

## DigitalES Summit 2022, July 6-8

### PRESIDENTE DE HONOR SM el Rey Don Felipe VI

## July 6

### 09.00 Registration

#### 9.30 Welcome

*Excmo. Sr. D. Eduardo Serra Rexach, Presidente, DigitalES*

#### The importance of the digital economy in Madrid

*Excmo. Sr. Jose Luis Martínez- Almeida, Alcalde de Madrid*

#### Official opening

*Excmo. Sr. D. Eduardo Serra Rexach, Presidente, DigitalES*

*Excma. Sra. Nadia Calviño, Vicepresidenta primera y ministra de Asuntos Económicos y Transformación Digital*

#### 10.10 Keynote " Listen to build the future"

*Emilio Gayo, Presidente, Telefonica España*

#### 10.25 Future Talk "New business models: The revolution of online video games"

*Enric Delgado, Director of the Client Engineering Team , IBM Spain, Portugal, Greece and Israel*

*Miguel Escribano, COO y Socio, Banger Games*

#### 10.40 A renewed framework from Europe

The European Commission's strategy across many areas of digitalisation and technology focus on a European approach, boosting talent and innovation at a regional level. But has the time come to revise whether the approach needs to be global, rather than regional? Will initiatives such as the EU's Digital Markets Act or Digital Services Act Data Act set global digital standards? How can we strike the right balance in promoting and protecting investment and innovation in Europe with the economic and political implications that brings?

#### Opening Remarks

*Salvador Estevan, Director General de Digitalización e Inteligencia Artificial, Gobierno de España*

*Irene Roche, Deputy Head of Unit, European Commission*

*Jose Ignacio Torreblanca, Head of Madrid Office, European Council on Foreign Relations (ECFR)*

*Hosuk Lee Makiyama, Director, European Centre for International Political Economy (ECIPE)*

*John Gazal, VP Southern Europe, OVHcloud*

*Raquel Jorge Ricart, Policy Analyst - Technology, Digital and Cyber Policy, Real Instituto Elcano*

*Modera: Víctor Calvo-Sotelo, Director General, DigitalES*

## **11.35 In conversation "Brief overview: past, present and future of digital infrastructures"**

*Excmo. Sr. Roberto Sánchez, Secretario de Estado de Telecomunicaciones e Infraestructuras Digitales, Gobierno de España*

*Juana Santamaría, Doctora en Economía. Manger, Frontier Economics*

## **11.50 Keynote "Innovation & economies of scale"**

*Jean-François Fallacher, CEO, Orange España*

## **12.05 Future Talk "Preparing the Metaverse? From a technological, skilling, experience point of view"**

*Blanca Ceña, Managing Director and Chair, Vantage Towers Spain*

*Patricia Santoni, CEO, Meta4*

*Laura Barreiro, Ingeniera de Tecnologías Industriales con especialidad en Organización Industrial. Doble Máster en Ingeniería Industrial e Innovación Tecnológica*

*María Gutiérrez, Ingeniera en Tecnologías Industriales. Master en Ingeniería Industrial*

## **12.20 The changing telco landscape in Spain.**

Further in-market consolidation could lead to the emergence of pan-European operators which could compete on a global scale. During the last two years, tower companies have seen surges in value (and in turn were significant value creators), while telecom operators have not seen the same upturn. New market entrants, data centres and infrastructure companies all have their role to play in Spain: what does the landscape look like now and in the medium-term? And how can Spanish telecoms companies strike the balance between staying profitable and offering high quality service, while keeping prices low for consumers?

## **Opening Remarks**

*Lise Fuhr, CEO, European Telecommunications Network Operators' Association (ETNO)*

*Ilmo. Sr. Arturo Azcorra, Director General de Telecomunicaciones y Ordenación de los Servicios de Comunicación Audiovisual, Gobierno de España*

*Esther Garcés, CEO, Islalink*

*Patrick Farges, CEO, TOTEM Spain*

*Modera: Fernando Cano, Redactor Jefe y Miembro del Comité Editorial, The Objective*

## **13.10 Future Talk "Connectivity and Edge Computing: The Foundation for Metaverse Success"**

*Arturo Sotillo, Country Manager, Ciena Spain*

*Ignacio Velilla, Managing Director, Equinix*

*Virginia Rodríguez, Doble Grado de Derecho y ADE (bilingüe)*

*Aitor Merino, Ingeniero Industrial. Doble Máster en Innovación, Tecnología e Ingeniería Industrial*

## **13.25 Future Talk "Future of work"**

*Marta Isarria, Technology, Media & Telecom Human Capital Consulting Partner, Deloitte*

*María Fernanda Suazo, Ingeniera de Diseño Industrial y Desarrollo de Productos. Máster en Innovación Tecnológica*

*Víctor Tarruella de Churruca, Doble grado de Economía Internacional y Liderazgo-Gobernanza*

