

Agenda

Day 1 /

09:00

14:00h

TECH SPIRIT

BARCELONA

2025

DAY 1	Caixabank Dayone Stage	EAE Stage
9:00	Registration Opening - Welcome Coffee	Registration Opening - Welcome Coffee
9:15		
9:30	Institutional Photos - Welcome Coffee	Institutional Photos - Welcome Coffee
9:45		
10:00	Institutional welcome	Institutional welcome
10:15	Jordi Valls (Tinent d'Alcalde de Barcelona), Josep Santacreu (President Cambra de Comerç), Miguel Vicente (President Tech Barcelona)	Jordi Valls (Tinent d'Alcalde de Barcelona), Josep Santacreu (President Cambra de Comerç), Miguel Vicente (President Tech Barcelona)
10:30	(Fireside Chat) Elsa Punset. Ethics behind the IA	(Keynote) The Disappearance of the Technological Middle Class
10:45	Elsa Punset (Author & Science Communicator), Muriel Rovira (Deep Learning Lecturer, EAE)	David Levy (Diverinvest)
11:00	(Keynote) Barcelona: Tourism and the Knowledge Economy	(Panel) The New Wave of Purpose-Driven Venture Capital
11:15	Mateu Hernández (CEO Consorci de Turisme de Barcelona)	Jordi Vidal (Kibo Ventures), Miriam Damas (Ship2B Ventures), Iñigo López-Huerta (Ysios Capital), Josep Miquel Torregrosa (Suma Capital)
11:30	(Panel) Lifecode 5.0: The Tech Awakening (Five years. Infinite disruption)	(Keynote) Speaking Clearly (Hablando en plata)
11:45	Montse Daban (Biocat), Anaís Garrell (Robotics Institute CSIC-UPC), Martha Ivón (Computer Science Department, UPC), Arantxa Sanz (Catalonia.Health)	Mathieu Carenzo
12:00	(Panel) From lab to market: Corporate innovation pathways	(Panel) When the exit becomes the Next Venture: Insights from Real M&A Stories
12:15	Artur Callau (Caixabank), Alejandro Martí (Mitiga Solutions), Isabel Caruana (Ailin Health)	Marcel Prunera (Crea Inversión), Mason Sinclair (IQ Capital), Roger Dobaño (Quipu), Jaume Gomà (Reskyt)
12:30	(Panel) Catalan Local heroes	(Panel) Public energy for innovation: the role of the entrepreneurial state
12:45	Carla Gómez (Theker), Gerard Caelles (SpliceBio)	Miguel Vicente (Tech Barcelona), Jesús Herrero (Red . Es), Guillermo Jiménez (AXIS), Carolina Rodríguez (ENISA), José Moisés Martín (CDTI)
13:00	(Fireside Chat) Leaving Lovable at 16y/o to build AGI	(Panel) Strategy and public financing for a competitive technological ecosystem
13:15	Elliot Norrevik (ex Lovable), Ignasi Costas (RCD)	Clàudia Canals (Avançsa), Vanessa Servera (Institut Català de Finances), Miquel Rodríguez (Ajuntament de Barcelona), Ernest Quingles (Axia & Partners)
13:30	Catalan Pitch Competition (ACCIO)	
13:45		
14:00	Catalan Pitch Competition (ACCIO)	
14:15		



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Day 1 /

15:00

19:00h

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15:00	
15:15	
15:30	(Panel) Innovation at the Port of Barcelona: technology & collab for a sustainable future
15:45	Emma Cobos (APB), Stewart Sarkozy-Banockzy (World Ocean Council), Ann Lee Carpenter (Braid Theory)
16:00	
16:15	(Keynote) Tech to Connect: From Distraction to Intention Liliana Arroyo (ESADE Business School)
16:30	(Panel) The Power of Technology & Elite Sport (& Its Application in Civilian Fields)
16:45	Pau Capell (Ultra-trail Runner), Núria Picas (Ultra-trail Runner), Mar Galtés (Mat Holding)
17:00	
17:15	(Keynote) The Power of a City's Brand Eduardo Aires (Studio Eduardo Aires)
17:30	(Panel) Building Global AI Companies from Barcelona
17:45	Daniel Carmona (Supersonik), Borja Solé (Get Murphy), Issey Masuda (Cala AI), Aleix Casals (AWS)
18:00	
18:15	(Keynote) The Last Supper in Silicon Valley Aleix Valls (Liquid Lab)
18:30	
18:45	(Panel) Sold but Still Scaling: The Post-Acquisition Playbook from Barcelona Rob Cassedy (Wallapop), Sacha Michaud (Glovo), Pipo Serrano
19:00	
19:15	Afterwork
19:30	
19:45	Afterwork
20:00	
20:15	Afterwork

