

# TUESDAY 10TH JUNE 2025

	MAIN AUDITORIUM	AUDITORIUM 2 INDUSTRY FORUMS	AUDITORIUM 3 TECH SERIES/C-LEVEL AGENDAS	DIGITAL MARKETING PLANET	ESPAÑA PYME DIGITAL	BLUE & GREEN INNOVATION THEATERS	
10.00 h	<b>CEO &amp; LEADERSHIP SUMMIT</b>	<b>BANKING &amp; INSURANCE</b>	<b>CYBERSECURITY</b>	<b>AI FOR MARKETING</b>	<b>LA ACELERACIÓN DE LA PYME</b>	<b>INNOVATION</b>	
	GLOBAL TECH AND BUSINESS TRENDS 2026	AI IN BANKING: FROM TRANSACTIONS TO TRANSFORMATIONS	AI VS. CYBERCRIME: THE ULTIMATE BATTLE	GENERATIVE AI: CREATING CONTENT THAT SELLS ITSELF IN 2026	INNOVAR O MORIR: ESTRATEGIAS CLAVE PARA LAS PYMES DEL FUTURO	<div style="border: 2px solid #ff00ff; border-radius: 20px; padding: 10px; margin-bottom: 10px;"> <p>The Scale-Up! World Summit</p> </div> <div style="border: 2px solid #ff00ff; border-radius: 20px; padding: 10px; margin-bottom: 10px;"> <p>INNOVATION PRESENTATIONS</p> </div>	
	AI 2.0: FROM GENERATIVE MODELS TO AUTONOMOUS SYSTEMS. A CASE STUDY.	INSURTECH: THE AI-DRIVEN FUTURE OF RISK AND REWARD	SECURING THE CLOUD: THE NEW FRONTIER OF CYBER DEFENSE	PREDICTIVE MARKETING: LET AI ANTICIPATE YOUR CUSTOMERS' EVERY MOVE!	ACELERA TU CRECIMIENTO: FINANCIACIÓN Y OPORTUNIDADES PARA LAS PYMES EN 2026		
	<b>COFFEE BREAK</b>						
	QUANTUM COMPUTING REVOLUTION: SOLVING THE UNSOLVABLE	<b>MANUFACTURING &amp; INDUSTRY 5.0</b>	FIGHTING PHISHING: HOW TO SPOT SCAMS BEFORE THEY STRIKE	AI-POWERED HYPER-PERSONALIZATION: A CASE STUDY	LA TECNOLOGÍA AL SERVICIO DE LA PYME: IMPULSA TU NEGOCIO CON IA Y BIG DATA		
	HR 4.0: WHAT EVERY CEO NEEDS TO KNOW ABOUT THE DIGITAL WORKFORCE	SMART FACTORIES: AI-POWERED MANUFACTURING	QUANTUM COMPUTING AND CYBERSECURITY: THE NEXT EVOLUTION IN DATA PROTECTION	MIXING REALITIES: AI-POWERED AR/XR EXPERIENCES FOR THE NEXT DECADE	COOPERACIÓN Y COMPETENCIA: CÓMO IMPULSAR LA EMPRESA ESPAÑOLA EN UN MUNDO GLOBALIZADO		
