

9/6	 DIGITAL BUSINESS WORLD CONGRESS	 DIGITAL BUSINESS WORLD CONGRESS	 CyberXponential World	 DIGITAL MARKETING PLANET	 ESPAÑA EMPRESA DIGITAL	 Retail Tech Fest	 The Scale-Up! World Summit	BLUE INNOVATION THEATER
	CEO & LEADERSHIP SUMMIT	BANKING & INSURANCE	CYBERSECURITY	AI FOR MARKETING	LA ACELERACIÓN DE LAS ORGANIZACIONES	MORNING PROGRAM	INNOVATION	INNOVATION
10.00 h	GLOBAL TECH AND BUSINESS TRENDS 2026	FINANCE REINVENTED: AI, BLOCKCHAIN, QUANTUM	AUTONOMOUS AI: REAL-TIME PREDICTIVE DEFENSE	AI-DRIVEN MARKETING, REAL BUSINESS IMPACT	INNOVAR RÁPIDO, CRECER MÁS FUERTE	AI-DRIVEN RETAIL: SMARTER, FASTER, BETTER	The Scale-Up! World Summit	INNOVATION PRESENTATIONS
	AI BEYOND HYPE: PROFIT FIRST	INSURANCE BEYOND RISK: PREDICTIVE FUTURES	DEEPFAKES: AUDIOVISUAL FRAUD IN BUSINESS	SMART DATA, SMARTER CUSTOMER EXPERIENCES	DIGITALIZA, AUTOMATIZA Y LIDERA NUEVOS MERCADOS	RETAIL INNOVATION: BEYOND THE CHECKO		
	COFFEE BREAK			PREDICTIVE AI: PERSONALIZE AT SCALE	LA EMPRESA ESPAÑOLA: RETOS EN LA TRANSFORMACIÓN ÁGIL Y EFICIENTE	COFFEE BREAK		
	HR SUMMIT TALENT WARS 2026: SKILLS OVER JOBS	MANUFACTURING & INDUSTRY 5.0	AI SOCs: THE EVOLUTION OF SECURITY OPERATIONS	FROM INSIGHTS TO ACTION WITH AI	ACELERACION DE LA EMPRESA: CASOS CON IA Y BLOCKCHAIN	NEXT-GEN RETAIL: DATA AT CORE		
	AI-DRIVEN CULTURE: REDEFINING HUMAN CAPITAL	HUMAN-CENTRIC SMART FACTORIES	ZERO TRUST: THE NEW DIGITAL STANDARD	AI TRANSFORMS CUSTOMER ENGAGEMENT STRATEGY	INNOVACIÓN SEGURA HOY: LA SUITE TECNOLÓGICA CLAVE PARA EMPRESAS ESPAÑOLAS	SEAMLESS SHOPPING IN A DIGITAL WORLD		
	WORKFORCE WELLBEING AS COMPETITIVE STRATEGY	MACHINES DRIVING REAL BUSINESS SUCCESS	CYBER RESILIENCE: BEYOND TRADITIONAL SECURITY	MARKETING INTELLIGENCE REIMAGINED THROUGH AI	TRANSFORMACIÓN 2026: INTELIGENCIA, DATOS Y VELOCIDAD	CONNECTED CUSTOMERS, CONNECTED COMMERCE		
14.00 h	 CloudtoSky ²							
	LUNCH TIME							
	CEO & LEADERSHIP SUMMIT	EDUCATION	CLOUD SERIES	MARKETING ROI STORIES	INNOVACION Y TALENTO	AFTERNOON PROGRAM	INNOVATION	INNOVATION
	BUILDING RESILIENT, SCALABLE TECH BACKBONES	EDUCATION MEETS TECHNOLOGY, FUTURE UNLOCKED	CLOUD-FIRST STRATEGIES, REAL BUSINESS IMPACT	PROVING ROI: MARKETING TRANSFORMATION STORIES	FUTURO LABORAL: APRENDER, CREAR, CONECTAR	SMART STORES, SMARTER STRATEGIES	The Scale-Up! World Summit	INNOVATION PRESENTATIONS
	OPENING CEREMONY	SMART TECH, SMARTER EDUCATION	CLOUD AGILITY: WINNING IN DIGITAL ERA	FROM DATA TO TANGIBLE MARKETING IMPACT	TRANSFORMACIÓN DIGITAL CON PERSONAS AL CENTRO	DIGITAL TRANSFORMATION: RETAIL WITHOUT LIMITS		
	BEYOND ALGORITHMS: THE HUMAN MINDSET	SPORTS & ENTERTAINMENT	DATA & CDO SUMMIT	MARKETING SUCCESS, MEASURED AND DEMONSTRATED	TALENTO TALENTO 4.0: REINVENTANDO RRHH Y FORMACIÓN	TECH-POWERED SHOPPING EXPERIENCES		
	SPACE, DEFENSE, DATA: THE NEW FRONTLINE	PLAY, ENGAGE, TRANSFORM	DATA DRIVES DECISIONS, LEAD THE CHANGE	ROI-DRIVEN STRATEGIES TRANSFORMING CUSTOMER EXPERIENCES	FORMACIÓN INTELIGENTE PARA LÍDERES DEL MAÑANA	RETAIL 4.0: EXPERIENCE BEYOND TRANSACTIONS		
			DATA-FIRST CULTURE: TRANSFORMING ENTERPRISE STRATEGY	MARKETING INSIGHTS DELIVERING BUSINESS RESULTS				
18:30 h							Agenda subject to changes	