EAE Stage
(Panel) The AI Correction: How Entrepreneurs and investors can protect and profit from it Oriol Juncosa (Plus Partners VC), Sergi Bastardas (Orbio), Sean Seton-Rogers (PROfounders Capital)
(Panel) Future Builders: Tech & Impact Jose Jarque (CaixaBank DayOne), Marc García-Durán (Underwater Gardens International), Benjamin Viguiet (Yego), Anna Escoda (Barcelona Supercomputing Center)
(Panel) 2026 — AI VC Investing: Bubble or Opportunity? Angel García (Necta Ventures), Mattias Ljungman (Moonfire), Mason Sinclair (IQ Capital)
(Panel) Technology Adoption – The role of the Barcelona's Digital Hubs Guillem Vila (Ocado), Ana Ochoa (Nestlé), César Velasco (AstraZeneca Global Hub in Barcelona), Ana Díaz de la Fuente (Zurich)
(Panel) Powering Intelligence: AI and Energy in mutual reinvention Carmen López (Naturgy), Fernando Casado (Inclimo Climate Tech Fun), Laura García (Repsol), Josep Solé (ERIA InnoHub),
(Keynote) Innovation and Intrapreneurship: The HP SitePrint Case Xavier Juarez (HP)
(Panel) What's next for global tech hubs in Barcelona – Catalonia? Laura Sancho (Schneider Electric), Mireia López (Acció), Marc Ferre Hausmann (Deloitte), Susanna Kamph (Xplore Studio Barcelona), Akshay Bharadwaj (Socialpoint)

Afterwork

Afterwork

Afterwork

Agenda

Day 2 /

09:00

14:00h

TECH SPIRIT

BARCELONA

2025

DAY 2

Caixabank | Dayone Stage

9:00	
9:15	
9:30	(Keynote) Putting AI to Work: Gemini Enterprise, Agents, and Bananas
9:45	Israel Olalla (Google)
10:00	(Keynote) Innovating in Everyday Life, Driven by Curiosity
10:15	Alfons Cornella (Institute of Next)
10:30	(Keynote) AI+HPC at BSC Towards Technology Sovereignty for Europe
10:45	Cristian Canton (BSC)
11:00	
11:15	
11:30	(Keynote AI in Healthcare Decoded: What’s Real, What’s Next?
11:45	Jorge Juan Fernández (Hospital Clínic de Barcelona)
12:00	(Fireside Chat) Promise vs Practice: What healthcare really gets from AI
12:15	Jorge Juan Fernández (Hospital Clínic de Barcelona), Pep Martorell (Invivo AI)
12:30	(Fireside Chat) How to build & scale a hardware company in a sector dominated by titans
12:45	David Sanmartín (Nothing), Josep M. Ganyet (Mortensen)
13:00	Catalan Pitch Competition
13:15	Oriol Sans (ACCIÓ)
13:30	
13:45	
14:00	
14:15	

EAE Stage

(Keynote) OLX
Andreas Meretitis (OLX)
(Keynote) Androids Already Dream of Electric Sheep
Jordi Sellas i Ferrés (Layers of Reality)
(Panel) Press Start:the Rise of Barcelona’s Video Game Industry
Pere Torrents (Anchor Point Studios), Gerard Fernández (Penguin Armada), Jessica Bermejo (Loadstar Games), Yolanda Sanchez (Gameloft)
(Keynote) Blurring lines between digital and reality
Diana Nuñez (The Clueless Agency)
(Keynote) AI, the new language of creativity
Sarah Iglesias (Artiso AI)
(Keynote) Revolutionizing Sponsorship Measurement with AI
Gerard Esteban (Camaleonic Analytics)



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15:00

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15:00	(Panel) Leading Change: The power of Women Founders Anastasia Nedayvoda (GIGA), Ochieng Quinter (Chargebyte), Joanna Henderson	
15:15	(Hello World)	
15:30	(Panel) Impact Investing: From Purpose to Profitability Guifré Belloso (Barcelona Activa), Maite Fibrà (Ship2b), Elena Rico (Impact Partners Ibérica)	(Keynote) Google Education Gonzalo Romero (Google Education)
15:45		
16:00	(Keynote) The Vibe Enterprise: How the AI Abstraction Layer is Swallowing the Stack Yuval Dvir (SandboxAQ)	(Panel) From Barcelona to Space: The Catalan Constellation Opening New Horizons Jaume Sanpera (Sateliot), Carles Franquesa (Aistech Space), Àngels Chacón (LLYC Barcelona)
16:15		
16:30	(Fireside Chat) Disruptive Coffees Gary Gautier (Casa Batlló), Ana Simon (ACCIÓ)	(Panel) From Lab to Market: Dual Technologies shaping the future Albert Mascarell (IMobile World Capital Barcelona), Santiago Royo (Beaimagine), David García (YPlasma),
16:45		
17:00	(Panel) Born to build again Elisenda Bou-Balust (Cala AI), Andrés Bou (LABHOUSE), Paula Clemente	(Panel) Navigating Digital Sovereignty: Cybersecurity and Dual Use in the New Technological Era Laura Caballero (Agència de Ciberseguretat de Catalunya), Carlos Alvarez (Indra Space)
17:15	(EIPeriódico)	
17:30	(Keynote) What does being creative in business? Enric Jové (Cambra de Comerç de barcelona)	(Panel) From Shock Resistance to Future Readiness: The Next Era of Climate Solutions Ignasi Vilajosana (Worldsensing), Alejandro Martí (Mitiga Solutions), Laura Moreno (EarthPulse), Queralt Plana (Eurecat), Ignasi Fontanals (Resilient Systems Hub)
17:45		
18:00	(Keynote) NOS(OTROS): The Politics of Polarization and Division Antonio Gutiérrez-Rubí (Ideograma)	(Panel) AI Factories: Accelerating Innovation TBC
18:15		
18:30	Afterwork	Afterwork
18:45		
19:00	Afterwork	Afterwork
19:15		
19:30	Afterwork	Afterwork
19:45		
20:00	Afterwork	Afterwork
20:15		