

MWC2022 – Telefónica's AGORA sessions – ON DEMAND

Monday 28th February

12:30 - 13:30 [Telefónica Digital Core](#) – José María Alonso, CDO; Alberto Granados, President Microsoft Spain

14:00 - 14:30 [Holographic Telepresence with Carolina Marín, World & Olympic Badminton champion \(live demo\)](#) – Juan Cambeiro, 5G innovation Expert, Telefónica

15:00 – 15:30 [5G robotics for industrial environments supervision \(live demo\)](#) – Alejandro Alonso and Vanesa Montoya, 5G innovation Experts, Telefónica

16.00 – 16.45 [DEMOTOUR - Live demos session](#) – Guillermo Bataller, Transformation and innovation projects manager, Telefónica

17:00 – 17:30 [Open RAN in Telefónica](#) – Maite Aparicio, Head of Open RAN, GCTIO Telefónica

17.45 – 18:15 [New challenges of personal and digitalised mobility](#) – Joaquín Balsera García – Director de Marketing y Negocio Internacional TMB de Barcelona; César Sánchez Gómez, Gerente de Adm. Públicas de Cataluña y Aragón, Telefónica

Tuesday 1st March

9:30 – 10:00 [The future of mobility in the smart city](#) – Leticia López & Alejandro Alonso, 5G Innovation Experts, Telefónica

10:30 – 11:30 [5G Gaming Arena Powered by Telefónica \(live demo\)](#) - Gamers

12:30 – 13:15 [5G Imagine infinite possibilities for your business \(live demos\)](#) – Agustín Cárdenas, Director of Digital Transformation of Enterprises, Telefónica & other speakers

13:45 – 14:15 [Predictive maintenance with 5G Drones](#) – Andrés Escribano- Director Industria 4.0 y New Business - Telefónica Tech AI of Things

14:30- 15:00 [The Future is here, Telefonica's Headquarter Drone Protection \(live demos\)](#) – Fabian Blanco, CEO & Miguel Borja Cano, Head of Defense & National Security, Telefónica Ing. Seguridad; Nicholas Zylbergajt – CEO, Unmanned Life

15.15- 16:00 [A Rural Manifesto for Latam](#) - Alfonso Gómez Palacio – CEO, Telefónica Hispanoamérica & other speakers

16.15 – 16.45 [Demotour \(live demos\)](#) – Guillermo Bataller, Transformation and innovation projects manager, Telefónica

17:00 – 17:45 [Smart cities: Success stories of digital transformation projects of local administrations](#) - Gema Igual - Mayoress of Santander; Juan Antonio Bermejo – Head of Innovation Service Cabildo La Palma; Gastón Navarro - Subsecretary of Technology and Informatics of the city of Buenos Aires; Diego López Román – Mkg & Business Development Manager – Telefónica

18.00 – 18.45 [Enabling Metaverse-ready networks: A Telecom Infra Project Birds of a Feather](#) – Vish Ponnampalam & Rashan Jibowu, Meta; Juan Carlos Garcia, Telefónica; Victor Fernandez, Vodafone; Laurent Leboucher, Orange

Wednesday 2nd March

10:00 – 10:30 [Industrial Cybersecurity: challenges and solutions \(live demo\)](#) – Vicente Segura, Head of IoT Security Telefónica; Unai Ayúcar, CTO Alias Robotics

11:00 – 11:30 [Reinventing the future of ports](#) - Agustín Moro & Agustín Cárdenas, Telefónica; Mafran Martínez – CTO Autoridad Portuaria de Huelva y Responsable Puerto Huelva; Salvador Furió Pruñonosa- Director Innovación; Antonio Torregrosa- Managing Director Valencia Port

12:00 – 12:30 [5G - VR Endoscopy Quirón](#) – Dr. Pedro Rosón, Head of Gastroenterology Dept. Hospital Quirón Salud Málaga; Juanjo Rodriguez Lupiañez, Innovation Expert Telefónica

13:00 – 13:30 [Why do we need smart buildings?](#) – Mariano González Vilellas – Director División Inmobiliaria, Grupo Iberebro; Carlos Martínez, Global Director IoT, Big Data & AI Telefónica

14:00- 14:30 [A country of digitalised SMEs](#) – Javier Vizcaíno - Director SMEs, Telefónica España

15:00 – 15:30 [Digitalization for a green transition](#) - José Frasset – Strategy Director, Consorcio de Valencia 2007; Maya Ormazabal - Directora Medio Ambiente y Derechos Humanos Telefónica S.A; Sergio de los Santos Vílchez – Director Área Innovación y Lab. Telefónica Tech

16:00 – 16:30 [INESCUBE PROTECT: The artificial eye that sees the chemistry of things \(live demo\)](#) – Daniel Kumble, CEO INES OPTICS SL; Guillermo Bataller, Innovation Manager Telefónica; Blanca Drake, Head of Open Innovation Marketing, Telefónica

17:00 – 17:30 [New ways of working: digital tools and skills](#) – Belén Espejo González – Head of HR Business Development & Pilar Río Maestu - Vertical Education Leader, Telefónica

Thursday 3rd March

10:00 – 10:30 [Open Innovation: Startups shaping Telefónica's future](#) – Hernan Bastiani – Head of Business Development at Wayra Barcelona; Joel Balagué – CEO Volava; Albert Rodés – CEO Watchcity; Javier Polo – CEO Councilbox

11:00 – 11:30 [Virtual Assistants and RPA: Efficient Citizen Service](#) – Bruno Lago; José María López, Business Developer Managers Telefónica

12:00 – 12:30 [Blockchain on the streets \(live holographic telepresence\)](#) – José Luis Núñez, Head of blockchain, Telefónica Tech; Guillermo Bataller, Transformation and innovation manager, Telefónica

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