

INNOVATION ROOM

Wednesday 14 April 2021

From 08:30 h. Main Hall

Accreditation

09:15 – 09:45 h. Opening conference Innovation Room: European Funds. An opportunity for recovery and change

- ✘ **D. Roberto Sánchez.** Secretary of State for Telecommunications and Infrastructures of the Ministry of Economic Affairs and Digital Transformation (MINECO)

10:00 – 11:00 h. Projects and initiatives in the field of energy transition and Circular Economy. The challenge of decarbonization and green hydrogen

Keynote: David Álvaro. Engineering Representative at **Airbus Commercial Spain**

Panel discussion. Moderate: **Sonia Palomo.** Deputy Director of Technology Transfer of the Technological of **Málaga Tech Park** and Coordinator of the European project **Recycling Business Models**

- ✘ **Margarita Muñoz.** Director general of Circular Economy at **Mercadona**
- ✘ **Juan Miguel González-Aranda.** Technical director of **LifeWatch ERIC** and Executive Committee Member of **ERIC FORUM Unión Europea**
- ✘ **María José Tomás.** Department of Institutional Promotion and Territorial Cooperation of the Centre for the Development of Industrial Technology (**CDTI**)
- ✘ **Luis Pérez.** CEO of Cartuja Science and Technology Park (**PCT Cartuja**)
- ✘ **Berta Gonzalvo.** Research Director of the **AITIIP Technological Centre**

11:00 h. Streaming OPENING Ceremony

- ✘ **Mr. Juan Manuel Moreno, president of Junta de Andalucía**
- ✘ **Mr. Pedro Duque, minister of Science and Innovation (video)**
- ✘ **Mr. Francisco de la Torre, mayor of Malaga**
- ✘ **Mr. Rogelio Velasco, regional Minister for Economic Transformation, Industry, Knowledge and Universities of the Junta de Andalucía**
- ✘ **Mrs. Teresa Riesgo., secretary general for Science and Innovation. Ministry of Science and Innovation (MICINN)**
- ✘ **Mr. Felipe Romera, president of the Transfiere Organising Committee and president of the Association of Science and Technology Parks of Spain (APTE)**
- ✘ **Mr. José Carlos Gómez Villamandos, vice-president of the Transfiere Organising Committee and president of CRUE Spanish Universities**
- ✘ **Mrs. María Jesús Almazor, CEO of the Cybersecurity and Cloud division. Telefónica Tech**

Keynote lecture "**Planet Start-up**" by the expert in innovation and disruptive technologies



✘ **D. Juan Martínez Barea**

12:30 – 13:15 h. European Funds. Next Generation: A recovery plan for Europe: Ministry of Science and Innovation (**MICINN**)

Keynote: Pablo Martín. Deputy Secretary of Science and Innovation. Ministry of Science and Innovation (**MICINN**)

Panel discussion. Moderate: **Victor Cruz.** Strategy Director of **FI Group**

- ✘ **Javier Ponce.** General Director of the Centre for the Development of Industrial Technology (**CDTI**)
- ✘ **Enrique Playán.** Director of the State Research Agency (**AEI**) Ministry of Science and Innovation (**MICINN**)
- ✘ **Jesús Marco.** Vice-President for Scientific and Technical Research Consejo Superior de Investigaciones Científicas (**CSIC**)

13:30 – 14:00 h. Introduction to Tractor macroprojects, keys for economic and social recovery of the country

Presented by:

- ✘ **Francisco Hortigüela.** General director of **Ametic**
- ✘ **Mario Mahr.** Innovation & Industry 4.0 Area Manager de **Ametic**
- ✘ **Enrique Serrano.** Coordinates the **MPT Intelligent Tourism** (Tinamica)

14:30 h.

WORKING LUNCH

16:00 – 16:30 h Initiatives and programmes to support business innovation.

