

Agenda Day 1 / 09:00 14:15h

TECH SPIRIT
BARCELONA
2025

DAY 1 Caixabank | Dayone Stage

9:00	Registration Opening - Welcome Coffee
9:15	
9:30	
9:45	Institutional Photos - Welcome Coffee
10:00	Institutional welcome Jordi Valls (Tinent d'Alcalde de Barcelona), Josep Santacreu (President Cambra de Comerç), Miguel Vicente (President Tech Barcelona)
10:15	
10:30	(Fireside Chat) Elsa Punset. Ethics behind the IA Elsa Punset (Author & Science Communicator), Muriel Rovira (Deep Learning Lecturer, EAE)
10:45	
11:00	(Keynote) Barcelona: Tourism and the Knowledge Economy Mateu Hernández (CEO Consorci de Turisme de Barcelona)
11:15	
11:30	(Panel) Lifecode 5.0: The Tech Awakening (Five years. Infinite disruption) Anais Garrell (Robotics Institute CSIC-UPC), Martha Ivón (Computer Science Department, UPC), Arantxa Sanz (Catalonia.Health) - Moderator: Montse Daban (Biocat)
11:45	
12:00	(Panel) From lab to market: Corporate innovation pathways Alejandro Martí (Mitiga Solutions), Isabel Caruana (Ailin Health) - Moderator: Artur Callau (Caixabank)
12:15	
12:30	(Panel) Catalan Local heroes Carla Gómez (Theker), Gerard Caelles (SpliceBio) - Moderator: Rocio Flor (ACCIÓ)
12:45	
13:00	(Fireside Chat) Leaving Lovable at 16y/o to build AGI Elliot Norrevik (ex Lovable), Ignasi Costas (RCD)
13:15	
13:30	
13:45	
14:00	Catalan Pitch Competition - Oriol Sans (ACCIÓ)
14:15	

EAE Stage

No session
No Session
No Session
(Keynote) The Disappearance of the Technological Middle Class David Levy (Diverinvest)
(Panel) The New Wave of Purpose-Driven Venture Capital Miriam Damas (Ship2B Ventures), Iñigo López-Huerta (Ysios Capital), Josep Miquel Torregrosa (Suma Capital) - Moderator: Jordi Vidal (Kibo Ventures)
(Keynote) Speaking Clearly (Hablando en plata) Mathieu Carenzo
(Panel) When the exit becomes the Next Venture: Insights from Real M&A Stories Mason Sinclair (IQ Capital), Roger Dobaño (Quipu), Jaume Gornà (Reskyt) - Moderator: Marcel Prunera (Crea Inversión)
(Panel) Public energy for innovation: the role of the entrepreneurial state Jesús Herrero (Red . Es), Guillermo Jiménez (AXIS), Carolina Rodríguez (ENISA), José Moisés Martín (CDTI) - Moderator: Miguel Vicente (Tech Barcelona)
(Panel) Strategy and public financing for a competitive technological ecosystem Vanessa Servera (Institut Català de Finances), Clàudia Canals (Avançsa), Miquel Rodríguez (Ajuntament de Barcelona) - Moderator: Ernest Quingles (Axia & Partners)
No Session

Agenda Day 1 /

15:00

19:00h

TECH SPIRIT
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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	Stewart Sarkozy-Banockzy (World Ocean Council), Ann Lee Carpenter (Braid Theory), Arjaney Borwarkar (Novozyme) - Moderator: Emma Cobos (APB)
16:00	(Keynote) Tech to Connect: From Distraction to Intention
16:15	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)- Moderator: Mar Galtés (Mat Holding)
17:00	(Keynote) The Power of a City's Brand
17:15	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), - Moderator: Aleix Casals (AWS)
18:00	(Keynote) The Last Supper in Silicon Valley
18:15	Aleix Valls (Liquid Lab)
18:30	(Panel) Sold but Still Scaling: The Post-Acquisition Playbook from Barcelona
18:45	Rob Cassidy (Wallapop), Sacha Michaud (Glovo) - Moderator: Pipo Serrano
19:00	
19:15	
19:30	
19:45	Afterwork
20:00	
20:15	

EAE Stage

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

Tech
Barcelona

Cambra
de Comerç de Barcelona

Agenda

Day 2 /

09:00

14:00h

TECH SPIRIT
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DAY 2 Caixabank | Dayone Stage

9:00	
9:15	
9:30	(Keynote) Putting AI to Work: Gemini 3, 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	Morning Break
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	
13:15	Catalan Pitch Competition
13:30	Oriol Sans (ACCIÓ)
13:45	
14:00	

EAE Stage

(Keynote) OLX
Andreas Meretitis (OLX)
(Keynote) IRL VS URL: The Entertainment Duality
Jordi Sellas i Ferrés (Layers of Reality)
(Panel) Press Start:the Rise of Barcelona's Video Game Industry
Gerard Fernández (Penguin Armada), Jessica Bermejo (Loadstar Games), Yolanda Sanchez (Gameloft) - Moderator: Pere Torrents (Anchor Point Studios)
Morning Break
(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)
No Session

Agenda Day 2 /

15:00

19:00h

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DAY 2 Caixabank | Dayone Stage

15:00	(Panel) Leading Change: The power of Women Founders Ochieng Quinter (Chargebyte), Joanna Henderson (Hello World) - Moderator: Anastasiia Nedayvoda (GIGA - Itu)
15:30	(Panel) Impact Investing: From Purpose to Profitability Maite Fibrà (Ship2b), Elena Rico (Impact Partners Ibérica) - Moderator: Guifré Belloso (Barcelona Activa)
16:00	(Keynote) The Vibe Enterprise: How the AI Abstraction Layer is Swallowing the Stack Yuval Dvir (SandboxAQ)
16:30	(Fireside Chat) Disruptive Coffees Gary Gautier (Casa Batlló), Ana Simon (ACCIÓ)
17:00	(Panel) Born to build again Elisenda Bou-Balust (Cala AI), Andrés Bou (LABHOUSE) - Moderator: Paula Clemente (ElPeriódico)
17:30	(Keynote) What does being creative in business? Enric Jové (Barcelona Creativity & Design Foundation)
18:00	(Keynote) NOS(OTROS): The Politics of Polarization and Division Antonio Gutiérrez-Rubí (Ideograma)
18:30	(Panel) Final Session
19:00	
19:15	
19:30	Afterwork
19:45	
20:00	
20:15	

EAE Stage

(Keynote) Google Education Gonzalo Romero (Google Education)
(Panel) From Barcelona to Space: The Catalan Constellation Opening New Horizons Jaume Sanpera (Sateliot), Carles Franquesa (Aistech Space) - Moderator: Àngels Chacón (LLYC Barcelona)
(Panel) From Lab to Market: Dual Technologies shaping the future Santiago Royo (Beaimagine), David Garcia (YPlasma) - Moderator: Albert Mascarell (MWC Barcelona)
(Panel) Navigating Digital Sovereignty: Cybersecurity and Dual Use in the New Technological Era Laura Caballero (Agència de Ciberseguretat de Catalunya), Carlos Alvarez (Indra Space) - Moderator: Josep Martrat (I2Cat)
(Panel) From Shock Resistance to Future Readiness: The Next Era of Climate Solutions Alejandro Martí (Mitiga Solutions), Laura Moreno(EarthPulse), Queralt Plana (Eurecat), Ignasi Fontanals (Resilient Systems Hub)- Moderator: Ignasi Vilajosana (Worldsensing)
(Panel) AI Factories: Accelerating Innovation Moderator: Mariona Sans (BSC)
(Panel) BSC's Innovation Journey Awards
No Session
Afterwork