

**TUESDAY 6<sup>th</sup> OCTOBER 2020**

	<b>BNEW</b> LOGISTICS	<b>BNEW</b> ECOMMERCE	<b>BNEW</b> REAL ESTATE	<b>BNEW</b> DIGITAL INDUSTRY	<b>BNEW</b> ECONOMIC ZONES
	FRANÇA STATION	FRANÇA STATION	FRANÇA STATION	MOVISTAR CENTRE	CASA SEAT
11:00 - 12:00					<b>Key Note (ENG)</b> <b>BSUSTAINABLE</b> Sustainable economic zones as a global standard
12:00 - 13:00	<b>Debate (ESP)</b> <b>BCOLLABORATIVE</b> The need to promote public-private alliances for logistics development	<b>Debate (ESP)</b> <b>BCHANGER</b> Digitization, generational change & influence on consumer	<b>Panel (ESP)</b> <b>BSTRONG</b> Barcelona, a resilient city	<b>Panel (ESP/ENG)</b> <b>BDIGITAL</b> Edge Computing, materializing a truly smart factory	<b>Panel (ENG)</b> <b>BWOMAN</b> Women leadership and role in economic zones
13:00 - 14:00	<b>Inspirational Speaker</b> <b>The era of humankind towards the 5th industrial revolution</b> <b>Marc Vidal</b> , Digital transformation & 4.0 industry expert, Allrework				
14:00 - 15:00	<b>Panel (ESP)</b> <b>BFUTURE</b> Future Supply Chains - Vision toward 2030	<b>Panel (ENG)</b> <b>BHYBRID</b> Worldwide retail & marketplaces hybridation & future perspectives	<b>Debate (ENG-ESP)</b> <b>BGLOBAL</b> Global Cities	<b>Panel (ESP)</b> <b>BDIGITAL</b> Digital transformation: the foundation of Industry 4.0	<b>Panel (ESP)</b> <b>INVEST IN SPAIN</b> Challenges towards sustainable investment attraction for Spain
15:00 - 16:00	<b>Panel (ESP)</b> <b>BMOBILITY</b> Session on Mobility (title tbc)	<b>Debate (ESP)</b> <b>BSTRATEGIC</b> Restaurants after the state of the alarm - conclusions & measures	<b>Debate (ENG)</b> <b>BSUSTAINABLE</b> New urban planning before new needs	<b>Panel (ESP)</b> <b>BTALENT</b> Technology, Talent and Intrapreneurship: the company reinvention	<b>Key Note (ESP)</b> <b>BHR KEYNOTE</b> Challenges and perspectives of the economic zones companies to generate and maintain jobs
16:00 - 17:00	<b>Inspirational Speaker</b> <b>Cities' Human Future</b> <b>Jorge Alonso</b> , Architect Urban Planner, Chapman Taylor				
17:00 - 18:00	<b>Debate (ESP)</b> <b>BGREEN</b> New Green Deal	<b>Panel (ENG)</b> <b>BAUTOMATED</b> Distribution & fulfillment automation. The key of customer centric strategies	<b>Debate (ESP)</b> <b>BSOCIAL</b> Affordable Housing. how can it miss, having available land and willing investors?	<b>Panel (ESP/ENG)</b> <b>BCREATIVE</b> Mass customization: you can imagine it, you can have it	<b>Debate (ENG)</b> <b>BINVEST</b> New Economic measures that will affect the future of FDI
18:00 - 19:00	<b>Inspirational Speaker</b> <b>Rational optimism</b> <b>Luca Lazzarini</b> , Training and commercial communication expert, Banco Mediolanum				

