CTx Tech Experience Hub Agenda

CTx Tech Experience Hub 2026

Sevilla, España — 19-20 March 2026

Thursday, 19 de March 2026 — Day 1 - Innovation & Networking

ADA AUDITORIO

SCHEDULE	SESSION	SPEAKERS
09:30 – 10:00	**Hello CTx2026** The moment that marks the beginning of a new way of understanding major technology gatherings. The opening of CTx 2026 showcases the vision, ambition, and spirit that underpin three days of innovation, conversation, and connection in Seville, inviting all attendees to actively participate in an experience designed to transform the way technology and people come together.	**German Torrado** Co-director · CTx - Tech Experience Hub **Jorge Paradela** Minister of Industry, Energy, and Mines · Regional Government of Andalusia **Marta Raspall** Co-director · CTx - Tech Experience Hub

SCHEDULE	SESSION	SPEAKERS
10:05 – 10:45	**Talento made in Spain** Spain has a world-class ecosystem of technological and entrepreneurial talent that has yet to receive the full recognition it deserves on the global innovation stage. This session brings together leading voices from the private sector and public administration to explore what conditions are needed to retain, project, and capitalise on that talent from within the territory — and how Andalusia can position itself as a hub for attraction and development at a time when competition for technological talent has never been more intense.	MODERATOR **Belén Chiloeches** Host · ADA AUDITORIUM **José Antonio Pérez** Cofounder · CoverManager **Victoria Pérez** Managing Partner for Andalusia, Canary Islands and Extremadura. · NTT DATA Europe & Latam **Jorge Paradela** Minister of Industry, Energy, and Mines · Regional Government of Andalusia **David Carmona** Vice President Microsoft Discovery and Quantum · Microsoft **Javier Rodríguez Zapatero** Executive Chairman & co-founder · ISDI (Instituto Superior para el Desarrollo de Internet)
11:00 – 11:30	**From Disruption to Commitment: The Role of Responsible Artificial Intelligence in Business Transformation** AI has evolved from a disruptive technology into a core element of corporate commitment to sustainable, ethical, and people-centric growth. The true value of AI lies not only in its ability to transform processes and business models, but in its responsible development and use, based on principles such as trust, transparency, and security. In this context, Responsible AI emerges as a key enabler for organizations to innovate with a positive impact, generate lasting competitive advantages, and strengthen the trust of customers, employees, and society as a whole.	**Paco Salcedo** President · Microsoft Spain
11:35 – 12:05	**Becoming Frontier, artificial intelligence in business applications**	**Javier Armesto** MVP Microsoft & R&D and Artificial Intelligence Manager · VS Sistemas **David Hurtado** Innovation Lead at Microsoft Spain · Microsoft Spain
12:10 – 12:35	**From Data to Intelligent Action by Microsoft** AI creates real impact when data becomes actionable insight. In this session, we will see how organizations can unify their data to power AI agents capable of analyzing, deciding, and acting on real processes. Data, intelligence, and automation working together to scale business decisions with control, security, and governance.	**Eneko Laskurain** Cloud & Sales - Strategic Banking Accounts · Microsoft Spain **Jaime Camarasa** Cloud & Sales Specialist in EMEA · Microsoft Spain

SCHEDULE	SESSION	SPEAKERS
12:40 – 13:20	**Do's and Don'ts for early-stage high-tech investment in the age of AI** To offer a perspective on the VC market and the trends in the last 3 years at the Global, European and Spanish levels. Then to go deeper into some basic rules to help early-stage founders raise money: HOW TO RAISE FUNDS LIKE A PROFESSIONAL? and the COMMON MISTAKES TO AVOID.	**Cristóbal Alonso** Managing Director · Wolver Ventures
13:25 – 13:50	**The future of SaaS and the revolution of agentic AI**	**Ana Alonso** Senior Vice President for Southern Europe, Public Sector Business. · Salesforce
13:55 – 14:35	**Challenges for the Future of Basketball** Basketball is going through a moment of unprecedented transformation: the globalization of talent, the rise of data and technology in athletic performance, the evolution of competition models, and the battle for the attention of new generations of fans all pose challenges that go far beyond what happens on the court. This interview explores, through the perspective of one of the most influential figures in the governance of European and international basketball, the major decisions that will define the future of the sport, how to build a sports institution capable of competing in the digital era, and what role Europe can play in the next stage of basketball's global growth.	MODERATOR **Jorge Liaño** Director of Audiovisual Content · ElDesmarque **Jorge Garbajosa** FIBA Vice President · President of FIBA Europe
16:00 – 16:30	**Talent management with AI: responding to the sector's current challenges** A presentation that will show how AI, applied with purpose and a People first vision, makes it possible to address the lack of talent, improve efficiency, and reduce absenteeism through predictive models and more accurate decisions. A practical perspective to understand how technology transforms talent management without losing focus on people.	**Jaume Dulsat** Country Leader Spain · Eurofirms
16:30 – 17:10	**Talent, Trust, and AI: The New Rules of Building Winning Teams** Insights and Lessons from Silicon Valley Everyone is talking about AI, but very few are talking honestly about talent—how people, skills, and trust are actually changing inside the world's most competitive companies, and what that means for your people decisions. In this keynote, LinkedIn's first CHRO and global talent strategist Steve Cadigan opens the main door to what is really happening in Silicon Valley and across Big Tech, beyond the hype and headlines. Steve will share practical, concrete ideas to rethink your talent strategies and people plans in an AI era: how you hire, how you develop capabilities, how you design work, and how you build trust when nothing feels certain. For entrepreneurs and corporate leaders, this session points to a surprising strategic advantage that Spanish and European leaders already hold—and shows how to turn it into a source of breakthrough value.	**Steve Cadigan** Founder · Cadigan Talent Ventures
17:15 – 18:00	**The New Creators Economy: How to survive in the age of attention** In this conversation, Álvaro will tell us more about his vision of the entrepreneurial ecosystem, where he has created various projects. But he will also look back on the creation of a digital community like the one they have built with Spicy4Tuna, which has managed to position itself as one of the podcasts and communities with the most traction in Spain. So with Álvaro, we will be able to learn more about how to build projects that truly connect with people.	**Álvaro González de Buitrago** Content Creator and Entrepreneur · Alvaro845
18:05 – 18:50	**Conversations with Mario Conde and El Turronero: two ways of understanding the world** There are people who do not build by following the manual, but by rewriting it. Mario Conde and El Turronero represent two unique visions, two ways of understanding risk, ambition, and the art of making decisions where others hesitate. In this conversation led by Simón Onrubia, two of the most singular figures in Spanish business share their perspective on life, business, and what it means to truly back an idea. A conversation as honest as it is revealing, for those who know that great stories always begin by seeing the world in a different way.	MODERATOR **Simón Onrubia** Journalist · B2B Comunicación **Mario Conde** **José Luis López Fernández**

SCHEDULE	SESSION	SPEAKERS
18:55 – 19:40	**The Future of AI: Beyond the Hype** Not long ago, we marvelled at the thought of AIs capable of creating images, videos, or music that had never existed; or of generating natural language texts similar to those any human would write. But the boundary of what we considered astonishing has moved rapidly in recent times, turning Artificial Intelligence into an integral tool, omnipresent in our daily lives and in constant evolution. What does the future hold? If the present of AI has already left us perplexed, it is crucial to reflect on what is yet to come. In this talk, we will not only delve into the technological wonders we have already witnessed, but also explore the promises and potentials of AI on the horizon and how it will transform our society. What can we expect from the future of AI, when it seems the future is already here?	**Carlos Santana** Artificial Intelligence Advisor on YouTube
19:45 – 20:30	**Artificial Intelligence: Wave or Tsunami?** Jon begins his talk with an “X-ray” of the current state of Artificial Intelligence, reviewing its historical milestones and showing how it is already transforming key sectors and our day-to-day life. He explains that AI performs tasks previously exclusive to humans, such as process automation, and highlights practical examples, such as its use in customer service. Then, he creates “positive anxiety” by showing that AI is a moving train, using cases of companies such as Google, Microsoft, OpenAI, and NVIDIA that are already revolutionizing their industries. He raises the key question: will AI be a manageable wave or an unstoppable tsunami? He also addresses challenges such as deepfakes and the labor impact of automation. Finally, Jon explains how adopting and mastering AI can differentiate people and companies, taking them to the next level. He emphasizes that these tools improve efficiency, transform habits, and allow people to focus on what they are truly passionate about, stressing that leveraging AI is vital to remain competitive.	**Jon Hernández** Artificial Intelligence communicator
20:40 – 21:40	**Podcast Session: AI Without the Hype** Loop Infinito live brings in Antonio Ortiz, AI communicator, for a 30-minute conversation with Javier Lacort about the real state of AI. No empty promises or catastrophism: what is happening now, what has a real chance of happening before 2029, and what is still science fiction with a good communications agency behind it. A live recording of the podcast in front of the event audience, in a conversational format between two journalists who have been covering technology for years.	**Antonio Ortiz** Entrepreneur and podcaster · monos estocásticos **Javier Lacort** Journalist and technology analyst at Xataka · Host of the Loop Infinito podcast

INVESTMENT HUB AUDITORIUM

SCHEDULE	SESSION	SPEAKERS
11:05 – 11:20	**Hello Investment Hub** The opening of the Investment Hub marks the start of two days of strategic conversations between the players who move capital and the ideas that deserve to be backed. A space designed so that funds, investors, family offices, and high-potential startups find the right framework and environment to make the conversations that matter actually happen.	**Manuel del Campo** Host · INVESTMENT HUB AUDITORIUM

SCHEDULE	SESSION	SPEAKERS
11:25 – 12:00	**Europe in the Driver's Seat: Tech Governance for a New Global Order** Europe’s technology regulatory framework is now the most ambitious in the world, but also the most contested. Caught between the need to protect rights, ensure competition, and preserve digital sovereignty, Europe must resolve a tension that defines its position in the new global order: how to govern technology without slowing the innovation it needs in order to compete. This roundtable brings together political voices from different sensibilities and transatlantic perspectives to address—without concessions—the major dilemmas of European tech governance and the role the continent wants—and is able—to play in the technological race of the 21st century.	MODERATOR **Carlota Castro** Project Manager · Vess Venture Studio **Natalia Olson-Urtecho** Scale up Advisor & Investor **Diego Solier** Head of the Spanish Delegation in the ECR Group – Member of the European Parliament · ECR Group - Delegación Española
12:05 – 12:25	**Meetup for future and recently established founders** This meeting aims to connect entrepreneurs who are thinking about founding a start-up and/or recently founded start-ups (with no MVP or sales yet). We will offer practical advice for entrepreneurs taking these first steps, such as: -How to define a balanced team (choosing co-founders) -What the critical points are to focus on in these early stages -How to achieve early validation of the concept (value proposition, customer persona) -Effective development of an MVP We will also present our Wolver Launcher programme as an alternative for accelerating the creation of start-ups focused on cyber security, financial services and Web3.	**Sergio Borasino** Partner · Wolver Ventures **Juan Alonso-Villalobos** Partner · Wolver Ventures
12:30 – 12:50	**South Impact day: You Got Funded. Now What?** 5 Key Decisions to Scale Your Company The real challenge is knowing how to use it to grow in a smart and sustainable way. In this talk, we will explore five key decisions that help turn a good idea into a truly scalable business.	**Diana Sánchez** E-commerce manager and head of digital private clients · Quirónsalud
12:50 – 13:10	**South Impact Day: From Product to Ecosystem: How to Expand Your Startup With a Second Brand** Transitioning from a single product to an ecosystem of solutions means rethinking your vision, culture, and strategy. In this talk, Patricia will share the process of launching a second brand within her startup, the mistakes made, the lessons learned, and how to sustain growth with resilience and strategic focus in a highly competitive market.	**Patricia López** Founder & CEO · MYHIXEL
13:10 – 13:30	**South Impact Day: Entrepreneurial Ecosystems Are Not Born: They Are Built** Organising events is easy. Building community is another story. Víctor will share what distinguishes one-off gatherings from ecosystems that truly generate opportunities, collaboration and growth for startups, companies and technology professionals. Drawing on his experience building tech communities and currently developing South Impact as a living ecosystem for entrepreneurship and innovation, he will explain the keys to connecting talent, activating collaborations and creating environments where ideas, projects and opportunities can grow and multiply over time.	**Víctor Sáenz** CEO&Cofounder · South Impact
13:35 – 14:20	**Two Founders, One Vision: Scaling a Real Business from Content to Capital** Building a real business from a digital audience requires much more than engagement: it requires strategic vision, execution capabilities, and the determination to convert influence into tangible assets. This keynote explores the journey of two entrepreneurs who have transcended the world of content to build solid businesses in sectors such as real estate and hospitality, demonstrating that the creator economy can be the starting point for a real investment portfolio. An honest conversation about the challenges, key decisions, and lessons learned when scaling from scratch in the digital age.	**Camilo González Uribe** CEO · Macca desarrollo inmobiliario y Blackroom Operador hotelero **Alejandro González Uribe** Creative and Innovation Director · Macca desarrollo inmobiliario y Blackroom Operador hotelero