## July 7

### 09.00 Registration

#### 9.30 Official opening

*Excmo. Sr. D. Eduardo Serra Rexach, Presidente, DigitalES*

*Excma. Sra. Reyes Maroto, Ministra de Industria, Comercio y Turismo, Gobierno de España*

#### 9.50 Keeping pace with innovation

The rate of innovation continues to grow, and new technology and the regulation that must accompany it will have a significant impact on consumers, corporations and competition. Can regulatory frameworks keep up with emerging technologies? Industrial developments like 5G and 6G, supercomputers, semi-conductors and data processing centres are changing the way companies operate, while transformational technologies like AI, NFTs, virtual reality and the metaverse have an equal or greater impact on consumers, including questions of privacy and security. How can we embrace the new opportunities and new potential that these technologies provide, while ensuring they are fair and regulated?

#### Opening Remarks" From de lab to the market"

*Marta Orduna, Investigadora Grupo de Tratamiento de Imágenes, Universidad Politécnica de Madrid y Co-ordinadora Grupo de trabajo de Jóvenes, COIT*

*Eduardo Fichmann, Director de Innovación y Estrategia de Producto, Cellnex Telecom*

*Cesar Cid, CEO, Arca. Managing Director Network Operations Europe, Accenture*

*Pilar Rodríguez, Strategy, Innovation & R&D Director , Capgemini Engineering*

*José Luis Mate, CCBU General Manager. CTO, Public IT Services, NEC Ibérica*

*Douglas Vaz Benítez, Director General, Qualcomm Iberia*

*Modera: Alfonso de Castañeda, Periodista y Director, Zonamovilidad*

## 10.45 Future Voice "How data can be used"

*Luca Schnettler, CEO, Qumata*

## 10.50 In Conversation with young voices "Ask me anything: talento, Innovación y digitalización"

*Excma. Sra. Carme Artigas, Secretaria de Estado de Digitalización e Inteligencia Artificial, Gobierno de España*

*Laura Segura, Grado de Ciencia e Ingeniería de Datos*

*Luis Ibañez, Double master on Computer informatics and CyberSecurity*

*Marcos Serrano, Master in Management*

## 11.10 Keynote "Sustainability and Infrastructures: the challenges to make Spain digital"

*Meinrad Spenger, CEO, Grupo MÁSMÓVIL*

## 11.25 The social impact of technology

From mobility and healthcare to citizen engagement and household activities, machine intelligence and robotics are changing the way we live. But technology is also essential to provide a more equitable society, bringing greater accessibility to education, access to finance, breaking down barriers to civic engagement, and fairer access to healthcare. How can we ensure that progress is maintained?

## Opening Remarks

*Cristina Gallach, Comisionada especial para la Alianza por la Nueva Economía de la Lengua, Gobierno de España*

*Guillermo M. Gauna-Vivas, Director General, Ayúdame3D*

*Tobías Wiesenthal, Head of Sector Research and Innovation, Unit 'eHealth, Well-Being and Ageing', DG CONNECT*

*Jesús Hernández, Director de Accesibilidad e Innovación, Fundación ONCE*

*Idoia Salazar, Presidenta y Fundadora, OdiseIA*

*Modera: Germán Granda, Director General, Forética*

## 12.05 Future Voice "How tech can be used to facilitate access to banking to rural communities"

*Duncan Cockburn, Founder&CEO, OneBanks*

## 12.10 Future Talk “Turning the future of transport into present with 5G”

*Andrés Vicente, Presidente y CEO, Ericsson España*

*María Luisa Domínguez, Presidenta, Adif y Adif AV*

*Marta Esteban, Grado de Periodismo Bilingüe y Master en Comunicación Corporativa y Marketing*

## 12.25 Smart and sustainable: building a circular economy in ICT

Technology can provide us with the tools to create a significant impact in the green transition, thanks to smart solutions that address sustainability. However, as we use these tools more and more, we generate more and more data that needs to be processed, stored, and transmitted – which results in an increase in energy consumption. And with huge amounts of electronic waste, how can technology firms move closer to a circular economy? What role can policymakers play in helping tech firms reduce the environmental impact of their supply chain?

