00 – 14:15 h. Award Ceremony

13:00 – 13:45 h. Greencities & S-Moving I Call for startups – cybersecurity

13:45 – 14:15 h. Greencities & S-Moving Startup Europe Awards