\*Translation ESP/ENG available in all sessions



## WEDNESDAY 7<sup>th</sup> OCTOBER 2020

	<b>BNEW</b> LOGISTICS	<b>BNEW</b> ECOMMERCE	<b>BNEW</b> REAL ESTATE	<b>BNEW</b> DIGITAL INDUSTRY	<b>BNEW</b> ECONOMIC ZONES
	FRANÇA STATION	FRANÇA STATION	FRANÇA STATION	MOVISTAR CENTRE	CASA SEAT
11:00 - 12:00	<b>Panel</b> (ENG/ESP) <b>BKNOWLEDGEABLE</b> The outlook for the Mediterranean and Europe transport and logistic market amid the COVID-19 crisis				<b>Panel</b> (ESP) <b>BBARCELONA</b> Present and Future
12:00 - 13:00	<b>Debate</b> (ESP) <b>BWOMAN</b> Women in logistics. Heading towards equality	<b>Debate</b> (ESP) <b>BGREEN</b> Collaboration, Circular Economy & Sustainability. Area companies prepared for the rise of green consumerism?	<b>Panel</b> (ESP) <b>BFUTURE</b> Telework and COVID-19. The future of offices	<b>Debate/Keynote</b> <b>BDIGITAL</b>	<b>Panel</b> (ENG) <b>BAFRICA1</b> Pillars of African Future Economy
13:00 - 14:00	<b>Inspirational Speaker</b> <b>Small revolutions for life &amp; work</b> Elsa Punset, Education & emotional intelligence applied to change expert				
14:00 - 15:00	<b>Panel</b> (ESP) <b>BEXCELLENT</b> The keys to excellence in leading companies to be at the logistics forefront	<b>Debate</b> (ESP) <b>BEFFICIENT</b> Healthy and sustainable food vs Mass Distribution. Future challenges	<b>Panel</b> (ESP) <b>BINVEST</b> Impact investment industry	<b>Panel</b> (ESP) <b>BINDUSTRY</b> Neural Networks, Artificial Intelligence and Robotics	<b>Debate</b> (ENG) <b>BREGIONAL</b> Role of economic zones for the new economic regionalization
15:00 - 16:00	<b>Panel</b> (ENG/ESP) <b>BTRENDY</b> The future of logistics: Sustainability, digital transformation and collaborative logistics	<b>Panel</b> (ESP) <b>BLOCAL</b> Proximity markets & e-commerce. Future urban micro.hubs of fresh products?	<b>Panel</b> (ENG-ESP) <b>BFUTURE</b> Europe and what else?	<b>Debate</b> (ESP/ENG) <b>BDIGITAL</b> Big Data: the great catalyst of Industry 4.0	<b>Panel</b> (ENG) <b>BSERVICES</b> How will economic zones boost the services companies in the post pandemic era?
16:00 - 17:00	(Empty session)				
17:00 - 18:00	<b>Keynote</b> (ENG) <b>BSMART</b> Smart & Autonomous delivery and future perspectives  <b>Keynote</b> (ENG) <b>MIT</b> (title tbc)	<b>Panel</b> (ESP) <b>BSMART</b> Last Mile Transformation- Dark Stores & Dark Kitchens	<b>Debate</b> (ESP) <b>BFUTURE</b> Hotel sector. Measures by the government. Europe and the future of the sector	<b>Debate</b> (ESP) <b>BINDUSTRY</b> The unbeatable binomial: Collaborative Robotics and Artificial Intelligence	<b>Panel</b> (ESP) <b>BSECURE</b> Economic zones becoming fundamental elements for national and regional security
18:00 - 19:00	<b>Inspirational Speaker</b> <b>Future smart cities' challenges &amp; opportunities</b> Alicia Asín, Artificial intelligence, IoT & Big Data expert, Libelium				

\*Translation ESP/ENG available in all sessions

## THURSDAY 8<sup>th</sup> OCTOBER 2020

	<b>BNEW</b> LOGISTICS	<b>BNEW</b> ECOMMERCE	<b>BNEW</b> REAL ESTATE	<b>BNEW</b> DIGITAL INDUSTRY	<b>BNEW</b> ECONOMIC ZONES
	FRANÇA STATION	FRANÇA STATION	FRANÇA STATION	MOVISTAR CENTRE	CASA SEAT
11:00 - 12:00			<b>Panel</b> (ESP) <b>BCREATIVE</b> Hotels as a model of flexible building		<b>Panel</b> (ENG) <b>BAFRICA2</b> Africa's trade and development: Lessons from COVID-19 Experience
12:00 - 13:00	<b>Debate</b> (ESP/ENG) <b>BSTRATEGIC</b> Brexit: Repercussion and strategies in the logistics sector	<b>Debate</b> (ESP) <b>BPREPARED</b> B2B VS B2C How to manage e-commerce tension and stressed supply chains	<b>Panel</b> (ESP) <b>BINVEST</b> Investors Sentiment: How are the different sources of capital reading spanish market recovery	<b>Debate</b> (ESP) <b>BGREEN</b> Green Industry: impact of Economy 4.0 on the agenda 2030 SDGs	<b>Panel</b> (ENG) <b>BCLEAN PANEL</b> Economic zones becoming virus free zone
13:00 - 14:00	<b>Inspirational Speaker</b> <b>De-energizing the Earth's climate</b> <b>Mario Picazo</b> , Metheorology expert & Presenter				
14:00 - 15:00	<b>Panel</b> (ESP) <b>BDIGITAL</b> Digital logistics and transport operations. Converging paths?	<b>Panel</b> (ENG) <b>BLEGAL</b> One-Stop-Europe. Legal changes for crossborder e-commerce into Europe	<b>Panel</b> (ESP) <b>BFUTURE</b> Retail: Looking to the futur	<b>Panel</b> (ESP/ENG) <b>BINDUSTRY</b> Additive manufacturing: Expanding the manufacturing horizons	<b>Panel</b> (ENG) <b>BOPEN</b> Structural reforms of the WTO to consolidate post COVID-19 multilateralism
15:00 - 16:00	<b>Panel</b> (ESP) <b>BSKILLED</b> Occupation: Which profiles are demanding companies in the logistic sector?	<b>Panel</b> (ESP) <b>BB2B</b> B2B acceleration & future predictions	<b>Panel</b> (ESP) <b>BFUTURE</b> Consequences and new challenges in shopping centers	<b>Debate</b> (ESP) <b>BINDUSTRY</b> The digital transformation of factories: sectors, applications and challenges	<b>Panel</b> (ESP) <b>BSAFE ZONE /OCDE</b> Safe Zones and OECD recomendations
16:00 - 17:00	<b>Inspirational Speaker</b> <b>Moonshot thinking: How sustainability Is transforming us</b> <b>Sandra Pina</b> , Sustainability & Business expert, Quiero				
17:00 - 18:00		<b>Debate</b> (ESP) <b>BSECURE</b> e-commerce & financing sector challenges - digitization / B2B / Security / Sustainability / Collaboration	<b>Panel</b> <b>BTRENDY</b> The way we will work from now on	<b>Panel</b> (ESP/ENG) <b>BDIGITAL</b> Great growth opportunities in 5G	<b>Debate</b> (ESP) <b>BTECH</b> e-commerce zones
18:00 - 19:00	<b>Inspirational Speaker</b> <b>The positive power of change</b> <b>Mago More</b> , Expert in change management, Mago More Fun Business				

