

#santander33

UIMP Universidad Internacional Menéndez Pelayo

The moment of digital reindustrialisation is the claim of the '33rd Edition of The Digital Economy and Telecommunications Summit'. We will analyse in depth the impact of digital transformation on the reindustrialisation of Spain, considered as both, a fact and an opportunity that affects all public and private sectors and the lives of citizens and consumers. During the event, we will address the technological landscape and the creation of new multisectoral ecosystems in the short, medium and long term. Besides, we will look at the present and future demands shaped by the new business opportunities for the Spanish industrial and digital sector represented by AMETIC.

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 thoughts and opinions on the evolution of the sector and future trends.

Therefore, #Santander33 became one of the most important events of the ICT annual calendar in Spain. The main stakeholders of the digital industry 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 (UIMP)**, the event is included as an official course of the educational annual calendar. Should you be interested in obtaining the certificate (equivalent to a module of 18 teaching hours), your attendance must be higher than 85% of the total of the course.

Various aside events will occur during these three days such as the networking cocktail and the closing lunch. In addition to this, a gala cocktail will be offered on Monday, in which AMETIC will present the 'Award for the boosting IT Spanish Company 2019'.

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:



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Digital Economy and Telecommunications Summit
THE MOMENT OF THE DIGITAL REINDUSTRIALISATION
2 - 4 September 2019
#santander33



ORGANISERS:



www.economiadigitalsantander.es
@AMETIC_es

09:00 Reception of attendees

09:30 Opening
Pedro Mier. *President.* AMETIC
Isabel Tocino. *Vice President – Santander España.* BANCO SANTANDER
María Luz Morán Calvo-Sotelo. *Rector.* UIMP
Nadia Calviño. *Acting Minister of ECONOMY & ENTERPRISE*

10:30 Roundtable 1: Growing from digital
Moderator: Manuel Iturbe. *Head of Business Banking – Santander España.* BANCO SANTANDER
José Antonio Martínez. *Founder & CEO.* MAKING SCIENCE
Enric Asunción. *Founder & CEO.* WALLBOX CHARGERS
Ignacio Aguirre. *Co-founder & CEO.* AVATEL

11:30 Coffee break

12:00 Roundtable 2: The digital reindustrialisation of the industry
Moderator: Juan Bachiller. *Vice Chair of the Industry 4.0 Committee.* AMETIC
Jordi Llinares. *Deputy Director General of Digitalisation of Industry & Collaborative Environments.* MINISTRY OF INDUSTRY, COMMERCE AND TOURISM
César Maurín. *Head of the Digital Society and Innovation Area.* CEOE
Jaume Homs. *Sales Manager.* HP 3D PRINTING IBERIA
Paloma García. *Director of Standardization Programmes & Stakeholder Engagement.* UNE
Santiago Rey. *Corporate Director General Corporativo.* TELEVÉS
Álvaro Polo. *Managing Director.* ACCENTURE

13:00 Presentation 1: Data sharing principles for Digital Transformation
Jeremy Rollinson. *Government Affairs Director.* MICROSOFT EU

13:30 Networking lunch Venue: Real Sociedad de Tenis de la Magdalena

15:00 Presentation 2: Effects of Investment in R&D&I
Xavier Ferrás. *Professor Department of Operations, Innovation and Data Sciences.* ESADE and Member, AMETIC's High-level Focus Group

15:30 Institutional speech
Teresa Riesgo. *Director General of Research, Development and Innovation.* MINISTRY OF SCIENCE, INNOVATION AND UNIVERSITIES

16:00 Roundtable 3: Innovation and sustainability
Moderator: Luis Fernando Álvarez-Gascón. *Innovation Committee Chair.* AMETIC
Antonio Alcolea. *Deputy Director General for the Promotion of the Information Society.* SECRETARY OF STATE FOR DIGITAL ADVANCEMENT
Javier Ponce. *Director General.* CDTI
Jordi García Brustenga. *Director of Operations and Strategy.* ENISA MINISTRY OF INDUSTRY, COMMERCE AND TOURISM

