



Conference Hall, Tecnoincubadora
Marie Curie, PCT Cartuja, Seville.



3rd march
2023

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- 09:00 Welcome from LUIS PÉREZ, CEO, **PCT Cartuja**.
- Tower Automation Alliance** presentation, José Muñiz, Managing Director, TAA. **"SEVILLA AUTOMATE SUMMIT"**. Ideas and presentation.
- 09:15 Messages from the TAA Members.
- 09:20 **"Web3-ready machine data infrastructure"**, Alexandra Mikityuk, CEO and Founder, STAEX.
- 09:40 **"HYBRICO: Supporting to create a truly greener and more connected future in telecommunications"**. Alejandro Estrada Toledo, Co-Founder and CEO, HYBRICO.
- 10:00 **"BERRADE: the value of system integration in 5G sites and cabinets"**. Ignacio Rebollo, CEO, BERRADE.
- 10:20 **"Immersion Cooling for edge computing"**. Pablo Casado de las Heras, Head of Global Data Center & Core Sites, TELEFÓNICA.
- 10:40 **"Open Innovation, API first"**. David Humanes, CTO and Co-Founder, ATREBO.
- 11:00 COFFEE BREAK.
- 11:30 **"CALIDUS Innovating in the prevention of Workplace accidents with Artificial Vision (In the critical infrastructure sector)"**. Beatriz Rey Hernández, Product and Marketing Manager, SEITECH.
- 11:50 **"Tower Tokenization, Certification and Auditing"**, José Luis Núñez, Global Head of Blockchain at Telefónica Spain, TELEFÓNICA.
- 12:10 **Panel: "Seville, innovation headquarters of technology-based projects"** Moderator: Ignacio Morales, Innovation Consultant Southern Territory, TELEFÓNICA SPAIN. Participants: Rafael Padura. Director of IR and Business Development, onTech Innovation. David Pino. Director of Innovation and Social Economy, Seville City Council. José Casanova. Board Member of the Official Association of Telecommunications Engineers of Western Andalusia and Ceuta. Ramón González. Professor at The University of Seville.
- 13:10 **"Process Intelligence as a catalyst for business performance"**. Ricardo Deza, Sales Director, Telecommunications Industry, CELONIS.
- 13:30 **"New Commercialization Opportunities for Communications Infrastructure Companies"**. Juan de Miguel, HO Technology Strategy & Innovation, VANTAGE TOWERS.
- 13:50 Closing by Jesús del Estad, CEO, **Tower Automation Alliance/Atrebo**.