SCHEDULE	SESSION	SPEAKERS
16:15 – 16:55	**AI Deal: How Startups Turn Algorithms into Millions** Artificial intelligence has created a new category of startups capable of generating extraordinary value from models, data, and execution capability. This session adopts an open-conversation format in which a core group of experts debates at the center of the space while the audience actively participates from the outside, blurring the line between speakers and attendees to create a richer, more dynamic, and more honest exchange. A space to explore what sets apart the AI companies that have managed to translate their technological edge into scalable business, which metrics truly matter to investors, and the key factors that turn an algorithm into a value proposition that’s hard to ignore.	MODERATOR **Antonio Ortiz** Entrepreneur and podcaster · monos estocásticos **Laia Grassi** Expert in Generative Artificial Intelligence **Carlos Santana** Artificial Intelligence Advisor on YouTube **Jon Hernández** Artificial Intelligence communicator
17:00 – 17:25	**CHESTER TECH: Entrepreneurs Exposed in the Innovation Arena** There are conversations that only happen when the setting invites honesty. Chester Tech brings to the Investment Hub an intimate, direct interview format—no lectern, no distance, and no rehearsed answers—where founders from the entrepreneurial ecosystem sit face to face with an interlocutor who knows exactly what to ask and isn’t afraid to make things uncomfortable. A session that drops the conference tone to look for what lies behind success: the doubts, mistakes, and decisions that never appear in the pitch deck but that, more than anything else, define a company’s real trajectory.	MODERATOR **Juan Álvarez de Lara** CEO & Founder · Solvere Capital **Emilio Froján** CEO · Velca
17:30 – 17:55	**CHESTER TECH: Entrepreneurs Exposed in the Innovation Arena** There are conversations that only happen when the setting invites honesty. Chester Tech brings to the Investment Hub an intimate, direct interview format—no lectern, no distance, and no rehearsed answers—where founders from the entrepreneurial ecosystem sit face to face with an interlocutor who knows exactly what to ask and isn’t afraid to make things uncomfortable. A session that drops the conference tone to look for what lies behind success: the doubts, mistakes, and decisions that never appear in the pitch deck but that, more than anything else, define a company’s real trajectory.	MODERATOR **Juan Álvarez de Lara** CEO & Founder · Solvere Capital **Jaime Castillo** Co-founder & CRO · Shakers
18:00 – 18:25	**CHESTER TECH: Entrepreneurs Exposed in the Innovation Arena** There are conversations that only happen when the setting invites honesty. Chester Tech brings to the Investment Hub an intimate, direct interview format—no lectern, no distance, and no rehearsed answers—where founders from the entrepreneurial ecosystem sit face to face with an interlocutor who knows exactly what to ask and isn’t afraid to make things uncomfortable. A session that drops the conference tone to look for what lies behind success: the doubts, mistakes, and decisions that never appear in the pitch deck but that, more than anything else, define a company’s real trajectory.	MODERATOR **Juan Álvarez de Lara** CEO & Founder · Solvere Capital **Kemel Kharbachi** Founder&President · EOS-X Spaceship Company
18:35 – 18:50	**THE NEW WOW EFFECT: Innovating with purpose** In all aspects of our society and at the business level, we are immersed in a growing and accelerating technological euphoria that forces us to anticipate the social impacts of these innovations and maximise their contribution to improving people's lives while minimising their misuse. We are experiencing significant advances in new devices, drones, autonomous vehicles, home automation and robotics, all of which are being disrupted by artificial intelligence. Carlos Grau, an advisor on innovation, technology and commercial strategy, explores the "other arguments" that we are going to need more than ever in this context, beyond the technological revolution. Grau shares what the New WOW Effect consists of: Innovation at the service of people and specific innovative developments closely linked to purpose. After all, technology must always be used to improve people's lives.	**Carlos Grau** CEO & Founder · Grau Innovation Consulting

SCHEDULE	SESSION	SPEAKERS
18:55 – 19:25	**The entry of the elite athlete into the startup ecosystem** They will talk about the beginnings and scalability of the Manolo Bakes model, which used technology in the early stage of the business to automate processes, as well as other food retail scaling models.	MODERATOR **Ramón Valencia** Partner – Sports Law and Corporate Transactions Practice · Crowe **Pablo Nuño** Entrepreneur y Presidente · Manolo Bakes Board **Álvaro Morata** Profesional footballer
19:30 – 20:10	**Money, Markets & Momentum: The Future of European Investment** We will take a sharp look at the state of European capital — from angels to growth funds — with perspectives from EBAN (European Business ANgel Network) , SpainCap (Spanish Venture Capital Association) and experts connected to the European Commission. The discussion will address today's key challenges — from cross-border fragmentation and regulatory complexity to scale-up financing gaps — while highlighting new instruments and co-investment initiatives designed to crowd in private capital and strengthen Europe's investment ecosystem. The ambition: to move from potential to power — building greater financial sovereignty and momentum, positioning Europe more competitively alongside global powerhouses such as the United States and China, and turning innovation into long-term strategic advantage.	MODERATOR **Juan Álvarez de Lara** CEO & Founder · Solvere Capital **Christine Bjärkby** Board member and chair of taskforce pension funds & institutional capital · EBAN - European Business Angels Network **Jouko Ahvenainen** Chairman & Founder · Mission Grey **Santiago Canalejo** Vice Presidente SpainCap · GP & COO TheVentureCity

PUBLIC & SOCIAL HUB AUDITORIUM

SCHEDULE	SESSION	SPEAKERS
10:45 – 10:55	**Hello Public & Social Hub** The Public & Social Hub opens its doors as CTx 2026's space dedicated to conversations that connect technology, society, and institutions. A forum designed for those who understand that digital transformation does not happen on the sidelines of the public sphere, but in ongoing dialogue with it. Two days of debate, reflection, and exchange between institutional leaders, experts, and private-sector voices to address—without euphemisms—the major challenges technology poses to governance, citizenship, and the common good.	**Vivian García** Host · PUBLIC&SOCIAL HUB AUDITORIUM
10:55 – 11:25	**The current moment in defense innovation**	**Miguel Rego** Member · CTX Advisory Committee
11:30 – 12:00	**Digital transformation in the Army**	MODERATOR **Miguel Rego** Member · CTX Advisory Committee **José Luis Carbonell** Head of the Digital Transformation Section · Spanish Army

SCHEDULE	SESSION	SPEAKERS
12:05 – 12:50	**Directors in the Mirror: Technology, Business, and Credibility** Technological disruption has forced media organizations to rethink their business models, production routines, and above all, their relationship with audiences. This forum brings together those leading major publications to reflect, with honesty and perspective, on the challenges facing news organizations in the face of automation, disinformation, and pressure for profitability, without losing sight of the essential value justifying their existence: credibility.	MODERATOR **Esther Molina** CEO · Wildcom **Alberto García** Director · ABC Sevilla **Alejandro Vesga** CEO and Director · Emprendedores **Carmen Torres** Director of News Content and Digital Transformation · Canal Sur **Mabel Mas** El Periódico
12:55 – 13:40	**Strategies and real-life examples from innovative companies for attracting public funding** At this round table organised by Vector Horizonte as part of the CTX event, leading companies from key sectors such as biomedicine, software technology, agri-food and health will share their success stories in obtaining public funding for R&D&I projects and productive investment. With the help of Vector Horizonte, these companies have managed to maximise funding opportunities and advance their innovative projects. Don't miss the opportunity to learn about the strategies that are making a difference in the development of R&D&I in Spain!	MODERATOR **Antonio Fernández** Partner, business development · Vector Horizonte **María Camila Puentes** CEO · Duponte **Ángel Guillemes** R&D Manager · SNGULAR **Melchor Martínez** R&D&I Director · ACESUR **Diego Vargas** Financial Director · Innengine
13:45 – 14:25	**Driving Agentic AI in the Public Sector: Strategy, Scalability, and Trust** Inetum and Google will share how the strategic adoption of agentic AI can accelerate public sector modernization. We will present a modular approach that makes it possible to move from proof of concept to scalable and secure solutions, optimize resources, and strengthen citizen trust through robust, well-governed platforms.	**Nuria Sánchez** AI Practice Leader Iberia & Latam Area · Inetum **Vanessa Peinó** Head of Public Sector · Google Cloud

SCHEDULE	SESSION	SPEAKERS
16:15 – 18:15	**Real-life examples of digital solutions by area for your company by Empresa y Sociedad** Context Companies talk a great deal about open innovation, investment and pilots. However, there is a blind spot: how a B2B digital solution is purchased, implemented and scaled when the objective is business and performance, not “running a pilot”. This session, driven by the Fundación Empresa y Sociedad, focuses on what truly matters: real CASES (client company + supplier B2B scaleup) explained in a way that is useful for any executive and any corporate function. Content and event profile A 100% practical format: a structured 2-hour session, with an agile presentation of the key points from 16 CASES moderated by the Foundation. Each case begins with a short video (2–3 min) and continues with an agile interview (4-3 min) to bring down to earth the problem, the purchasing decision, implementation, results and learnings. It closes with “1 actionable idea” and a final discussion with attendees. The differential value: it “popularises” innovation because the cases touch Operations, Finance, HR, Sustainability and Customer, without requiring you to be a technology expert.	MODERATOR **Paco Abad** Cofounder&CEO · Fundación Empresa y Sociedad **Ana Rueda** Marketing Director for Iberia and LATAM · Spoki **Concha Sánchez-Ocaña** CRO · Bekodo **Iñaki Iturbide** Chief Revenue Officer · indigitall **Inés Queipo de Llano** CEO & Co-Founder · The Q Club® **Jacobo de Pablos** CEO · Foqum **Jorge Marqués** CEO · MarisaHome **Josías de la Espada** CEO · Pirsonal **Miguel Ángel Casquero** CEO · Idiogram Technologies **Miquel Gummà** CEO · Banc Sabadell **Rodrigo Muñiz** CEO & Founder · CEO & Fundador
18:20 – 18:50	**Humanistic leadership: the power to transform through culture** Humanistic leadership places people at the center of every decision. In this talk, we will explore how empathy, active listening, and purpose become strategic tools for transforming teams and organizations. An approach that promotes well-being, strengthens trust, and fosters more conscious and sustainable talent.	**Albert Corbella** Business Leader · Claire Joster
18:55 – 19:20	**Fireside chat All In To Win: Engagement Unleashed** People's commitment to their work is one of the most strategic---and most fragile---assets of any organization. In this close and direct encounter, Brad Shuck, international reference in the study of engagement and its impact on organizational performance, shares his vision on what truly moves people, how organizations can activate that potential, and why genuine commitment has become a competitive advantage in today's work environment.	MODERATOR **Shane Howard** Co-Founder · Experts in Residence **Brad Shuck** Co-founder · OrgVitals