	THE CEO CHALLENGE: HOW TECHNOLOGY CHANGES THE GAME FOR CEOs	AIoT AND EMOBILITY: DRIVING THE INDUSTRY 5.0 REVOLUTION	2026 CYBERSECURITY TRENDS: PREPARING FOR THE NEXT BIG THREAT	REAL-TIME MARKETING: HOW AI CAN ADAPT CAMPAIGNS IN THE MOMENT	EL TEJIDO EMPRESARIAL ESPAÑOL EN 2026: INNOVAR, CRECER Y CONQUISTAR NUEVOS MERCADOS		
	<b>14.00 h LUNCH TIME</b>						
	<b>CEO &amp; LEADERSHIP SUMMIT</b>	<b>TOURISM &amp; HOSPITALITY</b>	<b>CDO SUMMIT</b>	<b>TOP 50 BRAND SUCCESS STORIES</b>	<b>INNOVACION EN LA PYME Y NEGOCIO DISRUPTIVO</b>		<b>INNOVATION</b>
	COMPETITIVENESS AND GOVERNANCE: THE POWER COUPLE OF MODERN SUCCESS	HOSPITALITY REIMAGINED: DIGITAL TRENDS REDEFINING GUEST EXPERIENCES	TECH-POWERED CDOs: SUCCESS STORIES FROM TOP VISIONARIES	THE POWER OF CREATIVITY: INNOVATIVE CAMPAIGNS THAT STAND OUT	DEL CONCEPTO A LA REALIDAD: INNOVACIÓN QUE FUNCIONA EN LA PYME		<div style="border: 2px solid #ff00ff; border-radius: 20px; padding: 10px; margin-bottom: 10px;"> <p>SUSTAINABILITY CUP &amp; AWARD CEREMONY</p> </div> <div style="border: 2px solid #ff00ff; border-radius: 20px; padding: 10px;"> <p>INNOVATION PRESENTATIONS</p> </div>
<b>OPENING CEREMONY</b>	TECH-DRIVEN TOURISM: THE FUTURE IS NOW	THE DATA REVOLUTION: HOW AI AND DATA MESH WILL TRANSFORM YOUR ORGANIZATION	FROM IDEA TO IMPACT: EUROPE'S TOP 10 CAMPAIGNS	CIBERSEGURIDAD Y DATA: LAS CLAVES PARA UNA PYME SOSTENIBLE EN EL FUTURO DIGITAL			
THINK IT, DO IT: EXPLORING THE POWER OF BRAIN-COMPUTER INTERFACES	<b>ENTERTAINMENT &amp; SPORTS</b>	<b>DATA SERIES</b>	THE FUTURE OF MARKETING: AI, DATA, AND THE CAMPAIGNS THAT DELIVER RESULTS	TECNOLOGÍAS DISRUPTIVAS PARA LA PYME EN 2026: IA, CLOUD, BLOCKCHAIN Y 5G			
INSPIRING SESSION: SPECIAL LEADERSHIP WORKSHOP	THE ENTERTAINMENT & SPORTS REVOLUTION: WHERE TECH MEETS THE STAGE	FROM DATA CHAOS TO CLARITY: CLOUD, AI, AND QUANTUM COMPUTING LEADING THE WAY IN 2026	SMART CAMPAIGNS, SMARTER AI: THE FUTURE OF PERSONALIZED MARKETING	CASOS QUE LO LOGRAN: INNOVACIÓN DISRUPTIVA EN LA EMPRESA ESPAÑOLA			
<b>18:20 h</b>							

