WIP'19 | Leading work culture transformation

# PROGRAM & SPEAKERS

MADRID | NOV 13,14,15

**WI-FI: WIP19**
**PASSWORD: WORKINPLACE2019**

## THURSDAY 14TH NOVEMBER

*08:00 - 09:15* Attendants registration

*09:15 - 10:15* Inauguration (Plenary Session)
- José María Álvarez Vázquez, President, **AEO**
- Dª Begoña Villacís Sánchez, **Vicealcaldesa de Madrid**

*10:15 - 11:15* **Work ways in the 21st century,** (Plenary Session)
- Philip Ross, Founder/CEO, **UnGroup**

*11:15 - 11:45* Coffee break. Sponsored by **HOLLIS**

*11:45 - 12:45* **Office industry future,** round table (Plenary Session)
- John Bushell, Principal UK, **Kohn Pedersen Fox Associates**
- Ismael Clemente, Vice Chairman and CEO, **Merlin Properties**

*12:45 - 13:30* **Trends in USA Real Estate market**
- Byron Carlock, Jr., U.S. Real Estate Practice Leader, **PwC**

*13:30 - 15:00* Lunch

*15:00 - 16:00* **Tenants needs,** round table (Plenary session)
- Emilio Colomina, Director Inmuebles, **Mutua Inmobiliaria**
- Joaquina Garrido, Workplace Solutions Lead-Iberia & MART, **Accenture**
- Áurea Gómez, SEMA Area HR Director, **Kone**
- Fátima Koning, Group Chief Sales Officer, **IWG**
- Emma Swinnerton, International Partner, EMEA Head Flexible Leasing Solutions, **Cushman & Wakefield. Moderator.**

*16:00 - 16:30* Coffee break. Sponsored by IWG International Workplace Group

*16:30 - 17:30* **Digitalization and innovation,** round table (Plenary Session)
- Adolfo Barroso, Digital Buildings & RE Segments Director, Iberian Zone, **Schneider Electric**
- Matthew Green, Managing Director, **CoStar Group**
- Carlos Marina, CEO, **Telefónica On The Spot Services**
- Filipe Nóbrega, Managing Director, **Kone Ibérica**
- Hamzah Shamma, Strategy & Innovation Lead, **Savills Aguirre Newman**
- Aleix Valls, Managing Partner, **H-FARM BCN. Moderator.**

*17:30 - 18:30* **Spain, country to work,** round table (Plenary Session)
- David Brush, Chief Investment Officer, **Merlin Properties**
- Patrick Gött, Managing Director, **BASF Digital Solutions**
- Manuel Martín Espada, CEO, **PwC España**
- Adolfo Ramírez-Escudero, President CBRE Spain/Chairman Capital Markets, **CBRE EMEA. Moderator.**
- Michael Walley, Director of Workplace & Real Estate EMEA, **CRITEO**

*19:30* Transfer from Hotel to Gala Dinner

*20:00 - 22:30* Private visit and Gala Dinner at Thyssen-Bornemisza Museum. Sponsored by Colonial

## FRIDAY 15TH NOVEMBER

*09:00 - 09:50* **Product Quality,** round table
- Enrique Andreo, Development & Research Director, **AEO**
- Lawrence S. Ng, Director, **Ortiz León Architects**
- Juan Manuel Ortega, Chief Investment Officer, **Colonial**
- Simone Santi, Head of Offices-Continental Europe, **Lend Lease. Moderator.**

*09:50 - 10:40* **Project Financing,** round table
- Natale Giostra, Managing Partner, **Zanklon Capital**
- Cristina Reina, CFO Asset Management Real Estate, **Arcano Partners. Moderator.**
- José Ignacio Tramuns, Head of CRE Finance EMEA, **Sabadell**
- Martin Vest, Managing Director Western Europe, **Aareal Bank**

*10:40 - 11:10* Coffee break. Sponsored by DAIKIN Aire acondicionado

*11:10 - 12:10* **Workspaces, motivation and talent,** round table (Plenary Session)
- Kim Dabbs, Global Director, Social Innovation, **Steelcase**
- Alan Fogarty, Partner, **Cundall UK**
- Alfredo Fraile, Head of HR Strategy, **Santander Spain**
- Leyre Octavio de Toledo, Executive Director, **Savills Aguirre Newman Arquitectura. Moderator.**
- Krista Walochik, Founder and Partner, **Talengo**

*12:10 - 13:15* **Offices in the cities of the XX! century,** dialogue (Plenary Session)
- Helen Causer, Project Director at Argent LLP, Senior Asset Management and Leasing, **King´s Cross Development**
- Amanda Clack, Head of Strategic Advisory, **CBRE UK**
- David Martínez, Project Director, 22@ Committee, **BIT Habitat Foundation**
- Daniel Ringelstein, Design Director - City Design Practice, **Skidmore Owings & Merrill (SOM)**
- Alfonso Vegara, Founder and President, **Fundación Metrópoli. Moderator.**

*13:15* Closing session

AEO ASOCIACIÓN ESPAÑOLA DE OFICINAS