- ✘ **Pilar González.** Head of the Department of Institutional Promotion and Territorial Cooperation of the Centre for the Development of Industrial Technology (**CDTI**)

16:45 – 17:45 h. Digital transformation in healthcare. Macroproject of the Regional University Hospital, Málaga TechPark and University of Málaga

Panel discussion. Moderate: **Julian Garcia de Barbosa.** Head of Digital Health Andalucía **Telefónica**

- ✘ **Julio Diaz.** ICT Director of the **Regional University Hospital of Malaga**
- ✘ **Lourdes Cruz.** Director of Business Development and Investment Attraction at **Málaga Tech Park**
- ✘ **Jose Aldana.** Vice-Chancellor of Transfer at **University of Malaga**

18:00 – 19:00 h. Innovation in the hotel tourism industry



Keynote: Álvaro Carrillo de Albornoz. Managing director. Institute of Hotel Technology (**ITH**)



Panel discussion. Moderate: **Rafael Luque.** Member of the Executive Committee of **AEHCOS**

- ✘ **Gerardo Romero.** CEO of **Lynka**
- ✘ **Gonzalo Armenteros.** President of **SOHO Boutique Hotels**
- ✘ **Pilar Herrero.** Design manager at **Marriott International**
- ✘ **Pablo Gancedo** de **HCP** Madrid

INNOVATION ROOM

Thursday 15 April 2021

From 08:30 a.m. Main Hall

Accreditation

10:15 – 11:45 h. European Funds. Next Generation: Recovery plan for Europe. Spanish Government

10:15 – 10:30 h. Ministry of Economic Affairs and Digital Transformation (MINECO)

Presented by: **Luis Cueto.** Vocal assessor at the Ministry of Economic Affairs and Digital Transformation (**MINECO**)

Keynote: **María Teresa Arcos.** General Director for Telecommunications, Ministry of Economic Affairs and Digital Transformation (**MINECO**)

10:30 – 11:45 h. Ministry of Industry, Trade and Tourism (MINCOTUR) and Ministry of Economic Affairs and Digital Transformation (MINECO)

Panel discussion. Moderate: **José Antonio Gil.** Director of the Spanish Patent and Trademark Office (**OPEM**)

- ✘ **Luis Cueto.** Vocal assessor at the Ministry of Economic Affairs and Digital Transformation (**MINECO**)
- ✘ **Julio Jiménez.** Assessor of the **Tourism Secretary of the State.**
- ✘ **José Bayón.** CEO at National Company of Innovation, SA (**ENISA**)
- ✘ **Carlos Artal de Lara.** General director of **Ayming**
- ✘ **Nieves Olivera.** Director General of the School of Industrial Organisation (**EOI**)



12:00 – 13:00 h. Boosting green innovation, sustainable, wealth-generating and the connection of interests/objectives Europe, Spain, Companies. Traditionally, most companies are constantly innovating, some without even knowing it. Investments in innovation, in the development of new products and services, are made with own resources in most companies. A company does not last without constant investment in innovation. And now the pulse is very fast, more and more so.

Panel discussion. Moderate: **Mario Cortés.** Vice-President of the Science and Innovation Committee of the **Congress of Deputies**

- ✘ **Francisco Baeza.** Business Development Director **Sistem - Grupo CPS**





- ✘ **Enrique Benítez.** Innovation and Development Agency of Andalucía (**Agencia IDEA**)
- ✘ **María José Tomás.** Department of Institutional Promotion and Territorial Cooperation of the Centre for the Development of Industrial Technology (**CDTI**)
- ✘ **Antonio Díaz.** General Director of **Datlight**
- ✘ **Álvaro Simón de Blas.** Head of Institutional Relations of the **Railway Innovation Hub** and Managing Director of **BIC**

13:15 - 14:30 h. European Funds. Next Generation: A recovery plan for Europe: Ministry of Ecological Transition and the Demographic Challenge (**MITECO**)

Present: **Laura Berjano.** Coordinator of Corporate Affairs, Corporate Reputation and Communication Department at **Abertis.** Co-director of the **COTEC Foundation** working group.

Keynote: **Miguel González Suela.** Undersecretary for the Ecological Transition and the Demographic Challenge (**MITECO**)

Panel discussion. Moderate and speaker: **Laura Berjano.** Coordinator of Corporate Affairs, Corporate Reputation and Communication Department at **Abertis.** Co-director of the **COTEC Foundation** working group.

- ✘ **Marta Martínez.** Head of Cabinet of the Undersecretariat for Ecological Transition and member of the Technical **Committee for the Recovery, Transformation and Resilience Plan.**
- ✘ **Fernando Ferrero.** Directorate of Strategic Investments of **Agencia IDEA.** Ministry of Economic Transformation, Industry, Knowledge and Universities of the **Junta de Andalucía**
- ✘ **Víctor Marcos.** Director of Renewable Energies and Electricity Market at the Institute for Energy Diversification and Saving (**IDAE**)