*Ricardo Iranzo, Business Strategy Manager, HP*

*Pablo Escutia, Socio, Kearney*

*Juan Antonio Prados, EMEA Country Governance Lead, Lexmark*

*Ignacio Gallego, Presidente, Nokia España*

*Coral Calero Doctora en Ingeniería Informática y Catedrática de Lenguajes y Sistemas Informáticos, Escuela Superior de Informática Universidad de Castilla-La Mancha*

*Moderadora: Sandra Viñas, Redactora de Disruptores e Innovadores, Invertia – El Español*

## 13.10 Keynote “Challenges for the telecommunications sector in the face of digital transformation”

*Colman Deegan, CEO, Vodafone España*

## 13.25 Closure

*Excma. Sra. Dña. Diana Morant, Ministra de Ciencia e Innovación, Gobierno de España*

## July 8

### 09.00 Registration

#### 9.30 Official opening

*Excmo. Sr. D. Eduardo Serra Rexach, Presidente, DigitalES*

*Excmo. José Manuel Bar Cendón, Secretario de Estado de Educación, Gobierno de España*

#### 9.50 In Conversation

*Antonio Garamendi, Presidente, CEOE*

*Excmo. Sr. D. Eduardo Serra Rexach, Presidente, DigitalES*

#### 10:05 Addressing the talent and skills gap

The rapidly changing face of the workplace and the workforce has presented companies with new challenges. What does the ideal workplace look like, and how can digital technologies be best used to facilitate collaboration and flexible working, without replacing the human side of working? What are the best examples of how to manage this balance? Has the new way of working made it easier to retrain the workforce, or less easy? How do we invest in digital skills to bridge the talent gap as quickly as possible? And if location is no barrier to work, how can we best retain employees?

*Ángeles Delgado, Presidenta, Fujitsu España*

*Natalia Collado, Economista Investigadora, EsadeEcPol*

*Francisco Belil, Vicepresidente, Fundación Bertelsmann*

*Sergi Biosca, CEO, NTT DATA*

*Gerardo Guitiérrez Ardoy, Director General, Servicio Público de Empleo Estatal (SEPE)*

*Modera: Francisco Ribeiro, Country Manager, ManpowerGroup*

## 11.00 In Conversation with young voices “ The social and economic opportunity of the new FP”

*Mariano Carballo, Jefe de Gabinete de la Secretaria General de Formación Profesional, Gobierno de España*

*Lorena Castellano, Secretaria Técnica, Somos FP Dual*

*Francisco Gustavo Bautista, Profesor y Secretario Académico, Instituto Superior de Estudios Profesionales CEU (ISEP CEU)*

*Moderator: Sandra Miso, Senior Advisor Departamento de Educación y Formación, CEOE*

## 11.20 Future Talk “Digital skills, key to the future”

*Therese Jamaa, Vicepresidenta, Huawei España*

*Gloria Kwofie, Estudiante de Migracode*

*Jorge Humanes, Grado en Ingeniería de Sistemas Industriales, Automática y Electrónica*

## 11.35 Keynote

*Alejandra de Iturriaga, Directora de Telecomunicaciones y del Servicio Audiovisual, Comisión Nacional de los Mercados y la Competencia, Gobierno de España*

## 11.45 Stimulating Next Gen PPPs

The launch of the Next Generation EU fund stimulus packages have demonstrated how public-private partnerships can fast-track large scale development and rollout of new technologies and infrastructure. To meet the ambitious connectivity targets set by the EU, innovative PPPs will be key to meet capital and project guarantees as well as sharing risk. How can we build on successes to encourage more PPPs, and what is required at an institutional level to ensure these projects stay on track if change takes place?

*Antonio Saravia, Director Adjunto Corporativo, Red.es*

*Antonio de Luis Acevedo, Director General, FUNDAE*

*Alicia Ibarra Gámez, Directora de Alianzas y Movilización Social, beBartlet*

*Jordi Hereu, Presidente, Hispasat*

*David Mellado, Socio responsable de Legal, PwC Tax & Legal*

*María José Talavera, Directora General, VMWare*

*Moderator: Gloria Lomana, Presidenta, 50&50GL*



## 12.45 Future Voice "Promoting women's employability in rural areas through IA"

Monique Ntumngia, Founder, Green Girls Organisation

## 12.50 Future Talk "The human nature of technology: innovation, talent an alliances as drivers of a new business leadership"

Luis Roca, Presidente España y Portugal, Kyndryl

Juan García, CEO, Exponentia

## 13.05 Closure

Mariya Gabriel, Comisaria de Innovación, Investigación, Cultura, Educación y Juventud, Comisión Europea

Excmo. Sr. Carlos Izquierdo, Consejero de Administración Local y Digitalización, Comunidad de Madrid

## AGRADECIMIENTOS

#digitalES2022

FUTURE VOICES  
Are u listening?

digitalés\_

PLATINUM\_

ciena, Deloitte, ERICSSON, HUAWEI, IBM, JUNIPER, kyndryl, NOKIA, NTTDATA, orange, Telefónica, VANTAGE TOWERS, V, vodafone

GOLD\_

Arca, Capgemini, cellnex, Experis, FUJITSU, Fundación Bertelsmann, hispasat, hp, islatink, KEARNEY, Lexmark, MASMOVIL, NEC, OVHcloud, pwc, Qualcomm, TOTEM, tower, vmware

SILVER\_

AMERICAN TOWER, nae, sopra, steria, speeex, ZTE