

Giving voice to the digital industry is the motto of the '32nd Edition of the Digital Economy and Telecommunications Summit'. We will analyse in depth the main axes of the digital transformation and the business opportunities and challenges presented by the digitalisation of the society. In this process, the role of the digital industry is crucial.

Public institutions, companies and organisations will address the major innovation issues from different perspectives: **the impact of Artificial Intelligence on business and society; the use of data for digital businesses; the connected car and sustainable mobility; Blockchain; digital talent; the future of smart territories and cities, or digital health**, among others.

The Summit will gather senior representatives of the administration and Spanish and European public bodies; top executives of leading technology companies; research centers; and academia. This group of renowned speakers will present their vision, their reflections and opinions on the evolution of the sector and future trends

Therefore, **#Santander32** becomes one of the most important events of the ICT Industry annual calendar in Spain. The main stakeholders of this digital reality will come together contributing to make this event a first-class professional conference with unlimited opportunities.

We must remind the academic dimension of the event. With the continued support of the **Menéndez Pelayo International University**, it is included as an official course of the educational annual calendar. Should you want to obtain the certificate (*equivalent to a module of 20 teaching hours*), your attendance must be higher than 85% of the total of the course.

Several aside events will occur during these three days such as the networking cocktail and the closing lunch. In addition, a gala cocktail will be offered on Monday, in which AMETIC will present the **'Award for the boosting IT Spanish Company 2018'**.

Like in all previous editions, the event will be broadcast live and widely disseminated on social media.

Information & registration:

Palacio de la Magdalena
Santander
Tel.: +34 942 29 88 00 / 10
www.uimp.es

ORGANISERS:



SPONSORS:



CLOSING LUNCH SPONSOR:



INSTITUTIONAL PARTNERS:



ORGANISERS:



Monday

03rd September

09:00 Reception of attendees

09:30 Opening
Pedro Mier. President. AMETIC
Manuel Iturbe. Head of Business Banking – Santander España. BANCO SANTANDER
Emilio Lora-Tamayo. Rector Magnificent. UIMP
Reyes Maroto. Minister. MINISTRY OF INDUSTRY, TRADE & TOURISM

10:30 Roundtable 1: Smart growth
Moderator: Adolfo Ramírez. Innovation & digital transformation independent advisor
Eloi Gómez. CEO. MR. JEFF
Ezequiel Navarro. CEO. PREMO
Anxo Pérez. CEO. 8BELTS

11:30 Coffee break

12:00 Presentation 1: Artificial Intelligence: Opportunity & responsibility
Pilar López. President. MICROSOFT SPAIN

12:30 Roundtable 2: Artificial Intelligence applied to business
Moderator: Paloma Seoane. Deputy Director of Statistics. MINISTRY OF AGRICULTURE, FISHERIES AND FOOD
Enrique Serrano. Director General. TINÁMICA
Pedro Pérez. Managing Director Applied Intelligence Lead. ACCENTURE
Iñigo Barandiaran. Director of Industry & Advanced Manufacturing Department. VICOMTECH

13:30 Roundtable 3: The impact of Circular Economy
Moderator: Sergio Martín. Head of IT Solutions. MINSAIT BY INDRA
Rosa Trigo. Technical & Innovation Director. ECOEMBES
Frank Zamora. Chief of IT. ACCIONA AGUA

14:30 Lunch break

16:30 Institutional speech
Ángeles Heras. Secretary of State of Universities, Research, Development and Innovation. MINISTRY OF SCIENCE, INNOVATION & UNIVERSITIES

17:00 Presentation 2: Innovation, competitiveness and Welfare State
Xavier Ferrás. Operations, Innovation & Data Sciences Department Professor. ESADE

17:30 Roundtable 4: Smart electrical networks: Effects of decarbonisation
Moderator: Paloma Sevilla. Director General. UNESA
Jorge González. Director General. ORMAZABAL
Agustín Delgado. Director of Innovation, Sustainability and Quality. IBERDROLA
Guillermo Viguera. Responsible for Utilities Spain & Portugal. ACCENTURE
Mar Duque. Director General. AFBEL

18:30 Roundtable 5: The impact of 5G on industry
Moderator: Roberto Sánchez. Director General of Telecommunications & IT. MINISTRY OF ECONOMY & ENTERPRISE
Sergi Figuerola. Chief Technology & Innovation Officer at 5GBarcelona. MOBILE WORLD CAPITAL BARCELONA / i2CAT
Luis Jorge Romero. Director General. ETSI
Xavier Lobao. Head of Future Projects Division. ESA
Manuel Gordillo. Founding partner. FUTURE PLUS

19:30 End of the day

21:30 Gala Cocktail (upon invitation only)
Award for the boosting IT Spanish Company
President of the honorary award ceremony: Ángeles Heras. Secretary of State of Universities, Research, Development and Innovation. MINISTRY OF SCIENCE, INNOVATION & UNIVERSITIES
Venue: Gran Casino del Sardinero

Tuesday

04th September

09:00 Institutional speech: Digital Transformation in Public Administrations. Innovation, technology & values
Fernando de Pablo. General Secretary of Digital Administration. MINISTRY OF TERRITORIAL POLICY & PUBLIC FUNCTION

