



MEDIA AGENDA | #DES2022
DES-DIGITAL ENTERPRISE SHOW 2022

MARTES 14 DE JUNIO

09:30 – 09:45h Main Auditorium	<p><i>CEO & Leadership Summit</i></p> <p>Welcome to DES2022!</p> <ul style="list-style-type: none"> • Sandra Infante, Event Managing Director DES2022 • Nacho Villoch, Congress Director DES2022
09:45 – 10:25h Main Auditorium	<p><i>CEO & Leadership Summit</i></p> <p>Redesigning our Future in Blue</p> <ul style="list-style-type: none"> • Gunter Pauli, Author, Pedagogue, Entrepreneur Founder of ZERI (Zero Emissions Research Initiative)
10:00 – 10:20h R-Evolution Theatre	<p><i>España PYME Digital</i></p> <p>Competiendo Globalmente: Los decisivos de España para transformarse en una nación emprendedora</p> <ul style="list-style-type: none"> • Francisco Polo, Alto Comisionado España Nación Emprendedora Presidencia del Gobierno de España
10:00 – 11:00h Auditorium Personio	<p><i>HR Summit</i></p> <p>Reimaginar personas y organizaciones</p> <ul style="list-style-type: none"> • Arantza Caja Chocarro, Global Head of Talent Cellnex Telecom • Teresa Miralles, Head of People & Organizational Development Europe South Syngenta • Mireia Vidal García, Head of Talent Spain, Portugal and Italy Netflix • Mireia Ranera, VP & HR Digital Transformation INCIPY
10:25 – 11:05h CEO & Leadership Summit	<p><i>Main Auditorium</i></p> <p>La tecnología al servicio de la sostenibilidad. Pasar de la ambición a la acción</p> <ul style="list-style-type: none"> • Mikel Diez Parra, Head of Innovation IBM • Roberto García Torrente, Director de Desarrollo Sostenible Grupo Cajamar • Jose Manuel Esteves Sousa, Vice Dean IE university
11:00 – 11:30h Auditorium Amazon Web Services	<p><i>Blockchain & NFT's Series</i></p> <p>Tokenisation & Digital Euro – Should Europe develop into a Token Economy?</p> <ul style="list-style-type: none"> • Tobias Tenner, Head of Digitalisation Association of German Banks
11:00 – 18:10h Innovation Arena	<p><i>The Scale-Up World Summit</i></p> <p>Pitches startups</p> <p>Presentación de los proyectos más disruptivos de las startups de Banking & Insurance, Polo de Contenidos Digitales, Tourism & Hospitality y Promálaga.</p>



