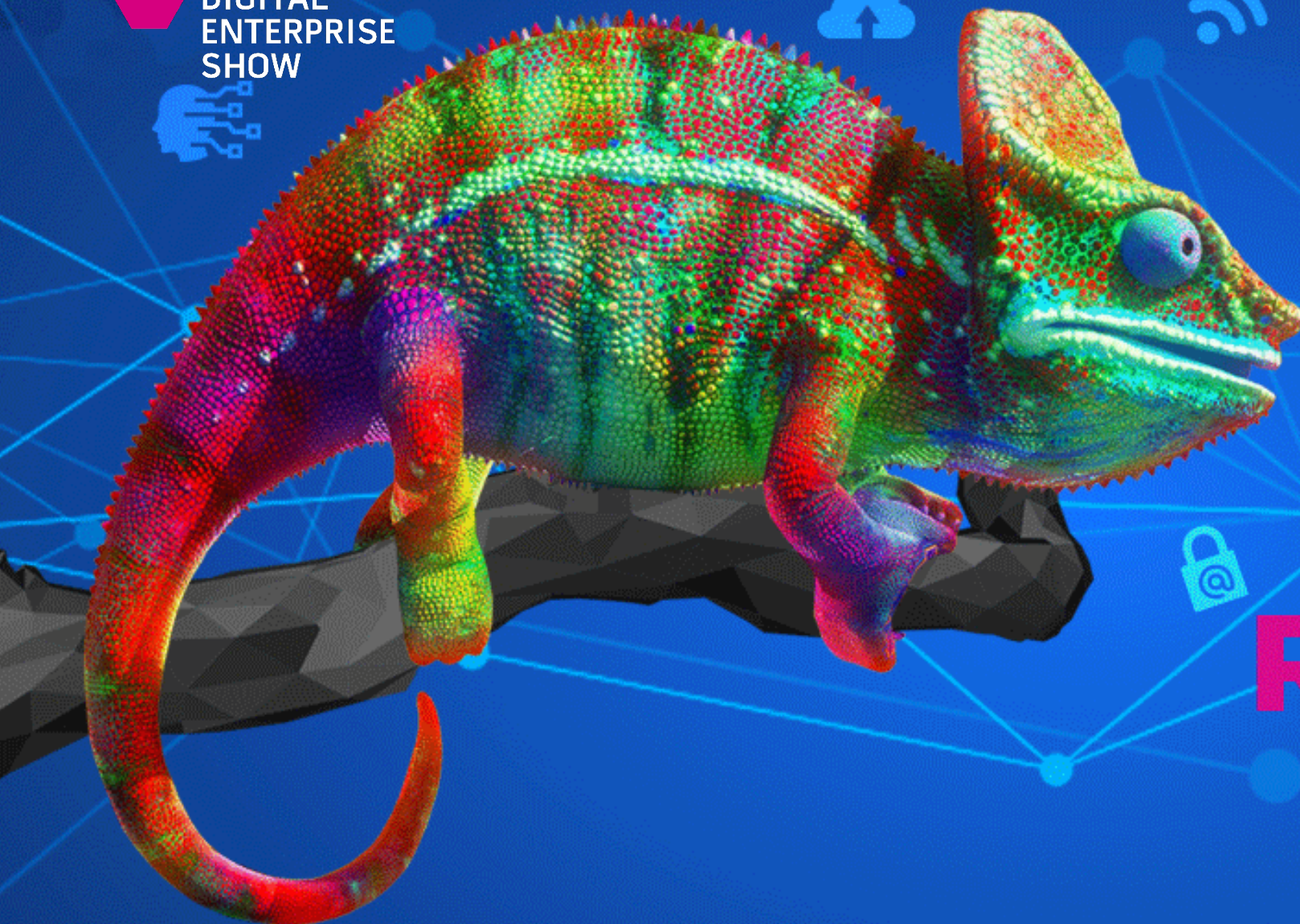




14-16 JUNE 2022
MÁLAGA - FYCMA
#DES2022



REIMAGINE
BUSINESS



TUESDAY 14TH JUNE 2022

CEO & Leadership Summit MAIN AUDITORIUM	Retail, Platforms & Logistics Room 2: Vertical Sessions	HR Summit Room3: C-Level	Digital Marketing Planet - CX Room 4	España PYME Digital Room 5	Innovation Hub Room 6	
REIMAGINE the Post Pandemic World	PARTNER PROGRAM	PARTNER PROGRAM	PARTNER PROGRAM	PARTNER PROGRAM	DIGITAL DEMOS <div></div>	
The Future is not what it used to be	Exponential Technologies For Abundance : AI, 3D, CR, AR, Blockchain, Robots...	Flex-Work & Agile Work: The future of work is already here. Productivity is the key	Is there any Blue Ocean yet?	Inauguración Foro de las Administraciones Públicas		
OPENING CEREMONY	An Algorithym told me to do it. Precriptive AI	HR - Humanizers. Transformative learnings #Reskilling and #Upskilling	Squeezing the juice of Data. I know what you did last summer; I know What you are going to do next summer. From predictive to `prescriptive marketing	Malaga Capital Mediterranea de la Innovación : A success story. Making It Happen		
	From Big Data to Small Data . Structured and Clean Data	It is the Culture, Stupid !! The cultural dark side of the digital transformation	Get out my Funnel!! ARRRG!	Malaga Talent Magnet. The place for KNOWMADs . A virtuous Cicle		
Beyond the Horizon. Exponetial Abundance	There is a Robot in my kitchen. What shpould I Do?	Disruptive & Digital new ways of Employer Branding. There is (smart) life after LinkedIn	Remember the ZMOT? Still alive and kicking!	Innova mi arma! Fostering a culture for Innovation		
Digital Optimism. Tech to achieve Agenda 2030	3D Printing . Addictive Manufacturing: The dream of the "Homo Habilis"		Branding > Mafrketing > Selling ... from Awareness gto conversion in the age of TikTok	Emerging Techs. Managing Expectations		
Leadership Summit (invitation only)				Local Content / Malaga Valley Ecosystem		
	LUNCH TIME					
CEO & Leadership Summit MAIN AUDITORIUM	HealthCare & Life Science Room 2: Vertical Sessions	Cybersecurity Series & Data Analytics Room 3:Tech Series Sessions	Digital Marketing Planet Mar&AdTech & Voice tech Room 4	España PYME Digital Room 5		
Leaders of Digital. A conversation about the power of the future	Data driven healthcare. Precise, Personalised and Preventive	What the hack! In the cyberspace nobody can hear your screams. How safe is the net?	Behind the curtain of Market places. What they did not tell you.	Acelera con los fondos NextGen		