SCHEDULE	SESSION	SPEAKERS
19:25 – 20:05	**Code and Law: Legal Frameworks for AI Sovereignty** The advancement of artificial intelligence poses questions that law is still learning to answer. This forum addresses the regulatory challenges accompanying the development and deployment of AI systems, from data protection and algorithmic accountability to building regulatory frameworks that guarantee technological sovereignty without hindering innovation. An essential debate at a time when legislators, companies, and citizens are negotiating the limits and rules of the digital game.	MODERATOR **Ruth Tenorio** Talent & Partnership Manager · VESS Venture Studio **Marcos Peña** Partner · Roca Junyent Gaona **Nora Oyarzabal** Senior Associate · Cuatrecasas

BEYOND LIMITS - AGORA 1

SCHEDULE	SESSION	SPEAKERS
12:20 – 12:50	**From doctrine to capability: operational needs of the Armed Forces**	MODERATOR **Miguel Rego** Member · CTX Advisory Committee **Carlos Javier Frías** Major General · Head of the Force Development Division – Joint Staff **Enrique Fernández** Brigadier General of the Spanish Air and Space Force · Head of the Operations Division of the Air Staff
12:55 – 13:25	**Funding to support the Defense industry: Dual-Use Technologies**	MODERATOR **Sandra Figadero** Member · CTX Advisory Committee **Juan Antonio Tebar** Director of Innovation Policy · CDTI **Carlos Pérez de Jáuregui** Associate & Founder · Nazca Capital SGEIC
13:30 – 14:00	**The Innovation Ecosystem as a Driver of Capabilities for Defense**	MODERATOR **Sandra Figadero** Member · CTX Advisory Committee **Gustavo Herrera** CEO - FOUNDER · A-FACTORY **José Martínez**
14:05 – 14:35	**The Dual-Use Startup Journey: From the Garage to the Strategic Contract**	**Pedro M. Díez y de Tella** President · TECDUAL - Asociación Española de Empresas de Tecnologías Duales

SCHEDULE	SESSION	SPEAKERS
16:15 – 16:55	**onTech: Cybersecurity, AI, Quantum Computing and the New Technological Frontier** The panel discussion “onTech: Cybersecurity, AI, Quantum Computing and the New Technological Frontier” will bring together experts from the technology ecosystem who lead onTech’s working groups to examine the role these technologies are playing in the construction of the new digital economy. During the session, key issues will be addressed, including the development of sector-specific data spaces, the strategic role of cybersecurity in a hyperconnected society, and the impact that quantum technologies may have in the coming years. The discussion will also consider how to move towards more sustainable models of artificial intelligence and data management, as well as the strategies required to support SMEs in the secure adoption of these technologies. The debate will offer a practical and strategic perspective on how the technology ecosystem can anticipate and lead the changes that will define the next frontier of digital innovation.	MODERATOR **Antonio Alcántara** Managing Director · Clúster onTech Innovation **Juan de Dios Hermosin** Chief Innovation Officer - ClnnO · Ayesa **Juan Gálvez** Public Sector Key Accounts · Dell Technologies **Antonio Gil** CEO and Information Security Auditor · Softcom
17:00 – 17:30	**The real pains CISOs face today** The AI ecosystem represents a structural shift in the threat landscape. On the one hand, adversaries are incorporating AI into their operations, dramatically increasing the speed, scale and sophistication of attacks. On the other, organisations themselves are deploying AI across processes, applications and models, introducing new areas of exposure and attack linked to applications, RAG systems and agents. The result is a dual pressure: defending against AI-enabled adversaries while securing an internal transformation driven by AI. In this new context, traditional protection, detection and response frameworks must evolve accordingly.	**Damián Ruiz** CISO Chief Information Security Officer · Singular Bank
17:30 – 17:55	**The AppSec panic of 2026: what everyone got wrong** AI is already writing code, and it is now auditing it as well. Across the industry, concern is growing, and the question few are willing to ask openly is whether AppSec teams are still necessary. The short answer is yes, but not for the reasons most people assume. What AI lacks is context: it does not know what is happening in production, it cannot analyse from within, it does not correlate findings with real vulnerabilities, and it cannot block threats at runtime. Static analysis is not disappearing; it is being transformed and amplified, but without that layer of real operational context it still amounts to noise. The challenge in AppSec has never simply been detecting vulnerabilities. It has always been about knowing which ones matter and acting before damage occurs. This session cuts through the panic, explains what AI is genuinely changing in the development cycle, and sets out why runtime is becoming the new centre of gravity for any security strategy that aims to remain relevant in 2026.	MODERATOR **Juan Alonso-Villalobos** Partner · Wolver Ventures **Juan España** CTO · ByteHide
17:55 – 18:40	**National Sovereignty: Problem or Solution?** At present, Spain and Europe depend on non-European technology providers, mainly in Cloud Services, Semiconductors and Cybersecurity tools. We will discuss the depth of this risk/opportunity, and the roles of VCs, Startups, SMEs, public policies (national and European) in the face of country risks and state-sponsored attacks and the options for addressing them.	MODERATOR **Sergio Borasino** Partner · Wolver Ventures **Jesús Fernández** Independent Expert on Cybersecurity Regulation, Standardization and Certification **Héctor Ibáñez** Country Director Spain · LSEC Leaders in Security **Fernando Denis Ramírez** Regional Manager | Cybersecurity and AI Product Manager · Sofistic y Soluciones Cuatroochenta

SCHEDULE	SESSION	SPEAKERS
18:45 – 19:20	**You Can't Trust Your Own Eyes Anymore. Why AI Just Broke Identity and What Actually Fixes It.** You already gave AI everything it needs to impersonate you. Your voice. Your face. Your cadence. It sits in meetings you transcribed, videos you posted, calls you recorded. A convincing deepfake now takes 60 seconds of audio and a single photo. No technical skill required. Most companies still verify users with physical document scans. That is not a gap. That is an open door. Irene Hernández has spent seven years building the infrastructure that closes it. In this talk, she maps exactly what breaks first when trust fails at scale with AI adoption, and how ID Wallet-based digital identity architecture solves for user experience, fraud prevention, and compliance. Mandated across Europe by 2027 under eIDAS 2.0, and heading toward 500 million users worldwide, the window to adopt ID Wallets is now.	**Irene Hernández** Founder & CEO · Gataca

FOUNDERS STORIES - AGORA 2

SCHEDULE	SESSION	SPEAKERS
11:05 – 12:20	**Presentation of Good Ideas: the challenge of entrepreneurship** Good Ideas: the challenge of entrepreneurship is the docuseries with which Holded wanted to make the world of entrepreneurship visible in a real and unfiltered way. David Romera, Brand Lead Creative at Holded and coordinator of the series, will present it before the screening. He will do so together with Jaime Castillo, CRO of Shakers, one of the featured entrepreneurs.	**David Romera** Brand Lead Creative · Holded
12:25 – 12:55	**Investments and new capital markets: the impact of AI and Blockchain** The way companies invest and raise financing is changing at great speed, and technologies such as artificial intelligence and Blockchain are already transforming the way companies secure funding, how we understand financial markets, and how we analyze opportunities. In this session, Gonzalo Navarro, Partner in Capital Markets & Financial Regulatory at Crowe Spain, will share a practical perspective on how these new tools are redefining the world of investment and financing, and what opportunities they may open up for investors, companies, and professionals in the sector. A talk to better understand where the capital markets are heading and how to harness the potential of technology to raise financing, make smarter decisions, and open up to new forms of investment.	**Gonzalo Navarro** Partner – Financial Regulatory & Capital Markets Practice · Crowe
13:00 – 13:30	**Why do startups fail?** We will explore the main reasons why a startup dies before it manages to become established.	**Emilio Froján** CEO · Velca
13:35 – 14:05	**Just Passing By** In this content, the author conveys their personal journey in a close and open manner, conveying the emotion of someone who has experienced extreme situations at an emotional level. All of this comes from a series of unique experiences and inspiring learnings that lead us to ask the question of who we are and what role we are taking in the world. Thanks to this story as a guiding thread, we will conclude by reflecting on the different positions we can adopt in life in order to come to value what kind of person we want to be.	**Miguel Sanz** CEO & Founder · Bisiesto Estudio
14:10 – 14:40	**Learning to Fail** I want to dismantle the romantic notion that failure alone is enough to lead to success. The reality is that in life we always stumble, but we are rarely taught how to do it in a “successful” way, that is, how to make mistakes without those blows dragging us down completely. I will talk about how learning to fail means building tools, mindset, and resilience so that each mistake becomes a lesson that brings us closer to our goal, rather than a stone that stops us.	**José Carlos Cortizo** CMO · Product Hackers

SCHEDULE	SESSION	SPEAKERS
16:15 – 16:35	**Employee-Generated Content: The New Go-to-Market Strategy for B2B Companies** Traditional B2B acquisition channels are increasingly saturated. A new way of selling is emerging that puts the focus on what matters most in any company: its people. In this talk, we'll see how to turn the team's visibility and know-how into authority, reach, and real business opportunities. We'll also learn how to spot market signals and potential customers through personal branding. An innovative strategy that more and more companies are starting to incorporate into their go-to-market.	**Marc Jardí** Founder & CEO · Ploot.ai
16:45 – 17:15	**Podcast Session: Coexisting with AI** Productivity or Competencies, the paradox of artificial intelligence. A podcast that explores one of the great paradoxes of artificial intelligence: the same technology that makes us more productive can also weaken our professional skills. We analyze how to use AI to work better without stopping thinking for ourselves, and what it really means to add value in an era where machines also reason, write, and decide.	**José María Pedraza** CEO · VS Sistemas **David Hurtado** Innovation Lead at Microsoft Spain · Microsoft Spain
17:25 – 20:10	**Podcast Session by Escalando Agencias** Escalando Agencias is the world's largest Spanish-speaking agency ecosystem. In this space, we will produce a podcast format featuring two interviews with founders or agency leaders who are recognised voices in the sector, to learn from their journeys and how they are addressing today's and tomorrow's challenges. We will also host a round-table discussion on the challenges AI is bringing—and how digital services businesses should respond.	**Alfredo Pérez** CEO · Ayuda T Pymes **Felipe Polo** CEO&Cofounder · Orbitant **Jorge Galindo** Cofounder · Predictable Machines **José Carlos Cortizo** CMO · Product Hackers **Miguel Sanz** CEO & Founder · Bisiesto Estudio

THE FUTURE OF TALENT - AGORA 3

SCHEDULE	SESSION	SPEAKERS
11:35 – 12:20	**Building from Andalusia: Success Stories of Andalusian Digital Start-ups**	**Arturo López** Co-founder and CEO · FQ Source Technologies **Camila Rodrigues** CTO · EONSEA **Carlos Prieto** Co-founder & CEO · Impact4C Investment & Advisory **Emilio Solís** Director of the Smart Mobility Mission · Misión Andalucía

