

## GREENCITIES ARENA

### Wednesday 21<sup>st</sup> September 2022

from 08:30 h. Accreditation

Co-organizer:



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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**)

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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 Badajoz** 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**

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

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



An Indra company

Moderator: **John Mora.** Vice-President of the Smartcities Commission of Smart Cities 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**)
- **Alberto Bernal.** Director Territories and Tourism, Phygital Division of **Minsait**
- **Antonio Pérez.** Mayor of **Benidorm**



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

## Speakers:

- **Francisco de la Torre**. Mayor of **Malaga**
- **Marifrán Carazo**. Regional Minister for Development, Territorial Planning and Housing of the **Regional Government of Andalusia**
- **José Ángel Narváez**. Rector of the University of Malaga (**UMA**)
- **Antonio Gómez-Guillamón**. President of the **S-Moving Organising Committee**
- **Juan Carlos Abascal**. Mayor of **Ermua** and co-president of the Network of Science and Innovation Cities (**Red Innpulso**). President of the **Greencities Organising Committee**
- **Francisco Hortigüela**. General Manager of the Multisectorial Association of Spanish Electronics and Communications Companies (**AMETIC**)

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

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



## Speakers:

- **Jordi Mazón**. Fifth Deputy Mayor for Ecological Transition, Mobility and Waste Collection of **Viladecans City Council**
- **Ana González**. Mayor of **Gijón**
- **Julieta Maresca**. Head of Distributed Energy Resources of **Repsol**
- **Paulo Valêncio Martins**. CEO and Co-founder of **Mezzegra**

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**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:

- **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 Valencia City Council**

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

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



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**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**)

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14:30 h.

WORK LUNCH

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**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**

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**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 **Málaga City Council**
- **José Cándido Seba**. Industrial Engineer, responsible for the Rota City Platform of **Rota City Council** and member of the Spanish Network of Smart Cities (**RECI**)
- **Ana María Mula**. Mayor of **Fuengirola**
- **Michael Donaldson**. Commissioner of Technological Innovation, Electronic Administration and Good Governance of **Barcelona City Council**

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## 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**

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## GREENCITIES ARENA

### Thursday 22<sup>nd</sup> September 2022

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### 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 of **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:

- **Francisco de la Torre**. Mayor of **Malaga**
- **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 City Council**
- **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**