

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 the Railway Infrastructure Administration (**ADIF**)



Speakers:

- **José Conrado Martínez**. Deputy Director of Strategic Innovation of the Railway Infrastructure Administration (**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 of the Official College of Technical Telecommunications Engineers (**COITT**)
- **Isaac Agudo**. Professor at the University of Malaga (**UMA**)



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**)

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

Moderator: **Arturo Pérez de Lucia**. 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**
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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) of the Regional Ministry of University, Research and Innovation of the **Regional Government of Andalusia**



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 mobility

Moderator: **Rocío Muñoz**. Coordinator of the R&D&I Promotion and Knowledge Transfer Area of the Andalusian Knowledge Agency (AAC) 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 (AVRA) of the Regional Ministry of Development, Territorial Planning and Housing of the **Regional Government of Andalusia**
- **Inmaculada Cuenca**. Technician. Environment Department of the Metropolitan Water Supply and Sanitation Company of Seville S.A. (**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**Thursday 22nd September 2022**

from 08:30 h. Accreditation

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Main Hall

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

- **Manuel Ortiz**. Director of Policy and Business Development, Southern Europe and Turkey 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 of the Department of Industrial Policy and Energy of the **Regional Government of Andalusia**

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**