CEO & LEADERSHIP SUMMIT	HEALTH & BIOTECH & LIFESCIENCES	CIO SUMMIT	EXPONENTIAL TECHNOLOGIES FOR MARKETING	HERRAMIENTAS & INCENTIVOS	MORNING PROGRAM	INNOVATION	INNOVATION
GUEST COUNTRY GLOBAL CONTENTS	DIGITAL HEALTH: INNOVATE, HEAL, TRANSFORM	CIOs AS STRATEGIC PARTNERS IN INNOVATION	AI-POWERED MARKETING: NEXT-GEN STRATEGIES	PYMES DIGITALES: INCENTIVOS Y HERRAMIENTAS CLAVE	DIGITAL-FIRST STORES, CUSTOMER-FIRST STRATEGY	The Scale-Up! World Summit	INNOVATION PRESENTATIONS
CHINA 2026: DIGITAL TRANSFORMATION GLOBAL LEADERSHIP	BIOSCIENCES 4.0: FUTURE IS NOW	AI-ENABLED CUSTOMER EXPERIENCE: THE NEXT FRONTIER	BIG DATA: PREDICTIVE CUSTOMER INSIGHTS	TRANSFORMACIÓN EMPRESARIAL: INNOVAR PARA CRECER EN ESPAÑA	REIMAGINING RETAIL THROUGH INNOVATION		
NEXT-GEN TECH DRIVING CHINA'S FUTURE	SMART MEDICINE, SMARTER FUTURE	AUTOMATION-FIRST: REDEFINING OPERATIONAL EFFICIENCY	IOT-DRIVEN CAMPAIGNS: CONNECTED CONSUMERS	INCENTIVOS DIGITALES PARA LA EMPRESA ESPAÑOLA: IMPULSAR EL NEGOCIO	COFFEE BREAK		
COFFEE BREAK		CLOUD REPARTITION: OPTIMIZING COST AND COMPLIANCE	MACHINE LEARNING: PERSONALIZATION AT SCALE	EMPRESAS ESPAÑOLAS: TRANSFORMACIÓN CON RESULTADOS	CONNECTED COMMERCE, CONNECTED LIVES		
ADAPTABILITY: POWERED BY SMART EDTECH	TOURISM & HOSPITALITY	DATA GOVERNANCE: THE NEW C-SUITE PRIORITY	SMART AUTOMATION: STREAMLINING MARKETING OPERATIONS	BONOS DIGITALES Y DATA SPACES: TU PASO A LA DIGITALIZACIÓN	FUTURE-PROOF RETAIL STRATEGIES		
DECISION-MAKING IN THE SYNTHETIC AGE	TRAVEL FUTURES: BEYOND THE ORDINARY	SUSTAINABLE IT: ALIGNING GREEN AND DIGITAL GOALS		PROGRAMA ACTIVA CIBERSEGURIDAD PARA PYMES (SGIPYME)		INNOVATION PRESENTATIONS	
QUANTUM, CLOUD, AI: ONE STRATEGY	HOSPITALITY 4.0: EXPERIENCES, NOT ROOMS	AI-DRIVEN STRATEGY: FROM COST TO REVENUE		AGENDA ESPAÑA DIGITAL Y KIT DIGITAL 2026			