# WEDNESDAY 11TH JUNE 2025

## MAIN AUDITORIUM

## AUDITORIUM 2 INDUSTRY FORUMS

## AUDITORIUM 3 TECH SERIES/C-LEVEL AGENDAS

## DIGITAL MARKETING PLANET

## ESPAÑA PYME DIGITAL

## BLUE & GREEN INNOVATION THEATERS

10.00 h

### CEO & LEADERSHIP SUMMIT

TECH INSIGHTS FOR LEADERS: THE TOOLS DRIVING SUCCESS IN 2025

AI AND DEFENSE: THE FUTURE OF GLOBAL COMPETITIVENESS

### HEALTH & BIOTECH & LIFESCIENCES

AI, BLOCKCHAIN, AND GENOMIC EDITING: THE FUTURE OF HEALTH AND BIOTECH IN 2025

WEARABLES, TELEMEDICINE, AND ROBOTIC SURGERY: REVOLUTIONIZING HEALTHCARE BUSINESS

### CIO SUMMIT

HARNESSING AGENTIC AI: AUTOMATING DECISION-MAKING FOR FUTURE WORKFLOWS

GOVERNANCE IN THE AGE OF AI: STRATEGIES FOR ETHICAL AND TRANSPARENT IMPLEMENTATION

### AGENCIES AND BRAND LOVE STORIES

ACHIEVING OMNICHANNEL EXCELLENCE: CASES IN SEAMLESS CUSTOMER ENGAGEMENT

SEARCH PERFORMANCE: AI-DRIVEN STRATEGIES FOR NEXT-GENERATION SEM

### HERRAMIENTAS DIGITALES

OPTIMIZAR LA PYME CON EL KIT DIGITAL

GUIA DE IA PARA LA EMPRESA ESPAÑOLA

### INNOVATION

The Scale-Up! World Summit

INNOVATION PRESENTATIONS

### COFFEE BREAK

CO-AI: HARNESSING THE POWER OF HUMAN-AI SYNERGY IN THE WORKPLACE

CASE STUDY: BUILDING TRUST THROUGH ETHICS COMPLIANCE

LEADING THE CHANGE: ESG STRATEGIES FOR TOMORROW'S LEADERS

### CLOUD & MULTICLOUD

BEST PRACTICES FOR A MULTICLOUD STRATEGY IN THE CONTEXT OF AI, QUANTUM COMPUTING AND CIBRSECURITY

CLOUD-NATIVE APPS AND HYBRID CLOUD SOLUTIONS

NAVIGATING DATA MANAGEMENT CHALLENGES: STRATEGIES FOR EFFICIENT AND SECURE DATA GOVERNANCE

POST-QUANTUM SECURITY: FUTURE-PROOFING YOUR DATA AGAINST THE QUANTUM THREAT

SHOWING THE BUSINESS IMPACT: PROVING THE ROI OF TECHNOLOGY INVESTMENTS IN THE CIO'S STRATEGY

INCLUSION, DIVERSITY, AND SUSTAINABILITY: BUILDING BRAND LOYALTY THROUGH PURPOSE-DRIVEN MARKETING

RETAIL MEDIA NETWORKS: DRIVING BRAND GROWTH THROUGH TARGETED ADVERTISING IN RETAIL SPACES

THE NEW REACH OF TV ADVERTISING: MAXIMIZING IMPACT ACROSS TRADITIONAL TV AND VOD PLATFORMS

HERRAMIENTAS PARA LA INTERNACIONALIZACION DIGITAL DE LA PYME

KIT CONSULTING: EL IMPULSO NECESARIO PARA LA DIGITALIZACIÓN EMPRESARIAL

CASOS DE EXITO: EL LIDERAZGO DIGITAL DE LA NUEVA PYME

14.00 h

### LUNCH TIME

### CEO & LEADERSHIP SUMMIT

THE RACE FOR SPACE: HOW THE SPACE ECONOMY IS SHAPING GLOBAL MARKETS

NEURONET REVOLUTION: BCIS AND THE DEATH OF TRADITIONAL TECH

CEOs GUIDE TO FACE THE EARLY TECHNOLOGY ADOPTION IN THE MODERN MARKETS: A SUCCESS STORY

ROBOTIC NIGHTMARES: CAN AI AND BCIS TURN FEARS INTO REALITY?

### RETAIL & ECOMMERCE

AMBIENT INTELLIGENCE: THE FUTURE OF LOGISTICS AND INVENTORY MANAGEMENT

ENHANCED PERSONALIZATION THROUGH AI: A SUCCESS STORY

KEY TRENDS IN RETAIL AND ECOMMERCE: MOBILE, AI, AND IMMERSIVE SHOPPING EXPERIENCES

SUSTAINABILITY AND TRANSPARENCY IN ECOMMERCE: ECO AND SOCIAL-CONSCIOUS SHOPPERS

### BLOCKCHAIN

BUILDING A DECENTRALIZED FUTURE: THE EVOLUTION OF DEFI AND INTEROPERABLE BLOCKCHAINS

SUSTAINABLE BLOCKCHAIN: FROM PROOF OF WORK (POW) TO PROOF OF STAKE (POS)