11:30 – 12:30h Main Auditorium	<p><i>CEO & Leadership Summit</i> <u>*Asistencia bajo previa inscripción*</u></p> <p>A Conversation with President Barack Obama</p> <ul style="list-style-type: none"> • Barack Obama, 44th President of the United States
11:30 – 12:30h Auditorium Amazon Web Services	<p><i>Blockchain & NFT's Series</i></p> <p>Blockchain and Tokenization Across Industries</p> <ul style="list-style-type: none"> • Cristina Martín Lorenzo, CEO Usyncro • Santiago Cabezas Castellanos, CEO Datacasas PropTech • Mirko Ross, CEO Asvin
12:30 – 13:00h España Pyme Digital	<p><i>España Pyme Digital</i></p> <p>Presentación del Ecosistema de Emprendimiento e Innovación de Madrid</p> <ul style="list-style-type: none"> • Fidel Rodríguez Batalla, Viceconsejero de Universidades, Ciencia e Innovación Comunidad de Madrid
12:45 – 14:00h Main Auditorium	<p><i>CEO & Leadership Summit</i></p> <p>Opening Ceremony</p> <ul style="list-style-type: none"> • Pedro Sánchez, Presidente Gobierno de España • Juanma Moreno, Presidente Junta de Andalucía • Francisco Salado, Presidente Diputación de Málaga • Francisco de la Torre, Alcalde Ayuntamiento de Málaga
13:00 – 14:00h Auditorium Amazon Web Services	<p><i>Blockchain & NFT's Series</i></p> <p># Cryptos Beyond 2022 Horizon. Custody vs. Brokerage</p> <ul style="list-style-type: none"> • Alberto López, VP Digital Assets Security Products Mastercard Europa • Jorge Soriano Lázaro, CEO & Founder Criptan • Qian Jiang, Director, Business Solutions Fireblocks • Henrik Gebbing, Co-Founder & Co-CEO Finoa
13:20 – 13:40h Main Auditorium	<p><i>CEO & Leadership Summit</i></p> <p>The data that powers the world</p> <ul style="list-style-type: none"> • Albert Triola, Director General Oracle España
13:40 – 14:00h Main Auditorium	<p><i>CEO & Leadership Summit</i></p> <p>Forever Young. Aging can be Reversed</p> <ul style="list-style-type: none"> • Liz Parrish, CEO BIOVIVA SCIENCE USA
13:45 – 15:15h Stand D424	<p>Kyndryl, el proveedor de servicios de modernización de infraestructura de TI más grande del mundo, invita a los periodistas de DES2022 a un cóctel en su stand.</p>
15:30 – 15:50h Innovation Arena	<p><i>The Scale-Up World Summit</i></p> <p>Cómo colaborar en atraer talento y desarrollar startups entre Madrid y Barcelona</p> <ul style="list-style-type: none"> • Jaume Collboni Cuadrado, Primer teniente de Alcaldía Ayuntamiento de Barcelona <p>Begoña Villacís, Vicealcaldesa Ayuntamiento de Madrid</p>
15:30 – 15:50h	<p><i>AR & VR Series</i></p> <p>Diving into the troubled waters of the Metaverse</p>



Auditorium Amazon Web Services	Carlos Ochoa , President VR/AR Association Madrid Chapter
15:50 – 16:30h Auditorium Amazon Web Services	<i>AR & VR Series</i> Women beyond the Metaverse <ul style="list-style-type: none"> • Elizabeth Baron, Enterprise Solutions Senior Manager Unity Technologies • Andy Fidel, Immersive Experience Designer • Amy Peck, Founder and CEO EndeavorVR • Almudena de la Mata, CEO Blockchain Intelligence
15:50 – 16:40h Digital Marketing Planet	<i>Digital Marketing Planet</i> Riding the Unicorn <ul style="list-style-type: none"> • Pau Fernandez, CFO Factorial HR • Juan Lopez Santamaria, Partner KIBO Ventures • Bruno Dal Maso, Head of ERP Wallbox Chargers
16:30 – 17:00h Auditorium Amazon Web Services	<i>AR & VR Series</i> Metaverse state of the art and society <ul style="list-style-type: none"> • José Plano, Metaverse Technical Director Globant
17:20 – 18:00h Auditorium Amazon Web Services	<i>AR & VR Series</i> Megatrends in XR Industry Sector 2025. Using Immersive Experiences and Virtual Worlds, creating a big impact <ul style="list-style-type: none"> • Miguel Orellana, CEO Wallview • Heitor Bravi, Director Pico ByteDance • Daniel Rocafort, CEO Visyon-Mediapro • David Moreno, CMO Virtualware • Santiago González Izard, CEO & Fundador Augmented Reality Software
17:30 – 17:50h Main Auditorium	<i>CEO & Leadership Summit</i> From 0 to 1000: Enterprise Customers Across the Globe <ul style="list-style-type: none"> • Raghu Ravinutala, Co-founder & Chief Executive Officer Yellow.ai
18:00 – 18:30h Auditorium Amazon Web Services	<i>AR & VR Series</i> Immersive Disrealities <ul style="list-style-type: none"> • Eva Esteban, Software Engineer Open BCI • Anne-Marie Enns, Executive Producer Immerse Global Summit • Elizabeth Baron, Enterprise Solutions Senior Manager Unity Technologies • Amy Peck, Founder and CEO EndeavorVR
18:10 – 18:30h Main Auditorium	<i>Main Auditorium</i> Transparency in ESG and Sustainability through Data drives Good Governance <ul style="list-style-type: none"> • Cristina Dolan, Global Head of Alliances, RSA NetWitness MIT