

Agenda

Day 1 /

09:00

14:15h

TECH SPIRIT
BARCELONA
2025

DAY 1	Caixabank Dayone Stage
9:00	9:00-9:30
9:15	Registration Opening - Welcome Coffee
9:30	9:30-10:00
9:45	Institutional Photos
10:00	10:00-10:30 Institutional welcome Miguel Vicente (President Tech Barcelona), osep Santacreu (President Cambra de Comerç), Lorenzo Di Pietro (DG Barcelona Activa, Ajuntament de Barcelona), Jaume Baró (Secretari d'Empresa, Dp D'Empresa i Treball, Generalitat de Catalunya)
10:15	10:30-11:00 (Fireside Chat) Elsa Punset. Ethics behind the IA Elsa Punset (Author & Science Communicator), Muriel Rovira (Deep Learning Lecturer, EAE)
10:30	11:00-11:30 (Keynote) Barcelona: Tourism and the Knowledge Economy Mateu Hernández (CEO Consorci de Turisme de Barcelona)
10:45	11:30-12:00 (Panel) Lifecode 5.0: The Tech Awakening (Five years. Infinite disruption) Anaís Garrell (Robotics Institute CSIC-UPC), Martha Ivón (Computer Science Department, UPC), Arantxa Sanz (Catalonia.Health) - Moderator: Montse Daban (Biocat)
11:00	12:00-12:30 (Panel) From lab to market: Corporate innovation pathways Alejandro Martí (Mitiga Solutions), Isabel Caruana (Ailin Health) - Moderator: Artur Callau (Caixabank)
11:15	12:30-13:00 (Panel) Catalan Local heroes Carla Gómez (Theker), Gerard Caelles (SpliceBio) - Moderator: Rocio Flor (ACCIÓ)
11:30	13:00-13:30 (Fireside Chat) Leaving Lovable at 16y/o to build AGI Elliot Norrevik (ex Lovable), Ignasi Costas (RCD)
11:45	13:30-14:15 Catalan Pitch Competition Oriol Sans (ACCIÓ)
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EAE Stage	
10:45-11:15 (Keynote) The Disappearance of the Technological Middle Class David Levy (Diverinvest)	
11:15-11:45 (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)	
11:45-12:15 (Keynote) Speaking Clearly (Hablando en plata) Mathieu Carenzo	
12:15-12:45 (Panel) When the exit becomes the Next Venture: Insights from Real M&A Stories Mason Sinclair (IQ Capital), Roger Dobaño (Quipu), Jaume Gomà (Reskyt) - Moderator: Marcel Prunera (Crea Inversión)	
12:45-13:30 (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)	
13:30-14:00 (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: Elena Busquets (The New Barcelona Post)	

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15:00					
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15:30	15:30-16:00 (Panel) Innovation at the Port of Barcelona: technology & collab for a sustainable future Stewart Sarkozy-Banockzy (World Ocean Council), Ann Lee Carpenter (Braid Theory), Arjaney Borwarkar (Novozyme) - Moderator: Emma Cobos (APB)	15:30-16:00 (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)			
16:00	16:00-16:30 (Keynote) Tech to Connect: From Distraction to Intention Liliana Arroyo (ESADE Business School)	16:00-16:30 (Panel) Future Builders: Tech & Impact Marc García-Durán (Underwater Gardens International), Benjamin Viguiet (Yego), Anna Escoda (Barcelona Supercomputing Center) - Moderator: Jose Jarque (CaixaBank DayOne)			
16:30	16:30-17:00 (Panel) The Power of Technology & Elite Sport (& Its Application in Civilian Fields) Pau Capell (Ultra-trail Runner), Núria Picas (Ultra-trail Runner)- Moderator: Mar Galtés (Mat Holding)	16:30-17:00 (Panel) 2026 — AI VC Investing: Bubble or Opportunity? Angel García (Necta Ventures), Mattias Ljungman (Moonfire), Mason Sinclair (IQ Capital)			
17:00	17:00-17:30 (Keynote) The Power of a City’s Brand Eduardo Aires (Studio Eduardo Aires)	17:00-17:30 (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)			
17:30	17:30-18:00 (Panel) Building Global AI Companies from Barcelona Gerard Clos (Latitude), Jaume Portell (Pagemind), Issey Masuda (Cala AI), - Moderator: Aleix Casals (AWS)	17:30-18:00 (Panel) Powering Intelligence: AI and Energy in mutual reinvention Fernando Casado (Inclimo Climate Tech Fun), Laura García (Repsol), Josep Solé (ERIA InnoHub) - Moderator: Carmen López (Naturgy)			
18:00	18:00-18:30 (Keynote) The Last Supper in Silicon Valley Aleix Valls (Liquid Lab)	18:00-18:30 (Keynote) Innovation and Intrapreneurship: The HP SitePrint Case Xavier Juarez (HP)			
18:30	18:30-19:00 (Panel) Sold but Still Scaling: The Post-Acquisition Playbook from Barcelona Rob Cassedy (Wallapop), Sacha Michaud (Glovo) - Moderator: Pipo Serrano	18:30-19:00 (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)			
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Day 2 /

09:30

14:00h

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DAY 2	Caixabank Dayone Stage	EAE Stage	Community Room	S2F ACCIÓ	ACCIÓ Square
9:00					
9:15					
9:30	9:30-10:00 (Keynote) Putting AI to Work: Gemini 3, Agents, and Bananas Israel Olalla (Google)	9:30-10:00 (Keynote) The AI Breakthrough: How Agentic Innovation Is Reshaping Global Marketplaces Andreas Meretitis (OLX)			
9:45					
10:00	10:00-10:30 (Keynote) Innovating in Everyday Life, Driven by Curiosity Alfons Cornella (Institute of Next)	10:00-10:30 (Keynote) IRL VS URL: The Entertainment Duality Jordi Sellas i Ferrés (Layers of Reality)		9:30-11:00 S2F ACCIÓ 2on Torn	
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10:30	10:30-11:00 (Keynote) AI+HPC at BSC Towards Technology Sovereignty for Europe Cristian Canton (BSC)	10:30-11:00 (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)			
10:45					
11:00		11:00-11:30 Morning Break			
11:15					
11:30	11:30-12:00 (Keynote) AI in Healthcare Decoded: What’s Real, What’s Next? Jorge Juan Fernández (Hospital Clínic de Barcelona)	11:30-12:00 (Keynote) Blurring lines between digital and reality Diana Nuñez (The Clueless Agency)			
11:45					
12:00	12:00-12:30 (Fireside Chat) Promise vs Practice: What healthcare really gets from AI Jorge Juan Fernández (Hospital Clínic de Barcelona), Pep Martorell (Invivo AI)	12:00-12:30 (Keynote) AI, the new language of creativity Sarah Iglesias (Artiso AI)		11:30-13:00 S2F ACCIÓ 3er Torn	
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12:30	12:30-13:00 (Fireside Chat) How to build & scale a hardware company in a sector dominated by titans David Sanmartín (Nothing), Josep M. Ganyet (Mortensen)	12:30-13:00 (Keynote) Revolutionizing Sponsorship Measurement with AI Gerard Esteban (Camaleonic Analytics)			
12:45					
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13:15	13:00-14:00 Catalan Pitch Competition Oriol Sans (ACCIÓ)				
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