Where is my Unicorn	Farma -Logistics 6.0 , Dron-delivery, ... Where and when?	Cybersecurity for Industry 4.0	Alexa, Siri, Cortana, Google... are you listening? T power of the voice and rise of audio adtech	Construir ciudad inteligente con el fin de incrementar el atractivo para inversiones		
the Metazoic era- Metaverse. Clash of Titans	To Kill Death. Exterme Longevity Issues . Who wants to live for ever	TFarming, fishing, Smishing, Hacking, .. Cybersecurity begins ib Selfprotection.	If it is not in WallaPop it does nor exist	La Tecnología como catalizador de la Economía Circular		
Decentralized World The blockchain roller coaster	Disruptive technologies impact within the pharma industry	TBC	The cookie monster lives in my computer... and I can not live without it.	La seguridad del dato		
Leading in VUCA Times						

CEO & Leadership Summit MAIN AUDITORIUM	Banking & Insurance Room 2: Vertical Sessions	CIO Summit Room 3: C-Level	Digital Marketing Planet Building Success Room 4	España PYME Digital CEO & Leadership Room 5	Innovation Hub Room 6
My Bicycle is worth more than you Mercedes. Redesigning value chain of circular economy	"Partner Program"	"Partner Program"	"Partner Program"	"Partner Program"	"Partner Program"
A Hybrid world of Physical spaces and digital interfaces.- Going Phygital	Neo Banks are here to stay. The Fintech Ecosystem 2021.	TBC	If it does not sell, it does not pay, does it?	Spain is different .. O no tanto. España Nación emprendedora.	Opening Remarks + Pitches Retail
WonderWomen Tech	The rise of banking as a service . Business after PSD2	Resilience in exponential times VUCA Talent for VUCA Times	Digital makes savvier, smarter, and more informed customers	Cuando soplan vientos de cambio mientras unos construyen muros, otros construyen molinos. Quijotes digitales en un parque eólico.	Data driven VC & open innovation
Managing disruption , dematerialization , demonetization and democratization: Going WIKI	TBC	Demographic Winter . Spain is country for ripe age; And that is an opportunity!!	Brand health check. What went wrong?	Fondos Next-Gen EU ... Show me the money!! (¿Dónde está la pasta?)	Pitches Health Care & Life Science
Unleash the beasts.	Cashless world. Is it possible. Oh Yes! And closer than you think	Polymaths. The multipotential Talent: Specialization is for insects.	Ready to interact with Gen Z? They are smarter than you think (an many have wallets with bitcoins)	Confianza, diversidad e inclusión; Género e intergeneracional	Bridging needs
	robo-advisors and AI , fueling wholesale banking . Doing more with less. Democratizing private banking		Sustainable marketing with purpose		Pitches Smart City & Urban Mobility
					Innovation Talk

