

FACONAUTO 2025

5 Y 6 DE MARZO

#MovemosLaVida



Municipal Palace - Ifema Madrid

AGENDA

MARCH 5TH

FACONAUTO 2025

5 Y 6 DE MARZO

#MovemosLaVida

08:30 h. ACCREDITATION AND OPEN COFFEE

09:30 h. - 10:15 h. WELCOME

- **Montse Martínez**, commercial general manager of FACONAUTO

Inauguration of EXPO FACONAUTO 2025

Pitch Elevator Pitch Contest

10:30 h. - 11:15 h. WORKSHOPS

11:30 h. - 12:30 h. WE ARE RETAIL

INTRODUCTION

- **José Ignacio Moya** general director of FACONAUTO

SPEECH

Vehicle distribution and new trends in retailing

- **Laureano Turienzo**, World's leading and most influential Spanish-language retailer, President of the Spanish Retail Association (AER)

(With the support of Cetelem)

PRESENTATION OF THE STUDY

"ECONOMIC IMPACT OF CONCESSIONAIRES".

- **Manuel Sevillano**, director of Reputation and Sustainability at ATREVIA

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

- **Antonio Brufau**, chairman of REPSOL
- **Josep Maria Recasens**, President of ANFAC
- **Marta Blázquez**, president of FACONAUTO
- **Jordi Hereu**, Minister of Industry and Tourism

13:30 h. - 14:30 h. LUNCH

14:30 h. - 16:00 h. WORKSHOPS / FACONAUTO LIVE

16:00 h. - 16:45 h. DIALOGUE

The point of view of brands and manufacturers

- **Miguel Carsi**, President and CEO of Toyota Spain
- **Sébastien Guiges**, General Manager of Renault Spain
- **Francisco Pérez Botello**, President of Volkswagen Group Distribution Spain
- **Marco Cane**, Stellantis Managing Director Iberia (Spain and Portugal)

Moderator: Raúl Morales, Communication Director Faconauto

16:45 h. - 17:25 h. SPEECH (English/Spanish)

China against all: innovation, electrification and geopolitics

- **Michael Dunne**, Industry Leader, Consultant, Investor

(With the support of CaixaBank Payments & Consumer)

17:25 h. - 17:55 h. SPEECH (English/Spanish)

- **Jean-Roch Piat**, European automotive industry expert

(With the support of BCA)

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

20:00 h. END OF THE DAY

Congresofaconauto.com

AGENDA

MARCH 6TH

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08:30 h. OPEN CAFÉ

09:15 h. MUTUAL GROUP AUDITORIUM OPENING

09:30 h. - 10:00 h. SPEECH (English/Spanish)

Electromobility: building a successful ecosystem for dealers

- Lukas Neckermann, Strategic Consultant, creator of the term "Sustainable Mobility".

(With the support of BBVA Consumer Finance)

10:00 h. - 10:30 h. DIALOGUE WITH...

- Martin ten Brink, President and CEO, Mazda Motor Europe

10:30 h. - 11:15 h. SPEECH

Much more than a market. The future of the automotive industry in Europe: economic competitiveness, sustainability and social cohesion.

- Enrico Letta, former Prime Minister of Italy

Presented by: Josep Sánchez Llibre, president of Foment del Treball

11:15 h. - 12:45 h. WORKSHOPS / FACONAUTO LIVE / OPEN CAFÉ

13:00 h. - 13:45 h. FACONAUTO "COMMITMENT" AWARDS CEREMONY

13:45 h. V_CON 2024 STUDY. Survey on dealers' vision of their brands.

- Manuel Diaz, partner in charge automotive PwC Spain

15:00 h. END OF THE CONGRESS

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WORKSHOPS MARCH 5

10:30 a.m.

SALA MADRID (English/Spanish)

Artificial Intelligence

From personal to hyper-personal: The great automotive retail "reboot"

- Maarten Bekkers, CEO and founder of Autochat

PARIS ROOM

After sales

After-sales: Present and future of the workshop and repair

- Carlos Martín, General Manager of AD Parts
- Francesc Poch, CEO of Grup Eina

ROMA ROOM

Cybersecurity

Cybercrime: solutions and challenges in the digital age

- Representative of the Cybercrime Division of the State Attorney General's Office
- Representative of the Cybersecurity Coordination Unit of the Civil Guard.
- Representative of the Central Unit of Cybercrime of the National Police Moderator:

Juan José Matías González, responsible for fraud prevention and ASNEF Money Laundering

3:00 p.m.

SALA MADRID (French/Spanish)

Technology and customer

Automotive call centers: boosting performance and connecting with the customer

- Benoit Gicquel, Marketing and IT Director, Automobiles DBF

ROMA ROOM

Electric vehicle

From interest to action: driving electric vehicles at dealerships

- Ricardo Oliveira, founder and mentor of World Shopper

WORKSHOPS MARCH 6

11:30 a.m.

SALA MADRID (English/Spanish)

Artificial Intelligence

Beyond fads, how IA is transforming the dealership business

- Johan Sundstrand, CEO of Phyron AI

PARIS ROOM

After sales

Electric vehicle and repair: real impact on costs (based on data).

- Pablo Liñares, GT Motive Marketing Manager (With the support of GT Motive)

BERLIN ROOM

Leadership

Automotive leaders who add value

- Rocío Moreno Ruiz de Mier, partner of Esade Corporate Solutions (With the support of Faconauto University).

SALA ROMA (French/Spanish)

Used Vehicle

Transforming thanks to the used-vehicle: Clicars, from startup to international omnichannel company

- José Carlos Valle, CEO of Clicars (With the support of BCA)