17:00 Coffee break

17:15 Presentation 3
Jaime de Jaraiz. *President & CEO.* LG ELECTRONICS IBERIA

17:30 Roundtable 4: Smart Cities y Sustainable Development Goals (SDG)
Moderator: Adolfo Borrero. *Chair of Smart Cities Committee Chair.* AMETIC
Ángeles Villaescusa. *Director General.* ESRI SPAIN
Alfred Batet. *Corporate Manager of the IoT Area.* SIMON
Enrique Martínez. *President.* SEGITTUR
Isabel Bombal. *Deputy Director General of Innovation and Digitalisation.* MINISTRY OF AGRICULTURE, FISHERIES AND FOOD

18:30 Presentation 4: The new Mare Nostrum supercomputer & the future European processor
Mateo Valero. *Director.* BSC - CNC BARCELONA SUPERCOMPUTING CENTER - NATIONAL SUPERCOMPUTING CENTER

19:00 End of the day

09:00 Institutional speech
M^a Isabel Celaá. *Acting Minister of EDUCATION & VOCATIONAL TRAINING*

09:30 Roundtable 5: Professionals of the future in the digital field
Moderator: Alejandro Blanco. *Chair of the Digital Talent Development Committee.* AMETIC
Giovanni Palmieri. *Director Spain.* K2 PARTNERING
Enrique Serrano. *President & CEO.* MBIT SCHOOL
Gerard Esparducer. *CEO.* ERNI CONSULTING ESPAÑA
Raúl Suárez. *Corporate Business Manager.* LINKEDIN

10:30 Roundtable 6: 5G connectivity and new business opportunities
Moderator: Eduard Martín. *Director of the 5G programme.* MWC BARCELONA
Federico Ruíz. *Manager.* 5G NATIONAL OBSERVATORY
Xavier Pi. *Co-Director Industry 4.0 Master.* UPC
Sergi Figuerola. *Chief Technology & Innovation Officer.* i2CAT/CTO. 5G BARCELONA
Telmo Pérez. *Head of Innovation.* ACCIONA

11:30 Coffee break

11:45 Roundtable 7: Lessons learned from the most recent cybersecurity issues
Moderator: David González. *Chair of the Cybersecurity Committee.* AMETIC
Xabier Mitxelena. *Managing Director Security Lead for Spain, Portugal & Israel.* ACCENTURE
Mariano Benito. *Chief Information Security Officer.* GMV
David Alonso. *Head of Business.* SAMSUNG
Alberto Hernández. *Director General.* INCIBE

12:45 Roundtable 8: Vehículo conectado y movilidad sostenible
Moderator: Eduardo Valencia. *Mobility Think Tank Director.* AMETIC
Antonio Rojas. *Chief Technology Officer & Ecosystems.* GRUPO PREMO
Jonas Hoffmann. *Principal.* NORMANN PARTNERS
Javier Villacampa. *Corporate Innovation, R&D & Electronics Director.* GRUPO ANTOLÍN
Jaime Oliva. *CEO.* IERTEC
Sara Gutiérrez. *Director of the Automotive Business Unit.* GMV

13:45 Networking Lunch Venue: Real Sociedad de Tenis de la Magdalena

15:15 Roundtable 9: Digital Health: Big Data y tecnologías digitales para la mejora de resultados
Moderator: Luciano Sáez. *President.* SPANISH SOCIETY OF HEALTH INFORMATICS
Juan Fernández. *Director General.* CERNER
Manuel Bosch. *Head of innovation & quality.* RIBERA SALUD
Santiago García. *Director General of Digital Transformation & User Relations.* GOVERNMENT OF CANTABRIA