LUNCH TIME

CEO & Leadership Summit MAIN AUDITORIUM	Smart City and Urban Mobility Room 2: Vertical Sessions	IoT & VR/AR Room 3: Tech Series Sessions	Digital Marketing Planet Agency World Room 4	España PYME Digital Sales & Marketing Room 5	Innovation Hub Room 6
Should we take gaming , seriously? You better do!	Moving Around. IoT and Smart Cities .	Doing Business in the metaverse. Remember secondlife? This Time may work!	Advertising 2022 What is New?	Social selling . El SSI Index de los empleados de éxito. Marca personal que vende.	Pitches Banking & Insurance
The data-volcano is erupting- BigData Lava flow creating new territories	Reaching SDG 11: Sustainable and Smart Cities	Me, myself & my Avatar : > Training your Avatar.	TBC	Tecnologías disruptivas Made In Spain. Desde el Hyperloop.... Hasta el infinito y más allá.	Pitches Economía Circular
From Green to Blue. The great Opportunity	Smart Cities use Blockchain	Move to decentraland. It is not too late, yet.	Does tech drive better, faster, cheaper?	Food tech, agritech...Chuletones sostenibles impresos en 3 D. La gran revolución de la alimentación ya está aquí.	Pitches Tourism
Seamless interactions and interoperability. Babel Tower of dodging	Mobility as a service	Should I open a branch , a workshop or build a House in the Metaverse?	Data driven creativity	Rediseñando interacción con un cliente cada vez más informado, listo y exigente. Nuevas fuentes de Confianza	Pitches Industry 4.0
				TBC	Pitches Banking & Insurance

CEO & Leadership Summit MAIN AUDITORIUM	Industry 4.0 Room 1: Vertical Sessions	5G Series, Cybersecurity & Cloud Series Room 2: Tech Series Sessions	Digital Marketing Planet Sales & Growth Room 4	España PYME Digital Tech Series Room 5	Innovation Hub Room 6
Expect the unexpected, our new wave is coming	Partner Program	Partner Program	Partner Program	Partner Program	DIGITAL DEMOS
A new XXI renaissance . A change of Era . Digital Humanism revisited.	Predictive Quality based on AI solutions	The ultra connected world	Generate profits with purpose	El Español como segunda lengua en IT. ¿Una oportunidad?	
The Donut Economy. External anf internal limit to our Growth. There vis no planet B (yet)	NANO-BIO-INFO-COGNO convergence. Syntetic biology meet nano materials. Open up your mind	5G the to reinmvent business - Where and When?	The digital hype Cycle. Managinmg expectations. Millenial Loyalty is ephimeral.	TBC	
There is robot in my kitchen . What should I do?	The Internet of Production	Is edge computing the new cloud?	Sales in the new era	TBC	
Blockchain Unchained .	Experience the factory of the future	One ERP to rule them all.	Optimize your ROI	La ciberseguridad es la base de toda transformación digital	
People, Plane, Prosperity, Peace and partnerships. The Agenda 2030 and the SDG’s Road map. Yes We Can!	Digital transformation and supply chain management				
LUNCH TIME					
CEO & Leadership Summit MAIN AUDITORIUM	Tourism & Hospitality Room 1: Vertical Sessions	AI Series and Machine Learning Room 2: Tech Series Sessions	Digital Marketing Planet Social Platforms Room 4	España PYME Digital Lideres Transformadores Room 5	
The future of the enterprise	Cities becoming intelligent	TBC	Social media; kings and queens	Profits beyond bottom line driven by innovation	
The Next Chapter of Digital Transformation	MICE goes hybrid, how to optimize outcomes	AI gives data a soul	What the fake!! Fake news, click baiting and social media. Who blows the whistle?	Reflexiones; lideres transformadores	
From Transactional to Transformational leaders. From Results to Impact,	The new digital hospitality	The gold Rush for NFT’s . The next Bubble?	Optimize and innovate to reach larger audience on social media	Del 'Resultadismo' al 'Civilismo'. La nueva posición de las organizaciones en un mundo en transformación	
Redesign yourself... Do it before somebody does it to you	The future is now	IoT- 6.000 millones devices and still counting	Will Amazon enter my business – and take my chesse away?	La transformación digital no es opcional; inspiraciones y aprendizajes	