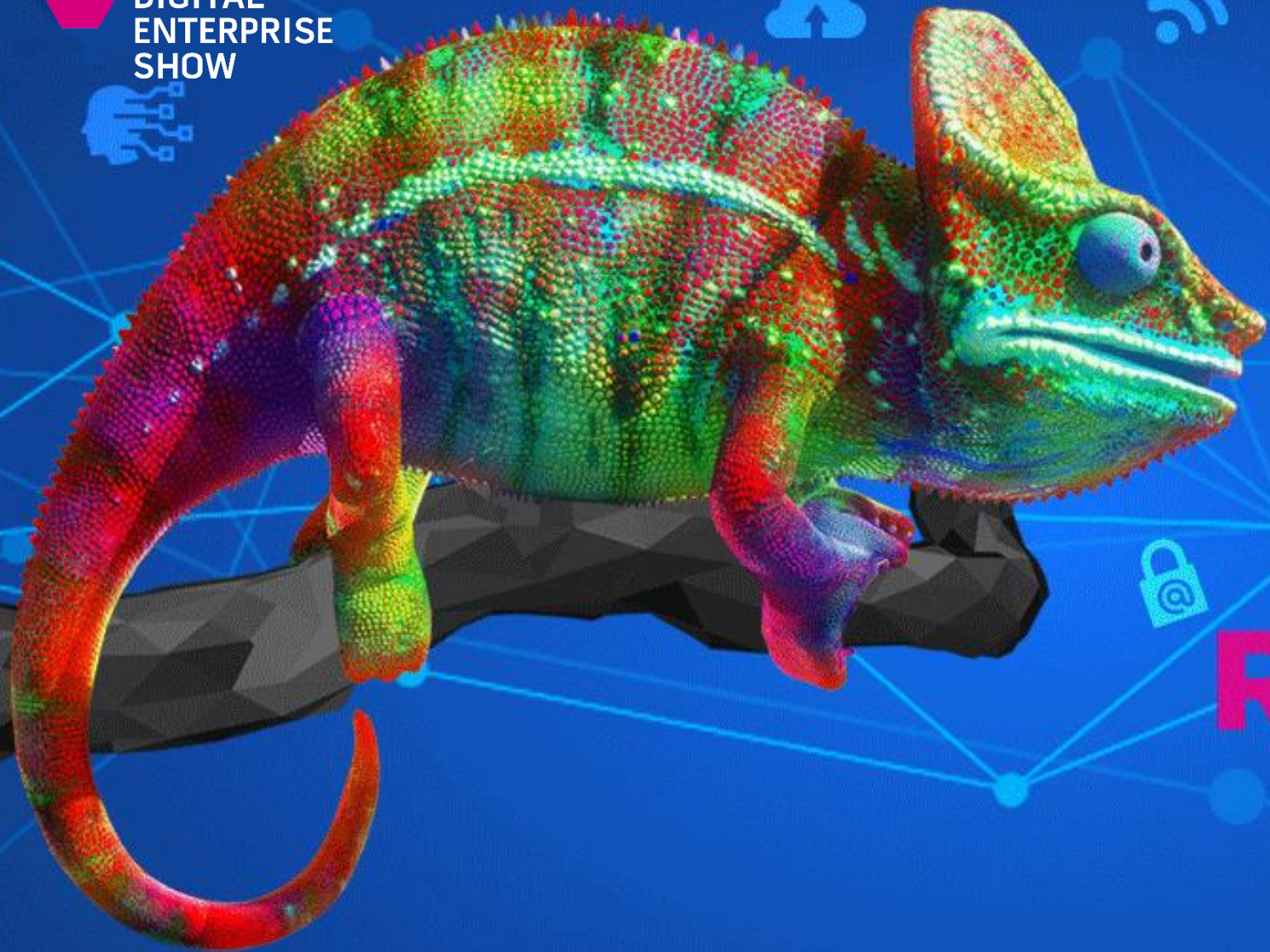




**14-16 JUNE 2022**  
**MÁLAGA - FYCMA**  
**#DES2022**



**REIMAGINE**  
**BUSINESS**

# TUESDAY 14<sup>TH</sup> JUNE 2022

\*Timetable

	CEO & LEADERSHIP SUMMIT*	HR Summit	Blockchain & NFT's	Digital Marketing Planet	España PYME Digital	ROOM 6	
10:00-11:00	Redesigning our Future in Blue	HR Summit: Reimagine People & Organization	Redesigning Digital Money: Cryptos Roller coaster, DEFI's, Stable coins and Digital Euros	Partner Program	En velocidad de Crucero	DIGITAL DEMOS AND DES STARTUP FORUM	
11:00-12:00	Re-imagine the Post Pandemic World	New Rol of the Talent and HO in Organizations	Building Europe Blockchain Services Infrastructure (EBSI)	Marketing at TikTok rythm. If you don't dance, don't sell	España Nación Emprendedora		
12:00-13:00	OPENING CEREMONY	The Human face of Transformation: A model for change	Tokenization across industries	The Cookie monster is dead. Wait, may be not. Yet.	Las Startups Españolas ante Agenda 2030 y los ODS		
13:00-13:30	Forever Young. Aging can be reversed.	From Workers to Human Beings	BlockChain & Sustainability - Technology talks to Business	Me Green Washing? No way!	España Nación Emprendedora 2: la salud del ecosistema		
13:30-14:00	From Zero to Hero and Beyond. Exponential Growth leveraging on AI	Managing Talent is about helping people to do their job better	Cryptos & NFT's beyond 2022 horizon. Custody vs Brokerage	The Algorithym told me to do it. AI and prescriptive Marketing	Mare Nostrum Digital – capitales referentes		
14:00-15:30	Leadership Summit (invitation only)	<b>LUNCH TIME</b>					
	CEO & LEADERSHIP SUMMIT	Banking & Insurance	AR&VR // IoT	Digital Marketing Planet	España PYME Digital		
15:30-16:00	Wonder Woman Tech	Fintech 4.0: The age of Platforms	Understanding Metaverse	Data Driven Creativity	Por qué los RRHH deberían ser como Netflix.		
16:00-16:30	People, Planet, Prosperity, Peace & Partnerships Agenda 2030 road to SDGs	Banking beyond Banks. A new era of Payments.	Designing the Metaverse for Business	The Magic of Growth Hacking	Escasez de talento. ¿Mito o realidad?		
16:30-17:30	Understanding the MetaVerse: Making it happen	Neobanks. David vs Goliath? Or Viceversa	Making it happen	Talk to Me: The power of the Voice	¿Qué hacemos con el talento Senior?		
17:30-18:00	Decentralized World - The Blockchain Roller Coaster	Relmagine insurance business models through digital technology	Digital Twins and Algorithyms: IoT meets AI	Riding The Unicorn	¿Cómo medimos el talento digital? Herramientas de autodiagnóstico		
18:00-18:30	Data Driven Sustainability ESG & IT						