LUNCH TIME

CEO & LEADERSHIP SUMMIT	DEFENSE & SECURITY	Q UANTUM WORLD	CMO SUMMIT BUSINESS & GROWTH STRATEGY	ESG & GOBERNANZA	AFTERNOON PROGRAM	INNOVATION	INNOVATION
THE BATTLE: LEADER VS LEADER: A DEBATE ABOUT THE FUTURE	AI-POWERED DEFENSE: AUTONOMOUS SYSTEMS EVOLVING	QUANTUM COMPUTING: REVOLUTIONIZING INDUSTRIES	CMO DRIVING BUSINESS GROWTH AND CHANGE	TRANSFORMACIÓN RESPONSABLE: EMPRESAS Y TECNOLOGÍA	SMART TECH, SMART SHOPPING	The Scale-Up! World Summit	INNOVATION PRESENTATIONS
GEOPOLITICS MEETS CORPORATE COMPETITIVENESS	UNMANNED SYSTEMS: THE FUTURE OF MILITARY OPERATIONS	NEXT-GEN QUANTUM: BREAKING TECH LIMITS	CONNECTED MARKETING: FROM CHANNELS TO ECOSYSTEMS	GOBERNANZA 4.0: ÉTICA Y TECNOLOGÍA	RETAIL 2026: EXPERIENCE OVER TRANSACTION		
FROM ALGORITHMS TO REAL BUSINESS GROWTH	QUANTUM COMPUTING: REVOLUTIONIZING DEFENSE STRATEGIES	QUANTUM FOR INDUSTRY AND HEALTH	DATA-DRIVEN STORYTELLING: ENGAGE LIKE NEVER BEFORE	PYMES SOSTENIBLES: DIGITALIZAR CON IMPACTO	ECOMMERCE AWARDS CEREMONY & COCKTAIL	INNOVATION PRESENTATIONS	INNOVATION PRESENTATIONS
THE CEO'S NEW TECH PLAYBOOK	5G NETWORKS: ENABLING REAL-TIME COMBAT COMMUNICATIONS	EXONENTIAL TECHNOLOGIES	CONNECTED CUSTOMERS, CONNECTED STRATEGIES	IA PARA ESG: MEJORES DECISIONES BASADAS EN DATOS			
	CYBER RESILIENCE: PREPARING FOR THE NEXT WAVE	6G NETWORKS AND ULTRA-FAST CONNECTIVITY	PERSONALIZATION AT SCALE: THE NEW STANDARD	ROBÓTICA RESPONSABLE: PRODUCCIÓN DIGITAL Y LIMPIA			
		NEUROMORPHIC AND OPTICAL COMPUTING CHIPS	CMO AS CORE STRATEGIC INNOVATION LEADER	ESG Y ANALÍTICA AVANZADA: MEDIR Y MEJORAR			



BLUE INNOVATION THEATER

10.00 h

CEO & LEADERSHIP SUMMIT	FORO DE MODERNIZACION Y DIGITALIZACION DE LAS AAPP	ARTIFICIAL INTELLIGENCE	CONTENT CREATOR SUMMIT	LIDERAZGO ESPAÑOL	MORNING PROGRAM	INNOVATION	INNOVATION
BUILDING RESILIENT, SCALABLE TECH BACKBONES	IA GUBERNAMENTAL: DECISIONES MÁS HUMANAS Y EFICIENTES	AUTONOMOUS AI AGENTS: HANDS-FREE DECISION MAKING	ANDALOUSIAN CRUSH: A CONTENT STRATEGY THAT WORKS	ESPAÑA EN EL ESCENARIO EMPRESARIAL GLOBAL: ÉXITOS Y DESAFÍOS	DIGITAL RETAIL, HUMAN CONNECTION	The Scale-Up! World Summit & Awards ceremony	INNOVATION PRESENTATIONS
THINKING SMARTER IN THE AI FLOOD	BLOCKCHAIN EN LA ADMINISTRACIÓN: TRANSPARENCIA Y SEGURIDAD	AI-DRIVEN SUSTAINABILITY: SMARTER ENVIRONMENTAL MONITORING	GENERATIVE AI: PERSONALIZED CONTENT AT SCALE	EL LÍDER ESPAÑOL: RETOS Y OPORTUNIDADES EN LA ERA EXPONENCIAL	RETAIL EVOLVED: TECH MEETS CUSTOMER		
HUMAN-AI CO-LEADERSHIP: THE NEXT BOARDROOM	IOT Y ENERGÍA PÚBLICA: GESTIÓN SOSTENIBLE EN TIEMPO REAL	COFFEE BREAK	CONTENT STRATEGIES FOR THE HYPE ERA	CASOS DE ÉXITO: EMPRESAS ESPAÑOLAS QUE MARCAN EL RITMO	COFFEE BREAK		
TECH SOVEREIGNTY: A BOARDROOM IMPERATIVE	HIPERAUTOMATIZACIÓN: LA ADMINISTRACIÓN PÚBLICA DEL FUTURO		IMMERSIVE STORYTELLING: VR, AR, AND MORE	EMPRENDEDORES Y DIRECTIVOS ESPAÑOLES: CÓMO SOMOS Y CÓMO LIDERAMOS	ECOMMERCE 2026: SHOPPING REIMAGINED	INNOVATION PRESENTATIONS	
LEADERSHIP 2030: SHAPING THE FUTURE TODAY	DNI DIGITAL: LA IDENTIDAD ELECTRÓNICA DEL CIUDADANO Y SU FUTURO	AI ETHICS AND GOVERNANCE: RESPONSIBLE INNOVATION	BRAND BUILDING THROUGH INNOVATIVE CONTENT	UNA PREGUNTA PARA X - SESION INTERACTIVA	FUTURE-READY STORES, FUTURE-READY STRATEGIES		
KEY TAKEAWAYS 2026	CIBERSEGURIDAD EN LA ADMINISTRACIÓN: PROTEGIENDO EL FUTURO DIGITAL	AGENTIC AI VS TRADITIONAL AI AGENTS: AUTONOMY REDEFINED	THE CREATORS BATTLE		RETAIL TRANSFORMED: DIGITAL AT HEART		

14.00 h

CLOSING PARTY & COCKTAIL