SCHEDULE	SESSION	SPEAKERS
12:25 – 14:25	**Pitch & Feedback by Tetuan Valley** Tetuan Valley brings its DNA to Seville with a dynamic approach to real learning. Forget competition: here we come for 100% constructive feedback from expert mentors from your community! You can come and learn as an audience member or, if you're brave, take to the stage to pitch your start-up in 3 minutes and get golden advice live. There are only 10 places available to pitch, so don't miss out! REGISTER NOW!: https://luma.com/47v0kc7u	**Dara Lobova** Marketing and communications lead · Tetuan Valley
16:15 – 16:55	**Talent in Motion: New Rules for the Future of Work** Talent has always been the scarcest and most hotly contested asset in any organization, but technology is radically changing the rules of that competition. New work models, new platforms, and new expectations are transforming the relationship between people and companies in a way no human resources manual anticipated. This roundtable discusses what it means to attract, train, and retain talent in a market that no longer works as it used to—and who bears the responsibility of preparing people for what's coming.	**Carlos Armengol** Ex-CEO · Job&Talent **Jaime Castillo** Co-founder & CRO · Shakers **María González** Professor of the Master's in Human Resources at the Instituto de Estudios Cajasol · Head of the Technology Division at the Southern Office of Michael Page
17:00 – 17:45	**The Future of Talent – From Accumulation to Movement** For decades, the recipe for success was linear: study, work hard, and retire. It was a formula based on stability and the accumulation of knowledge. However, in a world where Artificial Intelligence not only processes information, but has also begun to "learn," that old compass no longer points north. This conference proposes a journey through the symbiotic relationship between technology and human capability. We will analyze how each great milestone — from fire to AI — has redefined what we consider "talent," shifting value from the possession of knowledge toward the capacity for continuous learning. Faced with the challenge of handing over our cognitive and learning capacities to machines, we define talent in the digital era not as a state, but as a dynamic process of activating capabilities. The future does not belong to those who know the most, but to those who move the best.	**Nacho de Pinedo** Co-founder of ISDI · Chief Executive Officer of DIGITALENT Group
17:50 – 18:55	**Future Unicorn by UpAndalus** In 3 years, you'll say, I already knew this project. That's what is going to happen at the Future Unicorns by UpAndalus session, because we will get to know 6 startups with great potential to lead the entrepreneurial ecosystem of the south. In addition, in an innovative format, with some special rules to make it more entertaining for everyone, will you be the only one who won't know the future unicorns?	**Carlos Delgado** Creator · UpAndalus **Cecilio Martínez** Creator & Director · The Fat y EA! Emprendedores, ¡A la calle!
19:00 – 19:30	**Hackathon Demos by Lovable** Ágora 3 hosts the presentation of results from the hackathon organized by Lovable throughout the day. A closing moment where participating teams show what they've built in record time: a demonstration that creativity, collaboration, and technology, when combined under pressure, are capable of producing surprising solutions.	**Henry Allen** Campus Leader · Lovable **Irina Moise** Campus Leader & Creator · Lovable

FRONTIER ECONOMY - AGORA 4

SCHEDULE	SESSION	SPEAKERS

11:25 – 11:55	**Innovation and Technology for Local Government**	**Carmen Rodríguez** Manager · Provincial Information Technology Company (INPRO)
12:00 – 14:00	**Málaga Tech </PitchContest>** Ten startups pitch live in front of a specialised jury and the event audience. The jury and the attendees provide live feedback, helping the teams improve their proposal, storytelling and ability to convince investors.	
16:15 – 17:00	**Investment with Territorial Impact: How to Activate Innovation Ecosystems from the Public and Private Sectors by ADA**	MODERATOR **María Nieto** Innovation and Entrepreneurship Expert · Junta de Andalucía **Orfeo Balboa** Investment Manager · First Drop VC **Manuel Fernández** Investment Officer · Arcano **Macarena González Mira** Director for Andalusia · Axon Partners Group
17:05 – 17:45	**Open innovation: from pilots to the real transformation of ecosystems** The panel addresses the move of open innovation from concept to action, focusing on how to generate real, scalable, and sustained impact. It will explore how to build connected ecosystems where companies, startups, public administrations, and knowledge centers collaborate in a structured and results-oriented way. From Impact Hub, the importance of designing platforms that integrate purpose, leadership, territory, and measurement to turn innovation into something structural will be highlighted. GeneraSur will provide the practical perspective, showing how to connect real business challenges with startups and technology to drive competitiveness. For its part, the Port of Algeciras will exemplify how to govern open innovation through collaborative models that include startups to solve specific problems and accelerate their implementation. The session, moderated by María Niebla, will focus on the keys to making open innovation work: clearly defining the challenges, involving the right stakeholders, measuring impact, and scaling solutions beyond pilot projects.	MODERATOR **María Niebla** Head of the Algeciras Port Logistics Mission Centre · Algeciras Port Logistics Mission Centre **Jesús Medina** CIO · Port of Algeciras Bay Authority **Alberto Alonso** Vice Chair · Impact Hub Network **Álvaro Jiménez** Director · GeneraSur - Innovación abierta

SHAPING THE FUTURE - AGORA 5

SCHEDULE	SESSION	SPEAKERS
11:10 – 11:40	**HealthTech Horizons: Collaborative Innovation** Health transformation won't happen in the silos of a single discipline or organization. This forum explores how collaboration among startups, healthcare institutions, investors, and research centers is accelerating innovation in healthtech, with Brittany Barreto as reference voice to identify the most promising horizons and collaborative work models generating real impact in global health.	**Ana Conde** Lead AI Experience Researcher · Adhera Health **Brittany Barreto** Women's Health Innovation Expert

SCHEDULE	SESSION	SPEAKERS
12:25 – 13:10	**The Future of Hospitality: Excellence, Talent and Innovation in Andalusia** This panel brings together Les Roches alumni now serving in senior positions across the hospitality and tourism sector to examine the future of the industry in a context of transformation, the growth of new destinations and a constant pursuit of excellence. Within the framework of an event focused on innovation, business and talent, the discussion will consider why Andalusia is attracting new international projects, what leading brands look for when selecting a destination, and how customer expectations are evolving. The session will also address the role of education, user experience, and the growing impact of technology and artificial intelligence on management practices and on the creation of new opportunities across the sector.	MODERATOR **Alberto de Cárdenas** AI & Business Innovation · Les Roches **Adrián Fernández-Romero** CEO · Casco Viejo Ventures **Julia Castillo** Director of Operations · Hotel Alfonso XIII **Luis Ponce** Advisor · UHNWIs
13:15 – 13:45	**The New Attention Economy: Creators, Platforms, and Formats Redefining Content** Content consumption is changing faster than ever. Platforms are shifting, algorithms are redefining distribution, and creators are becoming bona fide media outlets. In this session, we will analyze how the social video ecosystem is evolving: which platforms are capturing attention, which formats are growing the fastest, and how creators and brands are adapting their strategies. A strategic look at the new digital attention map to understand where the audience is and how to build relevant content in an increasingly competitive environment.	**Bernardo Proietti** Head of Social Media & IP's · Webedia
16:30 – 17:00	**Capital, Accelerators & Soft-Landing Networks: The New Infrastructure of International Growth** Access to capital is only the starting point. What truly accelerates cross-border scaling is the intelligent combination of funding mechanisms, accelerator programmes and the facilitation services, partner networks and soft-landing platforms offered by innovation ecosystems and investment promotion agencies. Drawing on hands-on experience — from building FinTech ecosystem bridges between Europe and Hong Kong to working with companies expanding across multiple markets — this session explores how startups and technology companies move from funding to real market entry, what works in practice, and how the next generation of funds and accelerators must evolve to support global growth.	**Thorsten Terweiden** Founder · TT Economic Development Consultancy
17:05 – 17:45	**2blabs - From Lab to Market: Turning European Science into Scalable Investment Returns and Business Competitiveness** Europe has world-class science and a unique opportunity to solve global challenges and build a new knowledge-based economy. The challenge is not talent, but the ability to turn that knowledge into industrial leadership and sustainable investment returns. In this talk, we will analyze how to structure the European deeptech ecosystem to replicate historical success models such as Bell Labs: connecting disruptive research with international capital, expert strategic support, and real access to market. We will explore how to turn advanced science into companies with strong barriers to entry in strategic sectors such as health, climate change, food, and defense, generating economic impact, competitiveness, and technological autonomy for Europe. Drawing on 2blabs' experience working across 10 European countries alongside international VCs, we will share a practical model for turning knowledge into market value and sustainable financial return.	**Óscar Sala** Co-Founder & CEO · 2blabs
17:50 – 18:35	**Ports that innovate: what is working and what is coming next** How a port challenge becomes a real pilot and deployment: what ports are looking for, how they collaborate with partners, and what conditions enable a solution to scale.	MODERATOR **Rocío Díaz** Director · La Lonja de la Innovación **Fernando Arjona** CIO · Málaga Port Authority **Jesús Medina** CIO · Port of Algeciras Bay Authority **Mafran Martínez** CTO · Port Authority of Huelva

SCHEDULE	SESSION	SPEAKERS
18:40 – 19:05	**AI-Generated Content with Real-World Impact: Lessons from Research with Families and Healthcare Professionals** This session explores how research conducted through workshops with families affected by chronic illnesses has informed the design and evaluation of AI-generated content through human-in-the-loop approaches, ensuring personalisation, trust and genuine usefulness in digital health solutions.	**Ana Conde** Lead AI Experience Researcher · Adhera Health

HACKATHON ARENA

SCHEDULE	SESSION	SPEAKERS
14:00 – 20:00	**Zero to Prototype** Zero to Prototype is Lovable's hackathon that we are organizing at CTx Tech, coordinated with VESS and the Lovable team. It will take place next March 19 from 14:00 to 20:00 at the Pabellón del Futuro. A 6-hour intensive experience so that anyone, whether coming alone or as part of a team, can turn an idea into a functional prototype with the help of AI, free Lovable credits, and mentoring from VESS throughout the entire process. In addition, all participants will have free access to CTx Tech, adding to the hackathon a complete experience of inspiration, networking, and connection with the entrepreneurial and technology ecosystem.	**Henry Allen** Campus Leader · Lovable **Irina Moise** Campus Leader & Creator · Lovable

BOULEVARD

SCHEDULE	SESSION	SPEAKERS
09:00 – 17:00	**Food&Music**	
17:00 – 18:40	**Clases de Salseo**	
18:40 – 20:40	**DJ session**	
20:40 – 21:40	**Calavera Mot**	
21:40 – 23:40	**DJ session**	