### AI OF THINGS, MOBILITY, ROBOTICS

CONNECTED INTELLIGENCE: HOW AI, IOT, AND ROBOTICS ARE RESHAPING MOBILITY AND SMART SYSTEMS

### CMO SUMMIT BUSINESS & GROWTH STRATEGY

GEN-AI FOR MARKETING IN 2025: STRATEGIES FOR CREATIVITY AND SCALE

AGILE MARKETING TEAMS FOR REAL-TIME CUSTOMER ENGAGEMENT

PERSONALIZATION: HOW DATA PRIVACY SHAPES DIGITAL STRATEGY IN THE NEW DECADE

THE FUTURE OF MARTECH INTEGRATION: BOOSTING ROI AND EFFICIENCY THROUGH TECH CONSOLIDATION

### CERTIFICACIONES Y SOSTENIBILIDAD EN LA PYME

CERTIFICACIONES ESG: CÓMO PREPARAR A LA PYME PARA LA NUEVA SOSTENIBILIDAD

ESG EN LA PYME: DEL COMPROMISO A LA VENTAJA COMPETITIVA

CASO DE TRANSFORMACIÓN DIGITAL SOSTENIBLE: OPTIMIZAR PROCESOS Y REDUCIR COSTES

CERTIFICACIONES CLAVE PARA EL USO RESPONSABLE DE LA IA: SEGURIDAD, TRANSPARENCIA Y CONFORMIDAD

### INNOVATION

INNOVATION PRESENTATIONS

18:20 h

	MAIN AUDITORIUM	AUDITORIUM 2 INDUSTRY FORUMS	AUDITORIUM 3 TECH SERIES/C-LEVEL AGENDAS	DIGITAL MARKETING PLANET	ESPAÑA PYME DIGITAL	BLUE & GREEN INNOVATION THEATERS
10.00 h	<b>CEO &amp; LEADERSHIP SUMMIT</b>	<b>FORO DE MODERNIZACION Y DIGITALIZACION DE LAS AAPP</b>	<b>AI TECH FUTURE</b>	<b>SOCIAL PLATFORMS AND DIGITAL RIGHTS</b>	<b>HR SUMMIT</b>	<b>INNOVATION</b>
	LEADING INTO THE UNKNOWN: AI, QUANTUM, AND THE VISIONARY CEO	BUENAS PRACTICAS EN LA GOBERNANZA DEL DATO Y LA IA EN LAS ADMINISTRACIONES PÚBLICAS	THE FUTURE OF INTELLIGENCE: AI AND QUANTUM COMPUTING IN BUSINESS 2025	AI-GENERATED CONTENT: OPPORTUNITIES AND ETHICS IN SOCIAL MEDIA	TRABAJO HÍBRIDO: FLEXIBILIDAD, RETOS Y ADAPTACIÓN EN LA ERA DE LAS TECNOLOGIAS EXPONENCIALES	<p><b>The Scale-Up!</b> World Summit &amp; Awards ceremony</p>
	BIAS IN AI: STRATEGIES FOR FAIR AND INCLUSIVE ALGORITHMS	DIGITALIZACION DE PROCESOS EN LA GESTIÓN DEL EMPLEO PÚBLICO	BEYOND AUTOMATION: EDGE AI AND HUMAN AUGMENTATION FOR A CONNECTED FUTURE	SOCIAL LISTENING & DIGITAL RIGHTS: STAYING COMPETITIVE AND COMPLIANT	DIVERSIDAD, EQUITAD E INCLUSIÓN: TECNOLOGÍA PARA UNA CONTRATACIÓN SIN BARRERAS	
	<b>COFFEE BREAK</b>	QUANTUM COMPUTING EN LA ADMINISTRACIÓN PÚBLICA: EL SIGUIENTE RETO?	<b>COFFEE BREAK</b>	PRIVACY-FIRST ADVERTISING: NAVIGATING SOCIAL MEDIA IN 2025	<b>TALENT MARKETPLACE</b>	
	CYBER RESILIENCE AS A CEO PRIORITY IN THE DIGITAL AGE	GESTION DE EMERGENCIAS EN UN CONTEXTO IMPREDECIBLE: CASOS DE EXITO	<b>AI DIRECTOR SUMMIT</b>	THE FUTURE OF SOCIAL COMMERCE: BLENDING TECH AND TRUST	CONTRATACIÓN POR HABILIDADES: EL FUTURO MÁS ALLÁ DE LOS TÍTULOS	
	THE FUTURE IS HERE: SHOULD WE FEAR OR EMBRACE BRAIN-CHIP INNOVATION?	LA ADOPCION MASIVA DE LA IA: RETOS EN REGULACION Y CIBERSEGURIDAD PARA EL CIUDADANO DIGITAL	THE CAIO CHALLENGE: FROM BLACK BOX TO GLASS BOX, MASTERING AI EXPLAINABILITY	ADAPTING TO AI-POWERED TRENDS IN REAL TIME: THE SOCIAL MEDIA EVOLUTION	EXPERIENCIA DEL CANDIDATO: LA NUEVA VENTAJA COMPETITIVA EN CAPTACIÓN DE TALENTO	
	KEY TAKEWAYS 2025		STAYING AHEAD OF THE CURVE: CONTINUOUS LEARNING FOR THE AI LEADER			

14.00 h

**CLOSING PARTY & COCKTAIL**