16:15 Presentation of the AMETIC's High-level Focus Group: The future of the Digital Society
Francisco Marín. *Partner.* FUTUREPLUS VENTURES. *Coordinator, High-level Focus Group.* AMETIC
Xavier Castillo. *Associate Professor.* LA SALLE CAMPUS BARCELONA
Guillermo Dorronsoro. *Professor.* DEUSTO BUSINESS SCHOOL
Felipe Romera. *President.* APTÉ
Sara De la Rica. *Directora.* FUNDACIÓN ISEAK
Emma Fernández. *Independent Advisor of listed companies in Spain & France*

16:45 Roundtable 10: The digitalisation of SMEs: the 'silent gap'
Moderator: Guillermo Dorronsoro. *Professor.* DEUSTO BUSINESS SCHOOL. *Member, High-level Focus Group.* AMETIC
José Manuel de Riva. *Vice President.* CEPYME
Ana Meso. *Director General.* SUNION
Manuel Ángel Busto. *Director General.* SERESCO
Representative. CGI

17:45 Coffee break

18:00 Roundtable 11: Quantum Technologies and their applications
Moderator: Alfonso Rubio-Manzanares. *Coordinator of the Quantum Computing Group.* AMETIC
Carlos Cordero. *Chief Technical Officer (CTO).* FUJITSU TECHNOLOGY SOLUTIONS
Román Orús. *Doctor of Quantum Physics.* DONOSTIA INTERNATIONAL PHYSICS CENTER
Lluís Torner. *Managing Director.* ICFO

19:00 Panel debate between Pedro Mier & Javier Tejada. *Professor Emeritus of Physics.* UNIVERSITY OF BARCELONA (*National Innovation Award*):
Science, Technology & the future of Humanity

19:30 End of the day

09:00 Institutional speech
Reyes Maroto. *Acting Minister of INDUSTRY, COMMERCE & TOURISM*

09:30 Presentation 5: The future at the service of the industry
Celestino García. *Corporate Vice President.* SAMSUNG

10:00 Institutional speech
Francisco Polo. *Secretary of State for Digital Advancement.* MINISTRY OF ECONOMY & ENTERPRISE

10:15 Roundtable 12: Artificial Intelligence: Change of a new era
Moderator: Antonio Cimorra. *Director of Information Technologies & Digital Agenda.* AMETIC
Enrique Serrano. *CEO.* TINÁMICA
Elena Krasheninnikova. *Senior Data Scientist.* IKUSI
Juan José Casado. *Director of the Data Management, Analytics & AI Hub.* REPSOL
Miguel Rojo. *Head of Solutions Architecture Iberia & Israel - Public Sector.* AMAZON WEB SERVICES

11:15 Coffee break

11:30 Roundtable 13: Taxation in the digital economy: OECD, EU and unilateral initiatives
Moderator: Amalia Pelegrín. *Director of Digital Policy.* AMETIC
Paul MacDonnell. *Executive Director.* GLOBAL DIGITAL FOUNDATION
Javier Santacruz. *Head of Research.* CIVISMO
Álvaro Sánchez-Herrero. *Tax & Legal Services Partner, Technology, Telecommunications, Entertainment and Leisure Area.* PwC

12:30 Roundtable 14: Technology Tractor Projects: Innovation by missions
Moderator: Raül Blanco. *General Secretary of Industry and Small and Medium Enterprises.* MINISTRY OF INDUSTRY, COMMERCE AND TOURISM
Luis Fernando Álvarez-Gascón. *Vice President.* AMETIC
José Bayón. *CEO.* ENISA. MINISTRY OF INDUSTRY, COMMERCE AND TOURISM
David Cierco. *Director General.* RED.ES
Anna Armengol. *Digital Economy Coordinator for Spain.* EUROPEAN COMMISSION

13:15 Wrap up & main outcomes of the event
Rodrigo Echenique. *President Santander España.* BANCO SANTANDER
Pedro Mier. *President.* AMETIC

13:30 Closing
Pedro Sánchez. *Acting Prime Minister of the GOVERNMENT OF SPAIN*

14:00 End of the day