Friday, 20 de March 2026 — Day 2 - Deep Tech & Future

ADA AUDITORIO

SCHEDULE	SESSION	SPEAKERS
10:00 – 10:30	**Chip Wars: from Spain to the epicenter of the industry defining the 21st century** Semiconductors are not just electronic components. They define the new geopolitics. This keynote brings the perspective of José Bueno, with years of experience working at Samsung Electronics and ASML, two of the most powerful companies in the industry. From that privileged vantage point, he explains why semiconductors define the 21st century, the geopolitical dynamics surrounding them, the technological bottlenecks that will shape the next decade, and a direct call to Europe and Spain: the time is now.	**José Bueno** Founder y Managing Partner · Beclarus Partners Group
10:35 – 11:05	**The era of AI agents: lessons learned, impact and opportunities** Advances in artificial intelligence agents have changed software development forever. In a matter of months, we have gone from agents that assist developers to increase their productivity to agent systems that are capable of developing applications autonomously, under human guidance and supervision. This keynote explores the lessons learned from this transition from the front line of innovation at a software company like Microsoft, how this same paradigm will spread to other disciplines of human knowledge, and what we can expect after this immediate future of artificial intelligence.	**David Carmona** Vice President Microsoft Discovery and Quantum · Microsoft
11:10 – 11:40	**Humanoid Robotics and Its Future Outlook** Imagine that the speaker does not come on stage alone. What is about to happen is not a presentation about the future: it is the future in person, walking right in front of you. Darío Samaniego, CEO of Synergy Tech Robotics and one of the most disruptive voices in advanced robotics in Spain, will lead one of the most impactful moments of the event. Alongside him, on stage, will be the humanoid robots that are already transforming industries, redefining markets and challenging everything we thought we knew about work, technology and the human condition. In this keynote — as much spectacle as conference — Darío is not coming to talk about the future in abstract terms. He is coming to show it to you. Face to face. In motion. With the economic, social and strategic implications that no organisation can afford to ignore. Because the question is no longer whether humanoid robots will change the world. The question is whether you will be ready when that happens.	**Dario Samaniego** CEO · Synergy Tech Robotics
11:45 – 12:30	**High Performance Teamwork / The Importance of Teamwork** Jaime Alguersuari shares his experience in the world of Formula 1 to reflect on how teams competing at the highest level operate. Through parallels with elite sport, he addresses the importance of collaboration, competitive mindset and the constant pursuit of improvement. An inspiring talk that invites audiences to rethink how to face challenges and achieve ambitious goals in demanding environments.	**Jaime Alguersuari** Former Formula 1 driver | DJSquire
12:35 – 13:20	**Adaptation Mindset** We live in an era where change happens at an unprecedented speed. Markets evolve, technology redefines industries, and organizations that do not adapt quickly are left behind. In this keynote, Mauricio Hoyos shares how to develop an adaptation mindset that enables leaders, entrepreneurs, and teams to act quickly in the face of uncertainty and seize the opportunities brought by technological transformation. The talk explores how technology and artificial intelligence have become major enablers, but also how organizations must keep people at the center of their strategy in order to build sustainable and competitive companies. Through real lessons from the business world, Mauricio invites attendees to think big, act fast, and lead change, understanding that the ability to adapt is now one of the most valuable skills for any leader or company. In this keynote you will discover: How to develop a mindset prepared for constant change. The importance of acting quickly in highly transformative environments. How to integrate technology and artificial intelligence as enablers of growth. Why people continue to be at the center of successful organizations. How to think big in order to build relevant companies for the future.	**Mauricio Hoyos** CEO · Sencia

SCHEDULE	SESSION	SPEAKERS
13:25 – 13:55	**Riding the Convergence Wave: Opportunity, Risk, and the New Human Advantage** We are no longer in a period of linear innovation. We are in an era of compounding convergence—where AI, data, compute, connectivity, automation, and trust technologies reinforce one another. Tools are abundant. Advantage belongs to those who can define the right problems, navigate risk, and apply judgment at speed.	**Cristina Dolan** CEO · Prime Radiant
14:00 – 14:30	**Medicine of the Future: Intelligent and Artificial?** Artificial intelligence is redefining the limits of what's possible in medicine, from early diagnosis to treatment personalization. Julián Isla, a reference in applying technology to health and wellness, poses a question that goes beyond technique: in the medicine of the future, what role do we reserve for human intelligence and what do we entrust to artificial intelligence?	**Julián Isla** Founder · Foundation29
16:00 – 16:45	**Conversations with Carlos Santa Engracia: What No One Tells You About the Journey** In an open and direct format, Carlos Santa Engracia shares the experiences, decisions and lessons that have shaped his path as a creator and digital entrepreneur. This conversation goes beyond the success story to explore the mindset, values and strategic vision of someone who has built, from the ground up, one of the most influential technology media platforms in the Spanish-speaking world, demonstrating that authenticity and sound judgement are the best long-term strategy.	MODERATOR **Javier Oliva** Director of Conectados · Canal Sur Radio **Carlos Santa Engracia** Cofounder · Topes de Gama
16:50 – 17:50	**Conversations with José Elías Navarro: Experiences of a Successful Entrepreneur** José Elías Navarro, one of the most influential entrepreneurs in the Spanish landscape, shares in an intimate and direct format the experiences, decisions, and lessons that have marked his trajectory. A conversation that transcends the success story to explore the mindset, values, and strategic vision of someone who has built from the conviction that risk and ambition are necessary conditions for progress.	MODERATOR **David Jiménez** Journalist **José Elías** Entrepreneur & President · Audax Renovables
18:00 – 18:45	**Everything you need to know about quantum technologies.** When we look at the world of atoms, the nanoworld that underlies everything around us, the rules of the game change. We are in the universe of quantum physics. A cosmos where impossible things are commonplace. We will explore this magical place, its rules, how the pillars that sustain our daily lives are formed, and how we are getting better every day at manipulating these strange rules: quantum technologies.	**José Luis Crespo** Founder & Creative Director · Quantum Fracture
19:00 – 20:00	**Titan Deals: Live Investment** The ADA Auditorio stage becomes a real-time investment arena. Projects with strong potential are presented to a panel of leading investors who evaluate, challenge, and decide live—no safety net and no script. A format that compresses into minutes the tension, analysis, and negotiation that normally happen behind closed doors, bringing to the audience the most honest moment in the entrepreneurial ecosystem: the instant an idea faces the judgment of those with the capacity and experience to back it—or dismiss it—with real arguments.	**José Elías** Entrepreneur & President · Audax Renovables **Mauricio Hoyos** CEO · Sencia **Quino Fernández** CEO · Aticco Lab

INVESTMENT HUB AUDITORIUM

SCHEDULE	SESSION	SPEAKERS

10:15 – 10:55

Space Tech: Reality and Opportunity

The new space economy has ceased to be exclusive territory of government agencies to become one of the most dynamic and promising investment ecosystems of the moment. This session analyzes the real state of the sector, separating the hype narrative from concrete opportunities attracting serious capital and generating companies with potential to transform entire industries from orbit.

MODERATOR **Óscar Sala**
Co-Founder & CEO · 2blabs

Kemel Kharbachi
Founder&President · EOS-X Spaceship Company

11:00 – 12:25

Pitch Session by ADA

12:25 – 13:05

The Invisible Capital That Determines Investment

In today’s ecosystem, a large part of a company’s value does not appear on the balance sheet. Technology, knowledge, talent, data and strategic relationships are decisive factors for investors, corporates and markets, but they are rarely measured in a structured way. This panel will address why two companies with similar metrics can receive very different valuations and how the standardisation and assessment of intangible assets is transforming the way investment decisions are made. Drawing on COFI Solutions’ experience in financing processes, M&A and strategic valuation, it will analyse how to move from the intangible to the defensible: turning knowledge, technology and organisational capabilities into economic evidence that investors can understand. A conversation aimed at investors, corporates and founders who want to understand which invisible factors are defining the best investment decisions today.

MODERATOR **Guillem Molina**
CEO · COFI Solutions

Pilar González Gotor
Head of the institutional promotion and territorial cooperation department · CDTI

José María García
Business Development Director · Spanish Society for Technological Transformation (SETT)

Óscar Belmonte
Investment Director · Iridium Rising Investments

13:10 – 13:50

Fundraising Strategies

Raising capital is one of the most decisive—and most misunderstood—processes in a startup's lifecycle. Beyond having a great pitch deck or a flawless financial model, securing funding requires knowing when to look for it, who to approach, how to build relationships with investors before you need them, and what signals build real trust during due diligence. This panel brings together investors and founders with experience across different stages and geographies to share, without filters, what works and what doesn't when you set out to raise a round: from the first conversations to closing the deal, covering the most common mistakes and the key factors that make the difference between a yes and a no.

MODERATOR **Manuel Ibáñez**
Managing Partner Startups · Austral Venture Gestión SGEIC

Andrea Alonso-Bernaola
CEO · BAnCLUBS

Quino Fernández
CEO · Aticco Lab

Stephanie Hospital
Founder & CEO · OneRagtime

14:00 – 14:40

Crypto Realities

Beyond cycles of euphoria and disappointment, digital assets and blockchain technology continue redefining how value is moved, stored, and exchanged. This session offers an honest reading of the current state of the crypto ecosystem, its investment dynamics, models proving sustainable, and the regulatory and adoption challenges that will shape its evolution in coming years.

MODERATOR **Manuel del Campo**
Host · INVESTMENT HUB AUDITORIUM

Eric Sánchez
Founder & CEO · Reental

Enrique Lahuerta
Director · Stakiny

Miguel Caballero
CEO · Tutellus

16:00 – 16:40

How Does Venture Capital Work?

Venture capital moves billions every year and determines which technologies and companies shape the future, but its internal mechanics remain a mystery to most founders who knock on its doors. How a fund is structured, how investment decisions are made, what happens from the moment a pitch sparks interest until the money hits the account, and what a VC truly expects from its portfolio companies over time are questions this panel will answer from the inside. This is a direct conversation with active fund managers to demystify the world of venture capital and help founders understand the rules of the game before sitting down to negotiate.

MODERATOR **Manuel Ibáñez**
Managing Partner Startups · Austral Venture Gestión SGEIC

Amador Rodríguez
Senior Associate · Cuatrecasas

Jerónimo Bejar
Partner · Eoniq

Manuel Fernández
Investment Officer · Arcano

Orfeo Balboa
Investment Manager · First Drop VC

16:45 – 17:25

How to Build Companies That Truly Succeed in Transforming: Talent, Learning and Culture

Digital transformation is no longer only about technology. Increasingly, it is a challenge of talent, learning and culture. Many companies invest in new tools, in AI or in more efficient processes, but transformation remains only partial because people and learning systems do not progress at the same pace. In this panel, we will discuss, from a highly practical and business-focused perspective, how some companies are approaching this challenge differently: by investing in the internal development of talent, redesigning their learning models, and aligning culture and leadership with the real objectives of transformation.

MODERATOR **Laura Fernández**
CEO&Cofounder · allWomen

Bianca Rivabem
Head of People · Docplanner

Iker Ganuza
Vice President, Strategy and Transformation, Western Europe · PepsiCo

Paulina Stadnik
Engineering Manager · Rover

17:30 – 17:55

BREAKING THE STARTUPER MANUAL

We reveal what makes a startup bleed out and how to avoid it. A blacklist of deadly traps that every good entrepreneur should know. Because getting started is complicated, but growing is even more so.

Carlos Murillo
Co-founder · Spinoff

Carolina Rodríguez
Co-founder · Spinoff

18:00 – 18:30

Why doesn’t your team do more, or faster, with everything you spend on AI?

It has already been 3 years since CEOs started asking teams for productivity gains justified by the arrival of generative AI. Can more be done with the same resources? Or even better, with fewer resources? Software organizations are among those expected to undergo the most radical change; after all, one of the things AI does best is write code, right? In this talk, we will see why all of this is true, AI is great, it writes code wonderfully, and yet, applied the way we are doing it, it does not bring—and will not bring—the long-awaited productivity improvements.

José Palazón
CTO · Sagittal AI

18:40 – 20:00

Monologue: The Odd One from the 90s - David Domínguez

David Domínguez is a happy guy (but not happy because he is happy, rather because he trains every day to be that way). “The ODD One from the 90s” is a comedy show in which David Domínguez looks back, in an ironic, friendly, and cheeky tone, on his experiences in the wonderful decade of the 90s. With the gift for making people laugh that defines him, he tells ironic and amusing situations. A show where he brings to light his best texts, which he has been writing and testing for 15 years and which now become reality in this performance. Do you still not know Vicent? And the ‘urban tribes’ of the ’90s? Do you know what dating was like back then? Discover all these characters and enjoy a great comedy show.