09:30 Presentation 3: Smart Companies: Industry X.0
José Luis Sancho. Managing Director. ACCENTURE DIGITAL

10:00 Roundtable 6: Economy & data ownership
Moderator: María Álvarez. Public Policy & Government Relations Manager. GOOGLE
Juan Antonio Hernández. Attorney. CONSTITUTIONAL COURT
Lorenzo Cotino. Professor of Constitutional Law. UNIVERSITY OF VALENCIA
Rosario Tur. Professor of Constitutional Law. UNIVERSITY MIGUEL HERNÁNDEZ

11:00 Coffee break

11:30 Roundtable 7: The challenge of digital talent
Moderator: Fernando Gurrea. Deputy Secretary of Education & Vocational Training. MINISTRY OF EDUCATION & VOCATIONAL TRAINING
Juan Díaz-Andreu. Director General. MBIT SCHOOL
Ignacio Pascual. Managing Partner. ALEXANDER HUGHES
Giovanni Palmieri. Director (Spain). K2 PARTNERING

12:30 Roundtable 8: Digital home & smart buildings
Moderator: Francisco Morcillo. Consultant, CEO. MB3 GESTION
José Luis Fernández. Director General of Strategy of the Corporation. TELEVÉS
Alfred Batet. IoT Corporate Manager. SIMON

13:30 Roundtable 9: The future of smart territories and cities
Moderator: David Cierco Jiménez de Parga. Director General. RED.ES
Ángeles Villaescusa. General Manager. ESRI
Elena Krasheninnikova. Senior Data Scientist. IKUSI

14:30 Lunch break

16:30 Presentation 4: Digital Ecosystems' Trends
Javier Sala. Executive Partner. PENTEO

17:00 Roundtable 10: Digital Health. The role of technologies in the sustainability of the NHS & health management
Moderator: Rodrigo Gutiérrez. Director General for Professional Management. MINISTRY OF HEALTH, CONSUMPTION AND SOCIAL WELFARE
Carlos Royo. Director of Strategy. GMV SECURE E-SOLUTIONS
Juan Fernández. General Manager, Spain. CERNER
Ming Tang. Director Data & Information Management System. NHS COMMISSIONING BOARD

18:00 Roundtable 11: Cybersecurity: An opportunity for innovation & entrepreneurship
Moderator: José de la Peña. Director. SIC MAGAZINE
Javier Zubieta. Marketing & Communications Director. GMV SECURE E-SOLUTIONS
Alberto Hernández. CEO. INCIBE
Fernando Sánchez. Director. CNPIC

19:00 Conversation with Antón Costas. The impact of the digital revolution in the society
Antón Costas. Professor of Economic Policy. UNIVERSITY OF BARCELONA & President. CERCLE D'ECONOMIA FOUNDATION
Pedro Mier. President. AMETIC

19:30 End of the day

19:45 Networking cocktail (all attendees are invited to join)
Chaired by Gema Igual. Mayor of Santander
Venue: Palacio de la Magdalena

Wednesday

05th September

09:00 Institutional speech: The collaboration path to a startup nation
Francisco de Paula Polo. Secretary of State for Digital Advancement. MINISTRY OF ECONOMY & ENTERPRISE

09:30 Presentation 5: A Digital Transformation vision
Celestino García. Corporate Vice President. SAMSUNG

10:00 Roundtable 12: Programmes & public actions to boost the Spanish industry
Moderator: Javier Ponce. Director General. CDTI
Paloma García. Director of Standardization Programmes and Stakeholder Engagement. UNE
José Luis Goberna. Major General. Director of the IT&CIS center (CESTIC) Chief information Officer (CIO). MINISTRY OF DEFENCE

11:00 Presentation 6: The EC proposal of new programme Europe Digital
Lorena Boix. Acting Director, Policy Strategy & Outreach. DG FOR COMMUNICATIONS NETWORKS, CONTENT & TECHNOLOGY (DG CONNECT). EUROPEAN COMMISSION

11:30 Coffee break

12:00 Roundtable 13: AMETIC's ThinkTank for sustainable mobility: Strategic and prospective design of ecosystems' evolution
Moderator: Eduardo Valencia. Director of the Barcelona Office. AMETIC
Jonas Hoffmann. Principal, Business Development Manager. NORMANN PARTNERS
Rafael Fando. Director of the Smart Infrastructures & Innovation Center. FERROVIAL
Aritza Aldama. Urban Mobility Solutions Expert. KAPSCH
Iván Burgos. Connected Car Manager. PORSCHE

13:00 Roundtable 14: Cybersecurity in the autonomous & connected car
Moderator: Jorge Ordás. Deputy Director of Operations & Mobility. DIRECTORATE GENERAL OF TRAFFIC (DGT)
Sara Gutiérrez. Director of Automotive Business Unit. GMV
Jack Wolosewicz. Chief Technology Officer. CYBERUSLABS
Antonio Rojas. Director of Technology & Ecosystems. PREMO
Cristina Montero. Head of the Department of Electronic Bodywork, Access Systems & Car Security. SEAT

14:00 Closing
Raül Blanco. General Secretary of Industry and Small and Medium Companies. MINISTRY OF INDUSTRY, TRADE AND TOURISM

14:30 Closing lunch (upon invitation only)
Venue: Hotel Real