

The digital transformation of Spain is a reality which is affecting all areas of our society. All industrial and business sectors must adapt to these changes at a dizzying pace to be able to offer products and solutions that satisfy the new customers' preferences. Public administrative bodies are aware of the need of digitisation of the public procedures to offer their citizens more efficient and tailored services. In conclusion, the main challenge we are facing in the global economy is the digital transformation focused on customers and citizens.

The main players of the 31st Digital Economy and Telecommunications Summit will be public institutions, companies and organisations, placed in different steps of their digital transformation processes. Under the title *'The Digital Reality of Spain'*, the event will address the short, medium and long term of the technological panorama, the consumers' satisfaction, as well as their present and future demands, which will shape the new business opportunities for the digital sector.

The Summit will bring together senior representatives of the administration and public bodies in Spain and Europe; 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, #Santander31 becomes one of the most important events of the ICT Industry annual calendar in Spain. The main stakeholders of this digital reality come together contributing to make this event a first-class professional conference with unlimited opportunities.

Several aside events will occur during these three days such as a networking cocktail and a 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 2017'*.

The event is part of the programme of the Menéndez Pelayo International University (like all previous editions) and 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



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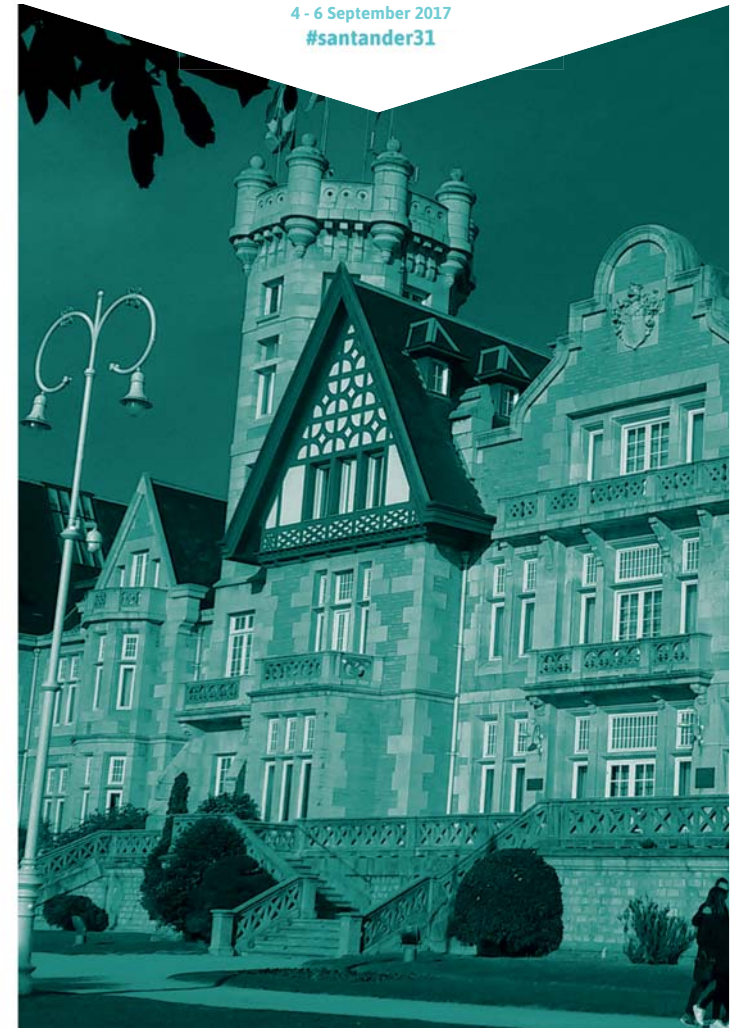


INSTITUTIONAL PARTNERS:



Digital Economy and Telecommunications Summit
THE DIGITAL REALITY OF SPAIN

4 - 6 September 2017
#santander31



ORGANISERS:



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www.economiadigitalsantander.es

