

## #Re\_Evolución

### MARCH 5th

**09:00 h. ACCREDITATION AND OPEN COFFEE**

**09:45 h. GRUPO MUTUA AUDITORIUM OPENING**

**10:00 h. - 10:10 h. WELCOMING**

- IFEMA's representative
- Montse Martínez, general commercial director at FACONAUTO
- José Ignacio Moya, general director at FACONAUTO

**10:10 h. - 10:45 h. SPEECH**

Sostenibility, circular economy and the transition to a new economic model: the great business and investment opportunity

- Juan Verde, international strategist, Joe Biden's counselor

(With CaixaBank Payments & Consumer support)

**10:45 h. - 11:40 h. DIVERSITY OF CULTURES, ONE SAME MARKET**

- Gary Gilchrist, NADA's president (U.S)
- Gerardo Pérez, AECDR's president (Europe)
- Martín Bresciani, ALADDA's president (South America)
- Shen Jinjun, CADA's president (China) (PC)

**Moderate:** María Fernández, manager of Peumóvil Group

(With BBVA Consumer Finance support)

**11:40 h. - 12:30 h. FACONAUTO LIVE / OPEN COFFEE**

**12:30 h. - 13:30 h. OFFICIAL OPENING**

- Wayne Griffiths, ANFAC's president
- Francisco J. Riberas, SERNAUTO's president
- Marta Blázquez, FACONAUTO's president
- Jordi Hereu, minister of Industry and Tourism

**13:30 h. - 16:00 h. WORKSHOPS / FACONAUTO LIVE / OPEN BUFFET**

**16:00 h. - 16:15 h. THE AUTOMOTIVE INDUSTRY IN THE CONTEXT OF THE EUROPEAN ELECTIONS**

- Susana Solís, member of the European Parliament

**16:15 h. - 17:30 h. AROUND THE AGENCY MODEL: CHALLENGES IN DEALERSHIP MANAGEMENT (English/Spanish)**

- Steve Young, ICDP general director
- Brian Pasch, CEO of Pasch Group

**18:00 h. - 20:00 h. AFTERWORK PARTY**

## #Re\_Evolución

### MARCH 6th

09:00 h. OPEN COFFEE

09:15 h. GRUPO MUTUA AUDITORIUM OPENING

09:30 h. - 11:15 h. THE #Re\_EVOLUTIONS REACHING THE AUTOMOTIVE INDUSTRY

- Future. José Muñoz, president and operations director at Hyundai Motor
- Artificial Intelligence. Bernardo Hernández, entrepreneur and investor in new technologies
- Decarbonization. Valero Marín, customer general director at Repsol

11:15 h. - 13:15 h. WORKSHOPS / FACONAUTO LIVE / OPEN COFFEE

12:00 h. - 12:45 h. INTRODUCTION OF "ADD COLOR TO YOUR DEALERSHIP"

- Agatha Ruiz de la Prada, designer and entrepreneur  
(SALA ROMA)

13:15 h. - 13:45 h. V\_CON 2023 STUDY REPRESENTATION

- Manuel Díaz, partner in charge of automotive PwC Spain

13:45 h. CLOSURE

- Carlos Cuerpo, minister of Economy, Commerce and Business

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## WORKSHOPS

**March, 5th. 13:30 – 14:15 h.**

## MADRID ROOM (English/Spanish)

**Dealer network consolidation: the changing face of distribution in Europe**

- Steve Young, ICDP general director

## PARIS ROOM

**What, when and how: an x-ray of the arrival of Asian brands in Europe**

- Felipe Muñoz, global automotive analyst & PR at JATO Dynamics

## ROMA ROOM (English/Spanish)

**AI in Automotive: Revolutionizing Sales and After-Sales Service**

- Ben Cooper, international managing director at Impel

**March, 5th. 14:30 – 15:15 h.**

## MADRID ROOM (English/Spanish)

**The six definitive steps to improve lead conversion**

- Paul de Vries, Digital Car Dealer Workshop CEO

## PARIS ROOM

**Multibrand Dealerships and Aftermarket Services: Challenges and Future**

- Juan Carlos Martín, CEO of AD Parts

## ROMA ROOM

**The agency model and its impact on the used car market**

- Luis María Pérez Serrano, director of the Remarketing and Mobility Consulting Business Line of TÜV SÜD at global level

## BERLIN ROOM

**Economic situation and perspectives: its impact on the automotive industry**

- Miguel Cardoso, BBVA Research chief economist

**March, 6th. 11:30 – 12:15 h.**

## MADRID ROOM

**Recycling After Sales**

- José Luis Gata, business development director at Solera
- Martín Tejero, key account manager de Solera

**12:10 h. Eco-friendly Spare Parts, the New Lever to Increase Aftermarket Profitability**

- Gonzalo Pinto, Co-Founder of Digital Recycling

## PARIS ROOM

**It's happening: outlook, challenges and keys to staying in the automotive retail business**

- Carlos Xifré, Auctoritas Business Consulting general director

## ROMA ROOM

**Introduction of "Add color to your dealership"**

- Agatha Ruiz de la Prada, designer and entrepreneur

## BERLIN ROOM

**Generational marketing at the car dealership. How does it influence the new customer journey?**

- Rafael Ivars, Miller-Ingram Associates general director