INNOVATION HUB

SCHEDULE	SESSION	SPEAKERS
12:00 – 14:00	**Tech Talent Networking: Connecting People** Sevilla Emprendedora, as part of the CTX Tech Experience, is organising a dynamic, participatory and open networking event on Friday 20 March from 12:00 to 14:00 at its stand in the Pavilion of the Future, to bring together entrepreneurs, tech start-ups, companies, digital professionals and organisations interested in innovation. A space to share what you're developing, the challenges you face or the solutions you're seeking... and to find potential collaborations, pilot projects, partnerships or new business opportunities. Because often the technology already exists... all that's needed is to connect the right people. The Pavilion of the Future is one of the large buildings constructed in Cartuja for the 1992 World Expo. It is located on Calle Matemáticos Rey Pastor y Castro, next to Avenida Camino de los Descubrimientos and beside the Guadalquivir Gardens. Standing next to it is a replica of the great 'Ariane' space rocket. What can you expect from this networking event organised by Sevilla Emprendedora? This event is designed to facilitate connections between: -Start-ups and innovative projects developing technological solutions. -Companies looking to incorporate innovation, digitalisation or new tools. -Technology professionals interested in collaborating or joining new projects. -Entrepreneurs exploring opportunities in the tech sector. Networking Programme Get off to a flying start A brief welcome from Reyes Pueyo, Gayaz Kalas and Andrés Trejo, from the Sevilla Emprendedora consultancy team, to explain how the event will work and help participants network. Start with your name tag Each participant will receive a name tag on which they can indicate: I offer -Technology or digital solutions -Sector-specific knowledge or experience -Product or service development -Technological talent I am looking for -A pilot company to test a solution -Collaborations or strategic alliances -New business opportunities -Investment or funding -Talent for the team Express round of presentations Anyone who wishes to do so may give a brief introduction to explain what they do, what they are developing or what they are looking for. Networking on the move Based on the presentations and the information on the name tags, a dynamic space will open up for conversation, exchanging ideas and identifying potential synergies. Areas of interest Those who identify opportunities can head to different zones to explore potential connections further: -Collaboration and joint development. -Clients and companies interested in technological solutions. -Innovation, investment and growth. Objective To facilitate an accessible and active space where talent, technology and opportunities can come together. Sign up for this 'Tech Talent Networking' event by clicking on this link. https://plataforma.sevillaemprendedora.org/eventos/inscripcion/13 General Public	**Reyes Pueyo** **Gayaz Kalas** **Andrés Trejo** Sevilla Emprendedora

PUBLIC & SOCIAL HUB AUDITORIUM

SCHEDULE	SESSION	SPEAKERS
10:00 – 10:20	**Challenge and oportunities**	**Francisco Hortigüela** President · AMETIC
10:25 – 10:55	**Fireside chat From Policy to Action: Two Cities, Two Visions** Cities today are the most vibrant laboratory of digital transformation. This encounter brings together two representatives of local administration to explore, from direct government experience, how Madrid and Seville are addressing the challenges of urban innovation, digitalization of public services, and the relationship between technology and citizenship. Two realities, two trajectories, and the same underlying question: how to translate political will into real impact for people.	MODERATOR **Vivian García** Host · PUBLIC&SOCIAL HUB AUDITORIUM **Ángel Niño** Councilor Delegate for Innovation and Entrepreneurship · Madrid City Council **Álvaro Pimentel** Second deputy mayor and delegate for Cartuja, innovation parks, mobility, economy and trade · City Council of Seville

SCHEDULE	SESSION	SPEAKERS
11:00 – 11:40	**Space frontier technology** Space has ceased to be an isolated sector to become a key infrastructure for the digital economy, industry, and resilience on Earth. With projected growth of up to $1.8 trillion by 2035, the greatest opportunity lies not in launching rockets, but in integrating its capabilities into real products and services. Technologies such as positioning, Earth observation, and secure connectivity already drive sectors like logistics, agriculture, and defense. Companies that combine data, hardware, artificial intelligence, and trust will be the ones leading this new frontier. The question is no longer who reaches space, but who transforms its potential into solutions that generate value in everyday life.	**Juan Merino** Director Programas Startical · STARTICAL
11:45 – 12:25	**Bridges of progress: public-private partnerships for innovation** Collaboration between the public and private sectors has become one of the most decisive drivers of technological transformation in our societies. This forum analyses how to build solid and sustainable partnership frameworks that enable innovation to be transferred to the public sphere quickly and effectively, identifying the mechanisms, conditions and models that enable institutions, companies and international organisations to move forward in the same direction.	MODERATOR **Domingo Leal** Founder · Innovators Hub **Thorsten Terweiden** Founder · TT Economic Development Consultancy **Natalia Olson-Urtecho** Scale up Advisor & Investor **Fabián Varas** Director of Advanced Innovation Services · CTA
12:30 – 13:00	**Sevilla TechPark: the great innovation hub of Southern Europe** Seville showed its best face to the world with the 1992 Universal Exposition. But behind this project there was something more: the participating countries and companies had to plan for their buildings, after the end of Expo ’92, to be put at the service of scientific and technological companies. Otherwise, they would have to demolish them so that new buildings with the same purpose could be constructed in the available space. This is how Sevilla TechPark was born, the first international example of the reuse of a Universal Exposition as an innovation space, an ecosystem where Science, the University, and Business coexist. In short, Sevilla TechPark is a public policy instrument aimed at boosting local economic development and technological modernization. It encourages private investment in R&D&I by being structured as an innovation space, where cooperation is the basis for growth. It integrates the scientific, technical, and social capacities that facilitate the creation, transmission, dissemination, measurement, and management of knowledge, and its application to productive activities. After more than 30 years of activity, Sevilla TechPark has 575 companies, which generate 31,667 direct jobs and an economic activity of 5.513 billion euros, equivalent to 2.56% of Andalusia’s GDP and 11.12% of the GDP of the province of Seville. Of the 100 pavilions from Expo ’92, 52 are still operating at full capacity, and nearly 40 more buildings have been added, with a singular architecture that is a symbol of this city’s modernity. Sevilla TechPark has an added advantage: its privileged location. It is an urban park, just a few minutes’ walk from Seville’s historic center, and less than 20 minutes from both the airport and the AVE high-speed rail station. The heart of Sevilla TechPark is its companies and its scientific and technological entities. Added to them are the areas dedicated to culture, leisure, and sports. Together, they make up a site of excellence. Sevilla TechPark is visited daily by more than 40,000 people.	**Luis Pérez** General Manager · Sevilla TechPark

SCHEDULE	SESSION	SPEAKERS
13:05 – 13:45	**The role of education in innovation** Few institutions condense as many present tensions as the university. Between the speed of technological change and the permanence of its educational mission, the academic world faces questions that don't admit simple answers: what knowledge remains relevant, how critical thinking is built in the era of instant information, and what it means to educate when the future is, for the first time, genuinely uncertain. A forum to think, from higher education, about the type of society we want to build.	MODERATOR **Vivian García** Host · PUBLIC&SOCIAL HUB AUDITORIUM **Álvaro Jiménez** Director · GeneraSur - Innovación abierta **Javier Rodríguez Zapatero** Executive Chairman & co-founder · ISDI (Instituto Superior para el Desarrollo de Internet)
13:50 – 14:20	**Frontier Firm: AI Agents in Business Applications** In a world where generative AI is already integrated into everyday work, the next competitive advantage lies with companies that move from using generic assistants to deploying AI agents connected to their real business processes. In the session “Frontier Firm: AI Agents in Business Applications” at CTx Sevilla, we will explore how the most advanced organisations are making this shift and what it means in practice to operate as a Frontier Firm according to Microsoft’s vision.	**Eduardo Jiménez** CTO · VS Sistemas **Javier Armesto** MVP Microsoft & R&D and Artificial Intelligence Manager · VS Sistemas
16:20 – 16:50	**Health The Trillion-Dollar Blindspot in Global Health** For decades, global health systems, research models, and investment strategies have been built around a “default” patient that does not reflect half the world’s population. From clinical trials to diagnostics to funding priorities, women’s health has remained systematically under-researched, underfunded, and undervalued — creating not only inequities in care, but massive missed economic opportunity. This session explores how historical blind spots in science and policy created a trillion-dollar gap in global health innovation — and why closing it represents one of the most significant economic and societal opportunities of our time. Through data, case studies, and emerging market signals, this talk reframes women’s health not as a niche category, but as the next major frontier in global health and investment.	**Brittany Barreto** Women's Health Innovation Expert
17:40 – 18:25	**From Policy to Market Impact: Making Innovation Work in Practice** Governments around the world invest heavily in innovation programmes — but which ones genuinely help startups grow internationally? This practitioner-focused talk explores how policy frameworks, startup ecosystems and investment promotion agencies can work together to support real market expansion and attract global investment. Drawing on experience across Hong Kong, Switzerland, the UK, Australia and Germany, the session also touches on an increasingly critical factor for founders and investors alike: understanding external risks — geopolitical, regulatory and supply-chain — when building globally scalable companies.	**Thorsten Terweiden** Founder · TT Economic Development Consultancy
18:30 – 19:00	**AI in the Enterprise: Where Are the Results?** Artificial intelligence has spent years promising a radical transformation of business. In 2026, the diagnosis remains contradictory: astonishing technological capabilities, model costs collapsing, and a new wave of autonomous agents… yet 95% of corporate projects still fail to leave a mark on the bottom line. What distinguishes the 5% that do succeed? In this session, we will explore the pattern that separates experimentation from real impact, and we will contrast it with the direct experience of executives from large Andalusian companies that are on that journey. The first 10 minutes will introduce the topic with a presentation by the moderator, followed by a roundtable with the two company representatives, during which a series of questions will be asked to learn about their vision and the strategy they have followed with AI.	MODERATOR **Javier Viñuales** Professor · EOI **Enrique Aroca** CIO · Iturri **Jesús María Cabet** CTO · Persan

BEYOND LIMITS - AGORA 1

SCHEDULE	SESSION	SPEAKERS
10:00 – 10:05	**Women in Tech®España: Welcome**	**Patricia Arboleda** Country Manager · Women in Tech
10:10 – 10:25	**Women in Tech® Spain: more women in tech, more future for Spain** At a time when artificial intelligence is redefining entire industries, Spain cannot afford to leave out half of its talent. Women in Tech® Spain is part of a global movement present in 50+ countries, with a clear mission: to empower 5 million women and girls in technology by 2030. More inclusion is not only justice — it is competitive advantage, innovation, and sustainable growth for the country. Because more women in tech means more perspectives, more solutions, and more future for Spain	**Florencia Paula Gannio** Director · Women in Tech Chapter Barcelona
10:30 – 11:00	**Women in Tech®España: Uber: From Disruptor to Industry Benchmark** General overview of Uber in Spain – geographic development and product portfolio as an introduction The future of sustainable mobility – electrification, sustainability and innovative products in pursuit of multimodal mobility Focus on our women driver initiatives – both for users and for drivers (we have recently announced interesting new developments in this regard and we believe this fits very well with the general theme of the forum)	**Lola Vilas** Country Manager Spain · UBER
11:05 – 11:50	**Women in Tech®España: Real Strategies to Boost Female Talent in STEAM** Despite progress in diversity and inclusion, female representation in STEAM fields remains below its potential. More and more organizations recognize that fostering female talent is not only a matter of equity, but also a key driver of innovation, competitiveness, and growth. But which strategies are actually working? How can companies attract, develop, and retain female talent? In this roundtable, three experts from different sectors will share their experience promoting initiatives that advance diversity and female leadership within their organizations and across the technology ecosystem. Through different perspectives —human resources, marketing, and partnership development— concrete strategies, lessons learned, and best practices will be discussed in order to create real opportunities for women in STEAM and move toward more diverse and inclusive professional environments.	MODERATOR **Patricia Arboleda** Country Manager · Women in Tech **Cecilia Cosa** Senior Sustainability Advisor **Sonia Rodríguez** HR Director · Lactalis Iberia **Laila Hamouda** Head of Marketing – MED · Red Hat **Andrea Linares** Responsible Partnerships · Somos F5 Spain
11:55 – 12:25	**Women in Tech®España: Democratizing AI: From the dream of the girl scientist to business reality** How do we transform scientific curiosity into real impact? We explore how technological democratization and Open Source allow any organization to deploy customized AI projects, breaking down barriers to entry and building a digital ecosystem where talent has no limits of gender or resources.	**Gemma Astudillo** Marketing Director - Spain, Italy and France · Cloudera