\*\*agenda subiet to changes



# WEDNESDAY 15<sup>TH</sup> JUNE 2022

\*Timetable

	CEO & LEADERSHIP SUMMIT*	CIO Summit	Healthcare & Life Sciences	Digital Marketing Planet	España PYME Digital	ROOM 6
10:00-11:00	Wake up call. Tomorrow is too late	Partner Program	Partner Program	Partner Program	Partner Program	DIGITAL DEMOS AND DES STARTUP FORUM
11:00-11:30	Playing Serious Games. E-sports rule the game	Data Driven Transformation	The Health data lake	Deep Fakes everywhere. Should we trust?	Iniciativas público privadas de apoyo a la Innovación . ¿Una triple hélice en España?	
11:30-12:00	Expect the Unexpected. Trends to surf the next wave	Alignment of CIO and Business strategy	(DIGA) Digital Health Applications	What is HOT in marketing in 2022?Direct selling, infoproducts...	Ciudades Innovadoras: mejores prácticas	
12:00-13:00	Thriving or Growing. The triple bottom line Challenges	Data is Business: New Revenue Streams	Blockchain that saves Lives	Setting eCommerce brands for growth in 21st Century	Málaga: Capital KNOWMAD	
13:00-13:30	Storytelling for Successful Leaders	Tech & People	Open innovation in Health Tech	Your Dream Marketer in 2022 and beyond. Mindset and Tools	Centros de Innovación, Hubs y Ecosistemas de emprendimiento	
13:30-14:00	Resilience is the new strength	<b>LUNCH TIME</b>				
14:00-15:30	CIOs Summit Lunch	<b>LUNCH TIME</b>				
	CEO & LEADERSHIP SUMMIT	Industry 5.0	Smart Cities & Urban Mobility	Digital Marketing Planet	España PYME Digital	
15:30-16:00	Managing Complexity in VUCA Times - Digital Anthropology	From Industry 4.0 to 5.0: The era of Engineers	The Race for Smart Cities. Challenges and opportunities	Sexy Marketing. The art of selling satisfaction online	Derecho a reparar y Economía Circular	
16:00-16:30	Digital Inclusion. They used to call it Miracles.	Sustainable Engineering make SDG's Possible	Taxi Drones and Hyperloops are not Sci Fi	Advertising, data and digital Rights. When is too much	Incubadoras, aceleradoras, capital semilla. Financiación de la Innovación	
16:30-17:30	Feel The Power. Energy challenges and opportunities	Engineers make it happen	Digital Twins. The building Blocks of Smart Cities	Beyond ROPO and ZMOT: Reinventing the Shopping experience	Compra Pública Innovadora para todos los públicos	
17:30-18:00	Renaissance XXI - The Human touch on Algorithms					
18:00-18:30	100% Transparent Management. Values & Purpose	Industry 5.0. Redesigning amazing future.	The driverless car is around the corner. Green light or red light?	Is it possible to compete against Amazon? David vs Goliath	Fondos NEXT GEN - Consejos prácticos para su gestión	

