



MEDIA AGENDA | #DES2024
DES – DIGITAL ENTERPRISE SHOW 2024
WEDNESDAY 12 JUNE

10:00 – 10:40h Auditorium T-SYSTEMS <i>Simultaneous translation</i>	<i>Foro Administraciones Públicas</i> Tendencias en la digitalización de las administraciones públicas regionales • Xavier Mila, CEO of CTTI Generalitat de Catalunya • Miguel Marin, Vicepresidente 1º del Gobierno de Melilla y Consejero de Economía, Comercio, Innovación Tecnológica, Turismo y Fomento del Gobierno de Melilla • María Pérez, Directora General de Estrategia Digital de la Agencia Digital de Andalucía • Javier Martínez, CIO del Gobierno de Murcia • Elena Liria, Consejera Delegada de Madrid Digital en la Comunidad de Madrid
10:20 – 11:00h Main Auditorium	<i>CEO & Leadership Summit</i> AI secrets for marketing • Neil Patel, Co-Founder of NP Digital
10:40 – 11:00h Auditorium T-SYSTEMS <i>Simultaneous translation</i>	<i>Foro Administraciones Públicas</i> Inauguración del Foro de digitalización y modernización de la Administración Pública • Manuel Olmedo, State Secretary of Justice (Ministerio de la Presidencia, Justicia y Relaciones con las Cortes)
11:00 – 11:40h Digital Marketing Planet CLEAR CHANNEL	<i>Digital Marketing Planet</i> Deep fakes, computer generated models and AI • Alberto Díaz, Socio director de Migration y The Bachmind Migration • Jesús García de Madariaga, Full Professor in Marketing at Universidad Complutense de Madrid • Dion Hinchcliffe, VP of CIO Practice at The Futurum Group
11:20 – 12:00h Auditorium ORACLE	<i>CIO Summit</i> Preparing for the AI era: essential skills for CIOs • Luis Navarrete, Global Chief Information Officer at Indra • Aitor Cubo, General Director of Digital Transformation at Ministerio de la Presidencia, Justicia y Relaciones con las Cortes • Rocío López, CIO of ING España y Portugal • Maite Morales, CDO of L'Oréal
11:20 – 11:50h Main Auditorium	<i>CEO & Leadership Summit</i> The new defence challenge in the exponential era • Enrique Pérez de Tena, Head of International relationships, coordination and Media at Spanish Joint Cyber Command • Manuel Antonio Fernández-Villacañas, Professor and Director of the Master's degree in Economic Intelligence for Security Management at UNIR

	• Rosa Kariger, Global Security Analysis & Prospective at Iberdrola
11:20 – 12:00h Auditorium IBM	<i>Artificial Intelligence</i> The regulatory context of AI worldwide: A new competitive global landscape • Miguel Ferrer, SVP de Estrategia y Agenda Pública at Adigital • Daniel Sáez-Domingo, President of Gaia-X Spain • Dan Nechita, Head of Cabinet MEP Dragos Tudorache at European Parliament
11:50 – 12:10h Main Auditorium	<i>CEO & Leadership Summit</i> Conversations with Zondwa Mandela. IA and the Global South: inclusion or divide? • Zondwa Mandela, Chairman Mandela Legacy Foundation • Carme Artigas, Co-Chair of United Nations Artificial Intelligence High-Level Advisory Body
12:00 – 12:45h NP Digital Stand: 1D409 Pavilion: 1	<i>Activity</i> Ask Neil Anything (ANA) Private press meeting with renowned marketing expert, Neil Patel.
12:10 – 13:00h Main Auditorium	<i>CEO & Leadership Summit</i> AI and the challenges for arts, media and creative industries • Lujan Argüelles, TV Presenter • Carlos Núñez, President of Prisa Media • Ángel Duráñez, President of Arcadia Motion Pictures • Evelio Acevedo, Managing Director of Museo Nacional Thyssen-Bornemisza
12:20 – 13:00h Auditorium T-SYSTEMS <i>Simultaneous translation</i>	<i>Foro Administraciones Públicas</i> Tendencias en la digitalización de las administraciones públicas: innovación municipal y gobernanza del dato • Ramón Ferri, Jefe de Área de Innovación y Agenda Digital del Ayuntamiento de Valencia • José Muñoz, Head of Sales Local and Regions Governments at T-Systems Iberia • Fernando De Pablo, Director General de la Oficina Digital del Ayuntamiento de Madrid • Emili Rubió, Gerente del Instituto Municipal de Informática del Ayuntamiento de Barcelona
12:20 – 13:00h Auditorium ORACLE	<i>CIO Summit</i> The rise of CAIOs: redefining leadership with AI • José Daniel García, Head of Innovation Growth at Ferrovial • Elena Zueco, Manager Director SISnet at AVOS Tech - Prosegur
12:40 – 13:20h Auditorium IBM	<i>Artificial Intelligence</i> AI ethics and AI for humanity • Justo Hidalgo, Chief AI Officer at Adigital • Aimee Ansari, Chief Executive at Cleat Global

	• Idoia Salazar, President & Founder of OdiselA
13:00 – 13:40h Auditorium T-SYSTEMS <i>Simultaneous translation</i>	<i>Foro Administraciones Públicas</i> La Administración Pública y la IA en la educación, la privacidad y la ciberseguridad de los menores • Nacho Guadix, Responsable de Educación y Derechos Digitales de la Infancia de Unicef España • Luis Antonio de Salvador, Director de División de Innovación Tecnológica de la Agencia Española de Protección de Datos • Fernando Suárez, President of General Council of Computer Engineering
13:20 – 13:40h Main Auditorium	<i>CEO & Leadership Summit</i> Leveraging the full potential of AI in the energy sector: Repsol generative AI competence centre • Alberto Granados, President of Microsoft Spain • Luis Cabra, Executive Managing Director of Energy Transition, Technology, Institutional Affairs, and deputy CEO of Repsol
15:50 – 16:30h Auditorium WESTCON	<i>Tourism and Hospitality</i> Key figures from tech success stories in the touristic sector • Pilar Crespo, Manager at Booking.com Spain & Portugal • Ricardo Fernández, CEO of Destinia
16:30 – 17:10h Main Auditorium	<i>CEO & Leadership Summit</i> Ethical businesses: ethics is no longer a ‘nice to have’ • Jordi Sáez, CEO of Clear Channel España • Michael Sheldrick, Co-Founder and Chief Impact, Policy and Government Affairs Officer of Global Citizen • Yulia Stark, President of European Women's Association • Millán Berzosa, Senior Digital Strategy and ‘IT, Ethics and Culture, Governance’ Advisor. Ex-Meta and Ex-Google
16:50 – 17:50h Auditorium ORACLE	<i>CIO Summit</i> Economic uncertainty, growing costs & talent, research: the new concerns of the CIO • Lluís Cedo, Head of Insurance & Banking at T-Systems • Alex Caballero, CTO of Atos Iberia • Malú Delicado, CIO of MAPFRE • Nacho Armesto, Profesor at Universidad de Vigo • Francesc Catalán, CIO of Almirall
17:10 – 17:50h Main Auditorium	<i>CEO Leadership Summit</i> Disruptive harmonies: the evolution of entertainment through exponential technologies • Maria Weaver, President of Warner Music Group • Cristian Larrosa, Founder and CEO of Larrosa