SCHEDULE	SESSION	SPEAKERS
12:30 – 13:15	**Women in Tech®España: AI solutions with social impact** Artificial Intelligence is transforming industries, business models, and the way we interact with technology. But beyond efficiency and innovation, AI also has the potential to generate a positive social impact, helping to address some of the major challenges facing our society. What role do technology companies and data professionals play in the development of responsible, purpose-driven solutions? In this roundtable, three leading professionals will share their experience in the development and application of AI-based solutions that aim to generate real value for society. From different perspectives within the technology ecosystem, use cases, challenges, and opportunities will be explored to drive a more efficient, responsible artificial intelligence capable of generating impact in strategic sectors, even in the most demanding environments.	MODERATOR **Florencia Paula Gannio** Director · Women in Tech Chapter Barcelona **Cristina Flores** Data Scientist · Telefónica **Liliana Sierra** Head of Atos Amplify & Strategic Alliances in Spain & Portugal · ATOS Iberia **María Bertomeu** Strategic Account Executive for Defence · Multiverse Computing
13:20 – 13:50	**Women in Tech®España: WOMEN AND DATA: The value of diversity in Artificial Intelligence** Artificial intelligence learns from data. And when that data does not reflect the diversity of the real world, algorithms can reproduce stereotypes and inequalities. Through real examples and experiments with AI models (from machine translation to image generation) we will explore how these biases are formed and why diversity in technology teams directly influences the type of solutions that are developed. Because incorporating more perspectives into the construction of artificial intelligence is not only a question of equity: it is also a question of innovation, technological quality and better solutions for society as a whole.	**Gracia Nogales** Senior Advanced Support Engineer, CSS Global Delivery · Oracle
13:55 – 14:15	**Women in Tech®España: From Commitment to Action: the Neuroscience of Leadership** For years, companies have invested time, resources, and multiple initiatives to promote female leadership. However, progress toward parity in senior management continues to be much slower than expected. What is really holding back change, and what is the cost of continuing to invest in initiatives that do not generate results? This talk explores how the neuroscience of leadership can help us understand the patterns that maintain the status quo and how to transform them in order to generate real and sustainable change in organizations.	**Patricia Arboleda** Country Manager · Women in Tech
14:20 – 14:25	**Women in Tech®España: Conclusions**	**Patricia Arboleda** Country Manager · Women in Tech **Florencia Paula Gannio** Director · Women in Tech Chapter Barcelona

FOUNDERS STORIES - AGORA 2

SCHEDULE	SESSION	SPEAKERS
10:25 – 10:55	**Learnings from scaling GuideSmiths to more than 120 people and €9M in revenue.** I want to share the learnings from scaling GuideSmiths to more than 120 people and €9M in revenue. The session addresses one of the biggest challenges of growth: when a company starts doing well, organizational complexity increases and what used to work no longer does. I want to explain how the founder’s role, the team structure, and the management systems must evolve so that the company can continue growing without breaking.	**Felipe Polo** CEO&Cofounder · Orbitant

SCHEDULE	SESSION	SPEAKERS
11:00 – 11:30	**From Corporate to Startup (and Back): Die & Retry** The practical “Die & Retry” mindset: how I navigated the lows, accelerated learning, and turned it into my next win.	**Thierry Chopard** Chief Payment Officer · Prestashop
11:35 – 12:05	**Building the next generation of startups from Andalusia for the world.** Fusión Startups is an Andalusian venture builder that drives startups with global ambition alongside entrepreneurs who want to build something big. They work hand in hand with each project on a day-to-day basis, adding a network of expert co-founders and applying AI tools to innovate, accelerate processes and turn ideas into real companies with impact potential.	**Javier Duro** Partner&Project Manager · Fusión Startups **Sergio de la Puente** Founder · Fusión Startups
12:10 – 12:40	**No degree, no manual, no safety net: what I learnt from falling flat on my face. What nobody tells you** 30 years of building, selling, failing and starting over. No university degree, no manual and, at the worst of times, no safety net. This talk is not a success story. It is an honest account of the decisions that matter: how to build an AI product with real impact, what it really means to sell your company, what happens next when everything falls apart, and why agentic AI changes everything for those who dare to take action. Including the part nobody posts on LinkedIn.	**José Murillo** Fractional Founder
12:45 – 13:35	**From Idea to Scale-up: The Strengths and Weaknesses of the Andalusian Ecosystem** This panel traces a shared timeline in which each participating start-up maps its milestones: “The Garage”, “The First Office”, “The Valley of Death” and “Scaling”. It offers a view of the entrepreneurial journey and examines how support from the start-up ecosystem has shaped both the successes and the failures of the companies involved.	MODERATOR **Francisco Cousinou** Head of Services and Entrepreneurship Ecosystems · Andalucía Emprende **Patricia López** Founder & CEO · MYHIXEL **Javier Domínguez** CEO & Founder · Golgorio **Susana Carrasco** CEO · IOPARK
13:40 – 14:10	**Peaceful Pomegranates: can crime be predicted?** We will explore whether violence and insecurity can be anticipated before they occur. Through data, technology, and the design of personal security solutions, we will analyze to what extent it is possible to prevent risk and what role innovation and social responsibility play in this challenge.	**Julieta Rueff** CEO · FlamAid
16:00 – 17:00	**Podcast Session: UNICORN BLOOD** Unicorn Blood. A consulting office to solve entrepreneurship problems. Comprehensive solutions for business models, cash flows, pitches and other startup migraines. A place where the words scalability, purpose and co-working in Bali are heard everywhere (when we say Bali, we mean Benidorm). A podcast by Spinoff, a consultancy specialized in scalability. Hosted by Carlos Murillo and Carolina Rodríguez.	**Carlos Murillo** Co-founder · Spinoff **Carolina Rodríguez** Co-founder · Spinoff
17:05 – 17:25	**Governance, Ethics, and Cybersecurity in AI Assistants** The presentation will address the main challenges associated with the use of conversational assistants based on artificial intelligence, focusing on three key areas: governance, ethics, and cybersecurity. It will analyze how organizations can establish AI governance frameworks that guarantee transparency, human oversight, and traceability in the operation of these systems. It will also reflect on the ethical principles that should guide their design and use, such as bias mitigation, the protection of user rights, and the generation of trust in interaction with automated systems. Finally, it will address the main cybersecurity risks in assistants based on language models, as well as best practices to guarantee data protection, system integrity, and the security of interactions. The presentation will offer a vision of how to develop and deploy AI assistants that are secure, responsible, and aligned with European regulations.	**José Antonio Gutiérrez** Co-founder and Business Development Director · Makensia

SCHEDULE	SESSION	SPEAKERS
17:25 – 17:45	**Circular Economy in Contaminated Fluids** Water Challenge, a company founded in 2020, has developed ASEC, a disruptive technology, internationally patented, which enables the treatment of any contaminated fluid, converting it into purified water and recoverable dry solids. ASEC, an acronym for Adiabatic Sonic Evaporation and Crystallisation, is a physical evaporation and crystallisation process, without the use of chemicals or consumables, in a single stage and on a continuous basis. Thanks to vapour recovery, it has low energy consumption (10 to 15 times less than other combined evaporation and crystallisation technologies), and it can use residual heat for a minimal cost (or almost zero). This makes it a zero liquid discharge (ZLD) solution, which sustainably complies with the principles of the Circular Economy, and which supports the decarbonisation of industry and the reduction of the water footprint, in line with the objectives of the Green Deal and the UN SDGs. Currently in the commercial phase, and with projects under study in mines (AMD), biogas digestate, brine, slurry, leachates, oil and gas, dredging and other industrial applications. Water Challenge has received grants to accelerate technological maturity and the valorisation of different fluids, such as the European Innovation Council (EIC) Accelerator, Eureka/Eurostars, MICIIN, Andalucía TRADE, the Doñana Technical Office...	**Susana García** CEO · Water Challenge
17:45 – 18:05	**ELEX: Transformation of the Public Legal Sector** Legal management in large public administrations is currently facing an unprecedented challenge of scale. Through the success story of the Legal Office of the Regional Government of Andalusia, we will show how Soltel has led the transition from data infrastructure to the milestone of Sovereign AI. We will analyse how the migration and structuring of 17 million documents and the “data hygiene” carried out in 2025 have made it possible to deploy in 2026 an AI-based copilot for the generation of summaries, the textualisation of hearings and integration with Lexnet. All of this under a microservices architecture with ENS High Category certification, which guarantees that intelligence is, above all, private and secure.	**Alejandro Caraballo** Director of Business Solutions and Software Engineering · Soltel Group
18:05 – 18:25	**Mainjobs** Elements that enable Artificial Intelligence to revolutionize the way citizens interact with public administrations, and how citizen participation at the municipal level can be transformed through local digital transformation.	**Juan Antonio Ramírez** Director General B2G · Mainjobs
18:25 – 18:45	**Sonora Studio** Sonora Studio is an operational intelligence platform that connects channels, processes and automations, enabling businesses to serve customers, make sales and carry out tasks more quickly, efficiently and at scale. It centralises operations within a single system and transforms manual tasks into automated workflows that save time, reduce costs and improve business control.	**Alejandro Guerrero** COO - Creative director, Co-Founder · Sonora Intelligence
18:45 – 19:05	**Technological Sovereignty** The presentation addresses how digital transformation has turned data, artificial intelligence, and technological infrastructures into critical elements for the functioning of organizations and public administrations. In this new context, technological sovereignty emerges as a key factor in guaranteeing decision-making capacity, resilience, and control over strategic systems and data. Throughout the session, it will analyze how organizations can leverage the value of data and AI to improve decision-making, optimize processes, and offer more efficient services, while at the same time avoiding technological dependencies that could limit their future evolution. From Teknei’s experience, a practical vision will be presented on how to build sustainable, secure, and value-oriented technological architectures, aligned with the current challenges of the public and private sectors.	**Juan Luis Alarcón** Cloud & IT Platforms Director · Teknei

THE FUTURE OF TALENT - AGORA 3

SCHEDULE	SESSION	SPEAKERS

10:15 – 10:55	**Higher Education Essential for Entrepreneurship** The purpose of the meeting of the participants of the panel “Higher Education Essential for Entrepreneurship” is to share their academic and professional experience with the attendees. A great initiative that becomes a project that turns into reality requires essential guidance in the management of the entity that will carry out the business activity.	MODERATOR **Antonio Alonso** President · Spanish Association of Business Schools (AEEN) **Ignacio Campoy** Council Member · GLG **Mónica Guardado** Partner - Director · Afi Global Education
11:00 – 11:30	**YOUR FUTURE** An inspiring and emotional talk in which Pilar invites us to reflect on purpose, human-to-human connections and the true reason why talent exists. A space to reconnect with authenticity and build more conscious and meaningful relationships.	**Pilar Oliveros** Chief Happiness Officer · espacio_RES
11:30 – 12:00	**WARM UP, YOU'RE ON** An interactive activity to energise participants before networking. Alba proposes practical activities that help participants relax, connect naturally and prepare to make the most of the next phase of networking.	**Alba Lez** Chief Marketing Officer · espacio_RES
12:00 – 14:00	**NETWORKING by espacio_RES** A space for connection structured around common interests and challenges, designed to facilitate meaningful conversations and generate real synergies. Participants will be organised by topic areas to share experiences, identify opportunities and build professional relationships with greater purpose and affinity.	**Pilar Oliveros** Chief Happiness Officer · espacio_RES **Alba Lez** Chief Marketing Officer · espacio_RES
16:00 – 16:25	**Photovoltaics on the rise: from indoor spaces to agrivoltaics** Photovoltaic energy is experiencing unprecedented growth at both global and regional level, driving new applications beyond conventional electricity generation. This talk will present a brief overview of this expansion, with particular attention to the evolution of the sector in Andalusia, as well as to the research lines developed at CNATS and by the Energy Conversion Nanomaterials and Devices group at Pablo de Olavide University. It will cover advances in indoor photovoltaics (Indoor PV), innovative agrivoltaic solutions, and new scientific infrastructures such as the LEDMOF laboratory, aimed at the development and characterization of pre-industrial photovoltaic modules. It will also introduce the European Platform Zero project, focused on the development of advanced optoelectronic monitoring systems and intelligent control solutions to improve quality and efficiency in the manufacturing of next-generation photovoltaic technologies. The talk will offer an accessible and up-to-date overview of how photovoltaics is expanding its technological and social frontiers.	**Paul Pistor** Profesor Titular Universitario · CNATS / UPO
16:30 – 16:55	**Robotic Systems in Construction Environments: Deployment, Inspection, and Exploration**	**José Antonio Cobano** Profesor Titular Universitario · Service Robotics Lab - Universidad Pablo de Olavide
17:00 – 17:25	**New Technologies Applied to Preventive Conservation and Emergency Response in Cultural Heritage**	**Pilar Ortiz** Catedrática · Universidad Pablo de Olavide