\*\*agenda subject to changes

# THURSDAY 16TH JUNE 2022

\*Timetable

	CEO & LEADERSHIP SUMMIT*	AI & Machine Learning	Cybersecurity & Data Analytics	Digital Marketing Planet	España PYME Digital	Startup Forum
10:00-11:00	The Future is already Here (and it's different than they told us)	Narrow AI is everywhere . And Singularity?	Partner Program	Partner Program	Partner Program	DIGITAL DEMOS AND DES STARTUP FORUM
11:00-11:30	Beyond Branding. Hugh your Customer Buiding trust.	Can AI help to optimize turn over & revenue	Cybersecurity costs are much more than ransomware	Social Selling, Art & Science	Superpoderes para PYMES. Herramientas Digitales para competir mejor	
11:30-12:00	Designing and Building a Smart Nation. Singapore success case	Biometrics, Speech Recognition, NLP, RPA .. Where is the Limit? Privacy vs Convenience	Smishing, Fishing, Farming, Squating, ID theft...Feel safe	Brand ambassadors and Influencers. Honest Marketing	Crecimiento y Aceleración con Impacto. Sostenibilidad	
12:00-13:00	If you are in Control, you are not going fast enough	<b>Tourism &amp; Hospitality</b>	Error-404 . What to do when it happens.	Experience Marketing. Surfing every wave	Gestión del capital natural. Restauración Ecológica	
13:00-13:30	Exponential Impact with a Purpose	Innovation and sustainable Tourism	Enterprise Security: Challenges and opportunities	Optimize Social media to reach bigger audiences (without Click Baits)	Rediseñando la industria del Turismo a una nueva realidad	
13:30-14:00	Accelerating Corporate Innovation through Alliances with Entrepreneurs and V Capital	Optimising Customer journey with Technology	<b>LUNCH TIME</b>			
14:00-15:30	Leadership Summit	Smart Platforms to connect the Ecosystem of Tourism				
	CEO & LEADERSHIP SUMMIT	5G & Cloud	Retail & Logistics	Digital Marketing Planet	España PYME Digital	
15:30-16:00	Going 3,1416. The Formula of Circular Economy	5G deployment. The key for the Metaverse	Reconnecting the (digital) Supply Chain	Is Twitch the new YouTube? Should my brand be there?	Habilidades blandas & Programación de Código. El Combo ganador	
16:00-16:30	The Ultimate Leadership Challenge: Humanizing the Digital world	Regaining sovereignty through a multcloud strategy	Where is my Shipment? IOT, Blockchain, Carbon footprint	MICE- The Digital Link of the Events Chain of Value	Talento para una nueva Época. Profesionales de futuro ¿Qué demanda el mercado?	
16:30-17:30	But the Cat is dead or alive? Quantum facts	Siri, Alexa, Cortana... are you listening?	From MVP to Scalable product	Mind your Tribe. They work for you	WORKSHOP	
17:30-18:00	The magic of human touch and mind in a tech business world	Edge Computing Makes IoT Smart and Fast	How to Survive the AMAZONification of your business	Reimagine the Agency		
18:00-18:30	The End of the beginning					

\*\*agenda sujet to changes