



3RD BROKERAGE EVENT, NOVEMBER, 10TH, 2016

CEOE Central Offices (*Diego de León, 50, 28006 Madrid*)

09:00 – 09:15 Registration

09:15 – 09:30 Opening

*Jaume Monserrat, President of Turistec and Chairman of EUREKATOURISM+
César Maurín, Secretary of the R&D&I Commission, CEOE
Miguel Sanz, Tourism Director at Madrid Destino (Ayuntamiento de Madrid)*

09:30 – 10:00 Innovation system

Andrés Saborido, Wayra Spain Director, Telefonica

10:00 – 10:45 From Brandoffon to Humanoffon

*Andy Stalman, branding specialist, best-seller author and CEO of Cato Partners.
Time for discussion*

10:45 – 11:00 Coffee break

11:00 – 11:30 Digital transformation

José Barato, Product Manager of Talaia Open PPM – SM2

11:30 – 11:45 Digital agenda: new tourism economy

*José Luis Salcedo Gamarra, Travel and Transportation Senior Managing
Consultant, IBM Global Business Services*

11:45 – 12:00 Cyber risk, cybersecurity & digital agenda: new tourism economy

Javier Gómez, Hospitality Vertical Manager, Fortinet

12:00 – 12:30 Empower Digital Transformation with 360° Customer View

Óscar Hernández, Director BU Analytics, Logicalis Spain

12:30 – 12:35 Workshop meeting introduction

Carlos Juiz, VP of Turistec for EUREKATOURISM+

12:35 – 13:45 Workshops

1. Funding opportunities moderated by Elena Villa, CEO of Turistec

- EMPRENDETUR Programme
Elodie Texier, Responsible of International Programmes, Segittur
- Funding opportunities for SMEs in Eureka
Raúl García, Technical Engineer of CDTI
- “WATIFY: Stimulating Digital Transformation of European Industry”
Antonio Collado, Regional Director of Innovalia Association

Time for discussion

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2. Big Data & IoT moderated by Carlos Juiz, VP of Turistec for EUREKATOURISM+

- *Pedro Trujillano, Big Data Business Development Manager of Oracle*
- *Enrique Bertrand López de Roda, Technical Director of SoftwareAG Spain*

3. Talent and Added Value moderated by Carlos Juiz, VP of Turistec for EUREKATOURISM+

- *Jaume Monserrat, President of Turistec and Chairman of EUREKATOURISM+*
- *Alejandro Forcades, CEO of SM2 Baleares*
- *Cristina Aranda, CMO at Intelygenz & Cofounder MujeresTech*

Time for discussion

13:45 – 14:00 Workshop conclusions

Jaume Monserrat, President of Turistec and Chairman of EUREKATOURISM+

14:00 – 15:00 Walking lunch

15:00 – 15:05 Bilateral meetings introduction

Pere Fuster, Director of Fundació BIT (Gobierno de las Islas Baleares)

15:05 – 17:00 Bilateral meetings

17:00 – 17:20 Conclusions and event closing

Jaume Monserrat, President of Turistec and Chairman of EUREKATOURISM+

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