

MWC2023 – Telefónica's AGORA sessions

Monday 27th February

11:45 - 12:45 [Creating Developer-Ready Telco Services](#) – Chema Alonso- CDO Telefónica; Mark Evans - Chief Strategy, Development & Alliances Officer, Telefónica; Jason Zander – Executive Vice President, Microsoft; David Carmona – General Manager Strategic Missions & Technologies, Microsoft

13:00 – 14.00 [Open Gateway- Making collaboration with our strategic partners a reality for our networks](#) – David del Val- Director Strategic Innovation, Telefónica; Alex Martins Salgado - VP B2B Vivo Telefónica; Ross Ortega– VP Product Mgmt, Microsoft Azure; Ishwar Parulkar– Chief Tech.,Telec. & Edge Cloud, AWS

14:30 – 15:00 [Immersive Remote Rehabilitation for Multiple Sclerosis \(live demo\)](#) – Vanesa Montoya; Irene Cañizares; Ana María Vega – Innovation Experts, Telefónica

15:30 – 16:00 [Open Gateway - Telefónica's journey towards network softwarization. Exposing network capabilities for future telco services](#) – Cayetano Carbajo – Director at Global CTIO, Telefónica

16.30 – 17.00 [Demotour - Live demos session](#) – Guillermo Bataller, Transformation.& innovation, Telefónica

17:30 – 18:15 [Developing strategies for web3 and metaverse](#)– Daniel Hernández - VP Devices & Consumer IoT; Yaiza Rubio - Chief Metaverse Officer, Telefónica; Hugo Swart, VP & GM of XR Qualcomm.

Tuesday 28th February

10:00 – 10:30 [The next 5G: Standalone \(SA\) and Network Slicing for real use cases \(live demo\)](#)– Juan Cambeiro, Irene Cañizares, Juan J. Rodriguez - Innovation Experts, Telefónica; Tomeu Fiol-CTO, Hoteles Melia

11:00-11:30 – [Presentation of “La Cabina”](#) - PRESS CONFERENCE

11:45 – 12:30 [The smart factory: manufacturing, maintenance, and logistics](#) – Dario Cesena - CEO Geprom, Telefónica Tech Co; Pablo Martin Garcia, Automotive sector lead NTT DATA; Jesús Martín Tello, lead Development for Telecom & Media NTT DATA

13:00 – 13:50 [5G Drones, present and future \(live demos\)](#)– Leticia López; Ángel Alves- Innovation Experts, Telefónica; Lorena Senador-Gomez- Director; Miguel Borja- Telefónica Ing. Seguridad; J. Damián García- Director of Integrity and Security, La Liga

14:15- 14:45 [Remote digital twin: joining robotics and 5G \(live demo\)](#) – Alejandro Alonso Portero; Vanesa Montoya - Innovation Experts, Telefónica; Ignacio Verona –Google Cloud

15.00- 15:30 [Connecting 5G IoT from space worldwide](#) - Juanjo González - Head of IoT connectivity Telefónica Tech; Gianluca Redolfi- CCO Sateliot; Jesús Millón, Head of Strategic Alliances- Telefonica Global Solutions

16.00 – 16.30 [Demotour -Live demos session](#)– Guillermo Bataller, Transformation.& innovation, Telefónica

17:00 – 17:30 [Aristeo – the industrial God of the OT bees for cybersecurity](#) – J. Antonio Cascallana Arroyo - Manager C4IN Cybersecurity Centre, Telefónica Tech

18.00 – 18.30 [Digitalisation of the mining industry: the success of our customers](#) – Pablo Ruiz Sánchez - Country Manager Perú, Andrés Escribano - Industry 4.0 & New Business Director, Telefónica Tech; Klever Morvely – Transformation and Business Relationship Manager at Minera Las Bambas.

Wednesday 1st March

11:00 – 11:30 [Putting open innovation to work: the case of Solar360](#) – Gonzalo Pérez - Wayra Head of Business Dev.; Alberto Cortés - CEO & Cofounder of Ezzing Solar; Guillermo Barth - CEO Solar 360

12:00-12:30 [Sports Centre of the future](#) - PRESS

13:00 – 13:30 [SMEs and the digital today](#)- Begoña Goicoechea Luis- Sales Director SMEs, Telefónica; Xavier Meseguer Casas - President KPsport Group

14:00 – 14:30 [Educational robotics: from consumers to digital creators \(live demo\)](#) – Belén Espejo Gonzalez; Juan María López Rufo - Education experts, Telefónica

15:00 – 15:30 [Smart & sustainable agriculture](#) – Ana Belén Pociña Hijosa – Environment and Human Rights; Paz Revuelta - New Business Manager, Telefónica Tech;

16:00- 16:45 [Latest alliance models to meet Latin America´s connectivity challenges](#) – Alfonso Gómez Palacio, CEO Telefónica Hispam; José Juan Haro Seijas – Director Negocio Mayorista y Asuntos Públicos; Andrea Folguezas – CTIO; Verena Webber, Head of the Communication Infrastructures and Services Policy Unit, OECD; José Miguel Torres - CEO ON*NET Fibra Chile; Ximena Mora - CEO ON*NET Fibra Colombia; Saúl Kattan – Advisor to Presidency of Colombia President of ECOJETROL

17:00 – 17:30 [Cloud Computer Vision, for everyone and everywhere \(live demo\)](#) - Sergio Sellers – Product Manager, Telefónica; Antonio León – CEO Etiqmedia;

18:00 – 18:30 [Transforming the Modern Workplace: the role of Artificial Intelligence and Virtual Assistants \(live demo\)](#) – Bruno Lago Prieto, Enrique García Lopez – Business Dev. Managers, Telefónica

Thursday 2nd March

10:00 – 10:30 [Telefónica and Unmanned Life: partnering for autonomous solutions in the Security industry](#) - Jorge Muñoz- VP Business & Marketing at Unmanned Life; Marc Ferrer- Business Development, Telefónica; Miguel Borja Cano - Innovation Manager, Telefónica Ingeniería Seguridad

11:00 – 11:30 [5G in Extreme Sports: Sail Grand Prix Cadiz experience](#)– Victoria Aznar, directoria de Marketing del Spain SailGP; Juan Cambeiro, 5G Customer Innovation, Telefónica

**CHECK
HERE THE
COMPLETE
AGENDA**