FRONTIER ECONOMY - AGORA 4

SCHEDULE	SESSION	SPEAKERS

10:30 – 11:00	**Accelerate Your Wealth with Tokenized Real Estate Investment 3.0** We will learn how real estate tokenization works, how to invest in this type of asset class from scratch, and how to make the most of both the Reental platform and parallel DeFi protocols in order to obtain maximum returns with the greatest guarantees.	**Eric Sánchez** Founder & CEO · Reental
11:40 – 12:10	**Making Your Company’s Equity Liquid and Listing It on a 3.0 Exchange** We will review the real problems that companies and their partners face in order to grow, and we will understand, through practice, how Stakiny solves these problems. We will carry out the first live purchases and sales of tokenized equity in private companies.	**Enrique Lahuerta** Director · Stakiny
12:50 – 13:20	**Tokenize Your Project and Incubate Your Company: the Tutellus Method** We will try to find the “magic formula” that has allowed Tutellus to develop 30 tokenized companies leading their sectors and to launch more than 150 tokens over these 10 years, and we will see how an entrepreneur or an SME can be incubated and developed in this tokenized ecosystem.	**Miguel Caballero** CEO · Tutellus
13:25 – 13:55	**Future Value Clinic: “Discover the Potential Value of Your Company”** Traditional valuation ignores what matters most. In the knowledge economy, more than 90% of a company’s value lies in assets that do not appear on any balance sheet: its technology, its talent, its intellectual property and its strategic relationships. The market does not see them. Investors sense them. COFI measures them. In this 60-minute session, the COFI Solutions team will combine a presentation and a live demo to show how its Futurlytics® platform turns intangibles into business decisions that can be defended before banks, investors and buyers. Attendees who want to go further will be able to request their Future Value Snapshot: a personalised analysis that they will receive within 48 hours, including the estimated future value of their company, its key value-creation levers and one immediate actionable recommendation. Aimed at CFOs and CEOs of companies in a growth stage, raising investment or undergoing M&A processes. COFI Solutions · [cofi.solutions]cofi.solutions — Redefining what the world values.	**Gerard Bals** CSO y co-Founder · COFI Solutions
14:00 – 14:30	**AI to work better, sell better, and grow better** A talk about how artificial intelligence can help companies today become more efficient, improve customer service, automate commercial processes, and grow without depending on increasingly heavy structures. A practical and realistic view of how to apply AI to save time, sell more, and operate better.	**Némesis González** Marketing & Customer Success · Sonora Intelligence

SHAPING THE FUTURE - AGORA 5

SCHEDULE	SESSION	SPEAKERS
10:35 – 10:55	**CUAM: Innovation in Unmanned Aerial Vehicles and Aerial Robotics from Sevilla** The Universidad de Sevilla is an international leader in R&D in Unmanned Aerial Systems (UAS) and aerial robots. This potentiality has been captured by the Regional Government of Andalucía, who has promoted the initiative to create in Sevilla a center to boost and exploit synergies in R&D in order to promote innovation and technology transfer in Unmanned Aerial Systems and Urban Air Mobility. This is the germ of CUAM, the Innovation Center in Unmanned Aerial Vehicles and Urban Air Mobility of the Universidad de Sevilla. This presentation briefly summarizes the background of CUAM, its approach, strategic principles and objetives as well as facilities, equipment and plans for the near future.	**José Ramiro Martínez** Director · Innovation Center in Unmanned Aerial Vehicles and Urban Air Mobility
11:00 – 11:30	**Strategy After Disruption: Creating Strategy in the Emergence Era** Are we shaping technology — or is technology shaping us? In the Emergence Era, the rules of the game are being rewritten in real time, and the leaders who win won't be the ones who move fastest — they'll be the ones who listen deepest. This session introduces a new way of thinking about strategy: not as prediction, but as interpretation — reading the cultural, behavioral, and technological signals that are already there, and choosing deliberately how to build.	**Mónica Casanova** Strategist & Creator of the “Emergence Era”

SCHEDULE	SESSION	SPEAKERS
11:35 – 12:05	**When is the human brain creative, and when is the AI brain creative?** Creativity has been for centuries one of the frontiers separating the human from the artificial. Today, that frontier has become porous and its exploration is as fascinating as necessary. Laia Grassi, expert in generative artificial intelligence, proposes a deep look at the mechanisms underlying creativity in both systems, questioning assumptions we take for granted and opening new questions about what it means to create in the AI era.	**Laia Grassi** Expert in Generative Artificial Intelligence
12:10 – 12:40	**In AI We (Dis)Trust – Why Responsibility Must Be Designed In** AI is moving faster than governance, and trust is becoming the real competitive advantage. We often describe artificial intelligence as neutral technology. But AI systems are never neutral. They encode incentives, power structures, risk allocation and strategic choices. When responsibility is treated as an afterthought, trust erodes — with real economic and societal consequences. In this dynamic keynote, international expert in AI governance and Tech Law Luana Lo Piccolo challenges the false dichotomy between innovation and governance. Governance is not friction. It is infrastructure. It determines whether AI scales sustainably, or generates systemic risk. Drawing from real-world failures and high-level European policy experience, this session reframes responsibility as a strategic design choice — one that shapes resilience, legitimacy and long-term competitiveness. Because the future of AI will not be determined by what it can do, but by what we deliberately choose to build into it.	**Luana Lo Piccolo** Expert in legal technology, artificial intelligence, and global digital governance
12:45 – 13:15	**Real AI: Neuroscience** What does the way the human brain processes information have in common with the most advanced artificial intelligence models? Aureli Soria-Frisch, Director of Neuroscience at Starlab Barcelona and Neuroelectrics, explores the bridges between neuroscience and AI, providing a scientific perspective that goes beyond metaphor to reveal what technology can learn from the brain and what brain science can learn from technology.	**Aureli Soria-Frisch** Director of Neuroscience · Starlab Barcelona / Neuroelectrics
13:20 – 14:25	**Present and Future of Autonomous AI Agents in Industry** Artificial intelligence is at the center of every conversation, but its real adoption in industry remains a challenge. In this panel, we will address the present and future of autonomous agents from a practical, business-oriented perspective. We will analyze how AI systems are evolving toward agentic architectures, what impact they have on process automation, and what distinguishes projects that make it into production from those that remain at the pilot stage. Through real cases, we will discuss key aspects such as traceability, observability, security, and data sovereignty, as well as the paradigm shift needed in the way AI projects are approached. All of this with a clear focus on industry and on the importance of keeping the user at the center of the solutions.	MODERATOR **Sebastián Schöberl** Product Value Engineer · XITASO Iberia **Paula Torrens** INNOVATION CONSULTANT · EURECAT. CENTRO TECNOLÓGICO **Joaquín Salinas** Product Value Engineer · XITASO Iberia **Daniel Torbellino** Data & AI Storyteller · Cloudera

HACKATHON ARENA

SCHEDULE	SESSION	SPEAKERS

10:00 – 11:40	**Bootcamp vs Systems. Power Apps: Create Your First No-Code Application… and Automate Tasks from Within the App** This bootcamp is designed to help any user, even without a technical background, discover in a practical way how to automate processes with Power Platform. In this session, you will learn how to build simple automations and applications that will allow you to reduce repetitive tasks and improve productivity from day one. You will create your first no-code business application using the new generative Power Apps experience, connected to real data and ideally suited to users with no prior technical experience. Participants will learn how to describe a business problem and allow the platform to generate a first functional version of the application, including tables, screens and basic logic. Guided step by step, they will review and refine the resulting app, connect it to real data, and understand how this new experience democratises development for business teams without previous technical expertise. The aim is for each participant to leave the workshop having created and tested their own application, with a clear understanding of the next steps required to take it into production within their organisation. A clear, practical and accessible training session designed to leave you saying: “I didn’t realise I could do this myself.” Prerequisites: -Your own computer. -Web browser and internet access. -No previous experience required. Learning Objectives: -Create a complete application without writing code. -Connect the app to real organisational data. -Design screens, forms and controls. -Apply basic automations within the app, including rules, calculations and automated actions. -Trigger external automations from the app where necessary. -Publish and share the app securely.	**Javier Armesto** MVP Microsoft & R&D and Artificial Intelligence Manager · VS Sistemas
11:50 – 13:30	**Bootcamp vs Systems. Copilot Studio: Build Your First Intelligent Agent in Minutes** This bootcamp is designed to help any user, even without a technical background, discover in a practical way how to create intelligent agents with Microsoft Copilot Studio. In this session, you will learn how to create your own conversational agent with Copilot Studio, connect it to your corporate data, and enable it to carry out real actions. You will design, step by step, an AI agent that understands your process, works with the application created in the previous workshop, and is ready to be used in your organisation without the need for programming. We will explore how to design agents that answer questions, automate tasks and act as an intelligent extension of teams, all without requiring any coding. Starting from a simple scenario, participants will define the purpose of the agent, configure its topics and conversation flows, and connect it to business knowledge sources so that it can respond with context and in natural language. They will also see how to publish the agent across channels such as the web or Microsoft Teams, and which basic governance and security considerations must be taken into account to take these projects beyond the laboratory stage. A clear, practical and accessible training session designed to leave you saying: “I didn’t realise I could do this myself.” Prerequisites: -Your own computer. -Web browser and internet access. -No previous experience required. Learning Objectives: -Create an agent from scratch without technical knowledge. -Connect it to internal organisational data. -Design effective conversation flows. -Automate actions through Power Automate directly from the agent. -Publish and test it across different channels.	**Javier Armesto** MVP Microsoft & R&D and Artificial Intelligence Manager · VS Sistemas **Sergio Rojas** CIO · VS Sistemas
16:00 – 21:00	**Ignition Day – SuperSprint by Fusión Startups** An intensive session where participants go from an initial idea to a first functional MVP in a single day, combining validation, teamwork and AI tools. The goal is to activate entrepreneurial talent, validate ideas and show in a practical way how startups are built from scratch.	**Carlota Lapeña** Head of Marketing & Communication · Fusión Startups **Javier Duro** Partner&Project Manager · Fusión Startups **Sergio de la Puente** Founder · Fusión Startups **Víctor Humanes** Project Manager · Fusión Startups

BOULEVARD

SCHEDULE	SESSION	SPEAKERS

09:00 – 18:00	**Food&Music**
18:00 – 20:30	**DJ session**
20:30 – 21:30	**Aguafiestas**
21:30 – 23:30	**DJ session**