

GREENCITIES ARENA

Wednesday 21st September 2022

from 08:30 h. Accreditation

Coorganiza:



09:15 – 09:45 h. **Greencities Arena Opening session**

Speakers:

- **Pedro Mier.** President of the Multisectoral Association of Spanish Electronics and Communications Companies (**AMETIC**)
- **Carles Ruiz.** Mayor of **Viladecans**
- **Juan Carlos Abascal.** Mayor of **Ermua**

09:45 – 11:00 h. **Smart Small Villages: intelligent rural territories**

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

Speakers:

- **Rainer Uphoff.** Alliance for Sustainable Mobility and Rural Innovation (**AMSIR**) *TBC*
- **Endesa X**

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

Auditorium 1

12:00 – 13:00 h. **From the smart destination platform to a new data ecosystem**

Keynote Speaker: **Enrique Martinez.** Presidente de la Sociedad Estatal para la Gestión de la Innovación y las Tecnologías Turísticas (**SEGITTUR**) *TBC*

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

Speakers:

- **Antonio Guevara.** Dean of the Faculty of Tourism of the University of Malaga (**UMA**) *TBC*
- **Minsait** *TBC*
- **Antonio Pérez.** Mayor of **Benidorm** *TBC*



13:00 – 13:45 h. Technology and data to achieve climate-neutral cities

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



Speakers:

- **Valencia City Council**
- **Lucía Alcibar-Arechuluaga**. Business Development of **Inkolan**
- **Álvaro Arroyo**. Managing Director of **Estudios GIS**
- **Francisco José Veá**. Innovation and New Technologies Director of **Grupo Simetría**

13:45 – 14:30 h. Energy efficiency in Smartcities

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

Speaker:

- **Carlos Carmona**. ESCO Manager Public Sector of **Acciona ESCO**
- **Nexus Geographics** *TBC*
- **Ayuntamiento de Alicante** *TBC*

14:30 h.

WORK LUNCH

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

Moderator: **Adolfo Borrero**. President of the Smartcities Commission of the Multisectoral Association of Spanish Electronics and Communications Companies (**AMETIC**)

Speakers:

- **José Luis Fernández**. Strategy general manager of **Televés**
- **Bilbao City Council** *TBC*
- **ICEX** *TBC*

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

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:

- **Libelium**
- **Luis Salaya**. Mayor of **Caceres** *TBC*

18:15 – 19:00 h. The water cycle in sustainability plansModerate: **Emilio Herrera**. Vice-president of the Smart Cities Commission at the Multisectoral Association of Spanish Electronics and Communications Companies (**AMETIC**)

Speakers:

- **Zabala**

GREENCITIES ARENA

Thursday 22nd September 2022

from 08:30 h. Accreditation

Coorganiza:



09:15 – 10:00 h. iCapital Award-winning network

10:00 – 10:45 h. Technological humanism: the basis for secure artificial intelligenceModerator: **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**
- **Lydia Prinsen**. Project Manager of the **City of Amsterdam** *TBC*

10:45 – 11:30 h. Booked slot

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

Speaker:

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

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



13:00 – 13:45 h. Slot in process