Monday 4th September

- 09:00 **Reception of attendees**
- 09:30 **Welcome**
César Nombela. Rector Magnificent. UIMP
Pedro Mier. President. AMETIC
Rami Aboukhair. CEO Santander Spain. SANTANDER BANK
- 09:45 **Opening**
Álvaro NadaL. Minister. MINISTRY OF ENERGY, TOURISM & DIGITAL AGENDA
- 10:05 **Presentation**
Rami Aboukhair. CEO Santander Spain. SANTANDER BANK
- 10:20 **Presentation: AMETIC's role in the digital transformation of Spain**
Pedro Mier. President. AMETIC
- 10:40 **Keynote speaker: Building a sustainable digital society: Everything is possible in the digital world**
Cecilia Bonefeld-Dahl. Director General. DIGITALEUROPE
- 11:00 **Coffee break**
- 11:30 **Roundtable 1: Digitised company. Business models**
Moderator: Adolfo Ramírez. Deputy General Manager Banco Santander. Head of IT & Operations Santander Spain. SANTANDER BANK
Adolfo Fernández. Director General of Organisation, Processes, Technology and Digital Transformation. QUIRÓN SALUD
Carlos Zamora. Partner, restorer and entrepreneur. DELUZ Y COMPAÑÍA
Joaquín Abril-Martorell. Marketing Director. CEPESA
- 12:20 **Presentation: Digital Vertigo**
Juan Pedro Moreno. President. ACCENTURE
- 12:45 **Presentation: The opportunity of partnership between telecom operators & internet companies**
Mike Blanche. Head of Telecoms Strategic Relationships. GOOGLE
- 13:10 **Lunch break**
- 16:00 **Keynote speaker: The Going Digital Programme by the OECD**
Dirk Pilat. Deputy Director. Directorate for Science, Technology and Innovation. OECD
- 16:25 **Roundtable 2: Economy and data innovation**
Moderator: José Manuel Leceta. Director General. RED.ES
José Ignacio Sánchez. Deputy Director of Smart Cities and Open Data. RED.ES
José Manuel de la Chica. CTO Global Digital Platforms - Santander Universities. SANTANDER BANK
Miguel Arias. COO. CARTO
Alfonso Rubio. CEO. ESRI Spain
- 17:15 **Roundtable 3: The challenge of privacy in a new regulatory context**
Moderator: Mar España. Director. SPANISH DATA PROTECTION AGENCY
Ricard Martínez. Director of the Chair in Privacy and Digital Transformation Microsoft-University of Valencia. MICROSOFT
Esperanza Ibáñez. Senior Manager, Public Policy. GOOGLE
Nicolas de Bouville. EMEA Privacy Policy Manager. FACEBOOK
- 18:05 **Presentation: Innovation on Amazon and Amazon Web Services**
Miguel Álava. Director. AMAZON WEB SERVICES
- 18:30 **End of the day**
- 21:30 **Gala Cocktail (upon invitation only)**
'Award for the boosting IT Spanish Company'
President of the honorary award ceremony:
Carmen Vela. Secretary of State for Research, Development and Innovation. MINISTRY OF ECONOMY, INDUSTRY AND COMPETITIVENESS
Venue: Gran Casino del Sardinero

