



**PROGRAMME SPANISH MISSION  
MALAGA –MURCIA REGION  
SME4SMARTCITIES PROJECT**



18-20 MAY

## ACTIVITIES AGENDA IN MÁLAGA

**May 17th – Arrival of the participants to Málaga**

### May 18th: WORK AGENDA

**09:30h – 10:00h. Registration of the participants.** Location of the event: Aula del Mar (Address: Palmeral de las Sorpresas, Muelle 2, 29001, Málaga)

**10:00h – 10:20h. Welcome and opening of the Spain Mission.**

- *Alvaro Simón* – General Director – CEEI Málaga BIC Euronova
- *Alfonso Palacios* – Innovation Area Industrial Engineer Málaga City Hall

**10:20h – 10:45h. ENI CBC Med Programme and SME4SMARTCITIES Project presentations.**

- *Alejandro Lafarga* - Project Officer for ENI CBC MED Programme - Welcoming and presentation of the ENI CBC Med Programme
- *Antonio Fuentes* - SME4SMARTCITIES Project presentation

**10:45h -13:00h. Seminar “Smart City Spanish Market: National and Regional strategies presentation”**

- *Francisco Javier García Vieira* – Public Digital Services Director - Red.es – “General overview and Smart City market opportunities in Spain”
- *Eduardo de Santiago* – Urban Policies, Ministry of Transport, Mobility and Urban Agenda Deputy Director - “The Spanish Urban Agenda” (on line)
- *Vito Episcopo Solís*- President of Smart City Cluster “Spanish Smart Cities and Regions strategy”
- *Gonzalo Lamas Alonso* - Provincial Manager of the IDEA Agency and General Secretary of the Delegation of the Ministry of Economic Transformation of the Regional Government of Andalusia – “Greencities Strategy of the Andalusian Government”

**13:00h – 14:15h. Catering Networking Aula del Mar.**





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**14:30h. Meeting point** (Address: Calle Guillén Sotelo, behind the City Hall) **and transfer to the Malaga TechPark**

**15:00 –17.00h. Good practices company visits.**

**15.00h – 15.45h. Visit to the company *PREMO*** – Vehicle devices, Virtual reality

- Visit 1: Innovation Center (Address: C/ Severo Ochoa 47)

- Visit 2: Laboratory Advanced Materials Development (Address: Avenida Juan López de Peñalver, 21, 29590, Málaga. Bic Euronova)

**16:00h – 16.45h. Visit to the company *BETTERGY***- Energy, energetic efficiency, electric recharge.

**17:00h. Meeting point and transfer to the Malaga Center OR**

**17.00h. B2B meetings at BIC Euronova** (optional meetings, return to the center of Malaga on your own)

**Follow us by zoom in:**

<https://us06web.zoom.us/j/89368042644?pwd=WDFHT2E3OHEwTEtyVTVPaFB5NU5ZZz09>

ID: 893 6804 2644 / Code: 866803





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## May 19 th: WORK AGENDA

**08:45h. Meeting point** (Address: Calle Guillén Sotelo, behind the City Hall) **and transfer to The Green Lemon** (Address: Calle Severo Ochoa, 57, 29590, Malaga TechPark, Málaga)

**9:30h – 11:00h. Discussion panel: “Smart City projects: Innovative public investment as tool to transform the city”**

- *Verónica Ramírez del Valle*– Operational manager Smart City Cluster

- *Alfonso Palacios* –Innovation Area Industrial Engineer Málaga City Hall– Smart Cities Malaga strategy and CENTESIMAL project

- *Juan Antonio Martínez* - Smart Office Murcia- Murcia City Hall (online)

- *Alberto López* – CEO of the IDEANTO company

**11:00h – 13:00h. Brief introduction of the participant companies that opt to the Málaga or Murcia region challenge.**

**13:00h – 14:30h. Networking lunch.**

**14:30h – 15:15h. Five challenges overview**

- *Jaime Ruiz* –Cities Forum Product Development Coach –Málaga and Murcia Region challenges

- *Federico La Torre*– FILSE - Italian challenges





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**15:30h – 18:00h. Workshops between SMES, users and cities representatives.**

That action will allow the participants to share the ideas of their projects with users and Institutions dedicated to the development of smart city projects such as the Málaga City Hall and the Smart City Cluster. The following representatives of associations will participate:

- *Joanna Ewa Strzeszewska* - ASPAYM Málaga (Association for people with spinal cord injury and severe physical disability)
- *Nerea González Baena* - ASPAYM Málaga (Association for people with spinal cord injury and severe physical disability)
- *Manuel Garcia* - FAMDIF CERMI MURCIA (Federation of Murcian Associations of People with Physical and Organic Disabilities)
- *Marta Castillo* - CERMI ANDALUCIA (Physically Disabled People Association)
- *Daniela Francesca* - AsoPMR (Association of People with Reduced Mobility)
- *Antonio Vazquez* - AOVE (Electric Vehicle Users Association)
- *Daniella Rodriguez* - MOBILITY HUB (Hub of companies focused on technology)

**18:15h. Meeting point and transfer to the Malaga Center OR**

**18:15h. B2B meetings at BIC Euronova** (optional meetings, return to Malaga on your own)

**Follow us by zoom in:**

<https://us06web.zoom.us/j/81221609997?pwd=d0xVd3RQYVJsK2RRLzcrAVdDcDhtUT09>

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### May 20th: WORK AGENDA

**9:30h. Meeting point** (Address: Calle Guillén Sotelo, behind the City Hall) **and transfer to the visits**

#### **10.00h – 11.30h. Smart City Tour of Málaga**

Visit to the *Polo Digital Content* (Address: Avenida de Sor Teresa Prat, 15, 29003)

Visit to the *42 Telefonica Campus*

**11:45h. Meeting point at Polo Digital Content Málaga and transfer to Malaga Center** (behind the City Hall)

#### **Telephone contacts**

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