\*Translation ESP/ENG available in all sessions

**FRIDAY 9<sup>th</sup> OCTOBER 2020**

	<b>BNEW</b> LOGISTICS	<b>BNEW</b> ECOMMERCE	<b>BNEW</b> REAL ESTATE	<b>BNEW</b> DIGITAL INDUSTRY	<b>BNEW</b> ECONOMIC ZONES
	FRANÇA STATION	FRANÇA STATION	FRANÇA STATION	MOVISTAR CENTRE	CASA SEAT
11:00 - 12:00					<b>Panel (ENG)</b> <b>BEUROPE</b> Role of economic zones towards a European industrial recovery
12:00 - 13:00	<b>Debate (ESP)</b> <b>BSECURE</b> Cybersecurity: Are companies prepared to minimize cyberattacks?	<b>Debate (ESP)</b> <b>BENTERPRENEUR</b> e-commerce, tech business & entrepreneurship. Entrepreneurship opportunities & digital transformation	<b>Panel (ESP)</b> <b>BPREPARED</b> Professionalization in asset management	<b>Debate (ESP)</b> <b>BINDUSTRY</b> Industrial globalization after COVID-19	<b>Panel (ENG)</b> <b>BSTRATEGIC</b> Economic zones becoming strategical reserves against future pandemics
13:00 - 14:00	<b>Inspirational Speaker</b> <b>How to face the change in the post-COVID-19 era</b> Pilar Jericó, Entrepreneur, writer and speaker				
14:00 - 15:00		<b>Panel (ENG)</b> <b>BINTELLIGENT</b> e-commerce, AI & Big Data for the positive impact on the customer's experience	<b>Panel (ENG-ESP)</b> <b>BSUSTAINABLE</b> 2030. Trends for a sustainable world	<b>Panel (ESP/ENG)</b> <b>BSECURE</b> Cybersecurity: an essential issue in the digital society	<b>Panel (ESP)</b> <b>BAMERICAS</b> Role of economic zones towards a Latin American industrial recovery
15:00 - 16:00	<b>Panel (ENG)</b> <b>BSMART</b> Future air smart & autonomous delivery. 2030 transformation vision	<b>Panel (ESP)</b> <b>BDIGITAL</b> Retailers & Brands digital transformation acceleration	<b>Panel (ESP)</b> <b>BSUSTAINABLE</b> Socialization and construction: trends and assessments	<b>Panel (ESP)</b> <b>BCGLOBAL</b> Digital Industries in the world	<b>Panel (ENG)</b> <b>BASSOCIATION</b> Towards a closer cooperation between economic zones
16:00 - 17:00	<b>Inspirational Speaker</b> <b>Mente.com, understanding the brain of the 21<sup>st</sup> Century</b> Marian Rojas, Psychiatrist specialized in emotional management				
17:00 - 18:00	<b>Panel (ESP/ENG)</b> <b>BTECH</b> Reach and restrictions in technology	<b>Debate (ESP)</b> <b>BTECH</b> Retailtech on a digital consumer environment		<b>Panel (ESP/ENG)</b> <b>BDIGITAL</b> Technology at the service of science and health	<b>Debate (ESP)</b> <b>BCUSTOMS</b> Future of Customs after COVID-19 pandemic
18:00 - 19:00	<b>Inspirational Speaker</b> <b>4.0 personal productivity</b> César Piqueras, Benchmark in training and motivation of professionals and managers, Excéltitas Global				

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Program subject to change

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BAir:



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