Tuesday 5th September

- 09:00 **Institutional speech**
Carmen Vela. Secretary of State for Research, Development and Innovation. MINISTRY OF ECONOMY, INDUSTRY AND COMPETITIVENESS
- 09:20 **Roundtable 4: Science and industry in Spain: experiences of collaboration**
Moderator: Francisco Marín. Director General. CDTI
Luis Fernando Álvarez-Gascón. Director General. GMV SECURE E-SOLUTIONS
Mateo Valero. Director. BARCELONA SUPERCOMPUTING CENTER
Lluís Torner. Director. ICFO - THE INSTITUTE OF PHOTONIC SCIENCES
- 10:10 **Roundtable 5: eHealth: the impact of ICT in the health sector**
Moderator: Carlos Royo. Director of Health Business Development. GMV SECURE E-SOLUTIONS
Julio MayoL. Medical Director. SAN CARLOS CLINIC HOSPITAL
Sara M' Rodríguez. Product Manager Digital Home. TELEVÉS
Jorge Pérez. Director. THE NATIONAL OBSERVATORY FOR TELECOMMUNICATIONS AND THE INFORMATION SOCIETY (ONTSI). RED.ES
Julián Pérez. Managing Director. HEALTH SERVICE OF CANTABRIA representing the Spanish Society of Health Managers (SEDISA)
- 11:00 **Coffee break**
- 11:30 **Keynote speaker**
Luca de Meo. President. SEAT
- 11:55 **Keynote speaker: The Galileo Programme by the European Space Agency**
Javier Benedicto. Head of the Galileo Project. EUROPEAN SPACE AGENCY
- 12:20 **Roundtable 6: Smart Cities: facts in 2017 and future perspectives**
Moderator: Adolfo Borrero. Chair of the Smart Cities Committee. AMETIC
Álvaro Porcuna. Chief Digitalisation Officer Urban Solutions. VELATIA
Lola Ortiz. Senior Advisor. General Subdirection for Urban development. General Directorate for European Funds. MINISTRY OF FINANCE AND PUBLIC SERVICES
Enrique Martínez. Vocal Advisor. SECRETARIAT OF STATE FOR THE INFORMATION SOCIETY & DIGITAL AGENDA
Álvaro Juanes. Chief Coordinator. CITY COUNCIL OF MERIDA, YUCATAN
Juan Ávila. Secretary-General. SPANISH FEDERATION OF MUNICIPALITIES & PROVINCES (FEMP)
- 13:10 **FEMP-AMETIC Agreement**
- 13:20 **Lunch break**
- 16:00 **Institutional speech**
Begoña Cristeto. Secretary-General for Industry and SMEs. MINISTRY OF ECONOMY, INDUSTRY AND COMPETITIVENESS
- 16:25 **Roundtable 7: Connected Industry 4.0: The necessary digital transformation of the Spanish industry**
Moderator: Verónica Pascual. Chair of the Industry 4.0 Committee. AMETIC
Carlos Gallego. Managing Director. ACCENTURE CONSULTING
Héctor Andreu. Responsible Operational Excellence. ESTEVE
Ramón Ruiz. COO. ENNOMOTIVE
- 17:15 **Keynote speaker: Industry 4.0: key trends of this decade**
Guillermo Dorronsoro. Dean. DEUSTO BUSINESS SCHOOL
- 17:40 **Roundtable 8: Technologies for the autonomous and electric vehicle**
Moderator: Juan Ramón Rodríguez. Attached to the Presidency – Chair of the Logistics Committee. AUTOMOTIVE INDUSTRY CLUSTER OF CATALONIA
Ezequiel Navarro. CEO. PREMO GROUP
Jaume Prat. Electromobility Business Unit Director. FICOSA
Daniel Pardo. Director General. FARSENS
Josep Bons. On Board Network, Body & Comfort Electronics, Package Development Manager. SEAT
- 18:30 **Roundtable 9: The necessary connectivity: 5G, satellite and other networks**
Moderator: Eugenio Fontán. Dean-President. OFFICIAL COLLEGE OF TELECOMMUNICATION ENGINEERS
Antonio Fernández-Paniagua. Deputy Director General for Radio Spectrum Planning and Management. SECRETARIAT OF STATE FOR THE INFORMATION SOCIETY & DIGITAL AGENDA
Manuel Aranda. Responsible Telecommunication Division. IECISA
Miquel Payaró. Head of the Communication Technologies Division. CTC
Jorge Muyo. Director General of Innovation. GOVERNMENT OF CANTABRIA
- 19:20 **End of the day**
- 19:30 **Networking cocktail (open to all attendees)**
Chaired by Gema Igual. Mayor of Santander
Venue: Palacio de la Magdalena

Wednesday 6th September

- 09:00 **Roundtable 10: Development of talent 4.0**
Moderator: Fernando Tejerina. Emeritus Honarific Professor. UNIVERSITY OF VALLADOLID
Rubén Martínez. Organisational Development Director. ASTI
Enrique Serrano. CEO. MBIT SCHOOL
Javier Tourón. Vice Rector. UNIVERSIDAD INTERNACIONAL DE LA RIOJA
- 09:50 **Presentation: The impact of Artificial Intelligence. A new reality**
Celestino García. Corporate Vice President. SAMSUNG
- 10:15 **Roundtable 11: Cybersecurity. An opportunity for Spanish industry**
Moderator: Abel González. Director Risk Advisory. DELOITTE
Marcelino Lucio. Head of Computer & Communications Service. CITY COUNCIL OF SANTANDER
Rosa Díaz. Director General Spain. PANDA SECURITY
David Moreno. Security Director de Seguridad. GRUPO CORTEFIEL
Alejandro López. Responsible for Computer Security Response Team (CERT) for Security and Industry. INCIBE
- 11:05 **Coffee break**
- 11:35 **Roundtable 12: Digital Employment. Sector requirements**
Moderator: Juan Gascón. Director of Digital Content and Innovation. AMETIC
José Varela. Technical Cabinet of the Communication Sector. UGT
Estella Acosta. Sectoral Strategies Area. CCOO INDUSTRY
César Maurín. Secretary of the Digital Society Committee. CEOE
- 12:25 **Presentation: How Spanish companies are being affected by the new technological trends**
Javier Sala. Director General. PENTEO
- 12:50 **Presentation: Report: 'Digital Economy. An opportunity for Spain'**
Moderator: Jordi Arrufí. Director of strategy. MOBILE WORLD CAPITAL BARCELONA
Alberto Zamora. Managing Director. ACCENTURE STRATEGY Lead Spain, Portugal & Israel
Ignasi Salvador. Innovation Director. CELSA GROUP
- 13:40 **Closing speech**
José M' Llassalle. Secretary of State for the Information Society and Digital Agenda. MINISTRY OF ENERGY, TOURISM & DIGITAL AGENDA
- 14:00 **Closing lunch (upon invitation only)**
Venue: Hotel Real