

FACONAUTO 2025

5 Y 6 DE MARZO

#MovemosLaVida



Municipal Palace - Ifema Madrid

AGENDA

MARCH 5TH

FACONAUTO 2025

5 Y 6 DE MARZO

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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 Elevator Pitch Contest

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

11:30 h. - 11:35 h. OPENING

- **José Ignacio Moya**, General Manager of FACONAUTO.

11:35 h. - 11:50 h. INSTITUTIONAL SPEECH

- **Alberto Núñez Feijóo**, President of the Partido Popular (Popular Party)

11:50 h. - 12:30 h. 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)

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

- **Marta Blázquez**, president of FACONAUTO
- **Antonio Brufau**, chairman of REPSOL
- **Josep Maria Recasens**, President of ANFAC
- **Franciso J. Riberas**, President of SERNAUTO
- **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 Guigues**, Managing Director of Renault Spain
- **Francisco Pérez Botello**, President of Volkswagen Group España Distribución
- **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: 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) VO: Time to Take Control

- **Jean-Roch Piat**, an expert in the automotive industry from Europa

(With the support of BCA)

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

20:00 h. END OF THE DAY

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09:00 h. - 09:30 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)

09:30 h. - 10:00 h. DIALOGUE WITH...

- Wojciech Halarewicz, Vice President Sales & Customer Service Mazda Motor Europe

Moderator: Andrés Martínez Verde, Costumer & Marketing Partner at Deloitte

10:00 h. - 10:30 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

10:45 h. - 12:45 h. WORKSHOPS / FACONAUTO LIVE / COFFE BREAK

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

(With the support of Sabadell Consumer)

15:00 h. END OF THE CONGRESS

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

Aftersales: 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

- **Patricia Rodriguez**, prosecutor of the Cybercrime Division of the State Attorney General's Office
- **Roberto Cuesta**, commander of the Cybersecurity Coordination Unit of the Civil Guard.
- **Víctor Calleja**, inspector of the Central Cybercrime Unit of the National Police.

Moderator: Juan José Matías González, head of fraud prevention and money laundering at ASNEF

3:00 p.m.

MADRID ROOM

Online Sales

How Google is already changing online sales for dealerships

- **Miguel Pérez**, Head of Automotive at Google
- **Alejandro Salinas**, Head of Automotive at Google
(With the support of Tilo)

PARIS ROOM (French/Spanish)

Technology and customer

Automotive call centers: boosting performance and connecting with the customer

- **Benoit Gicquel**, Marketing and IT Director, Automobiles DBF

BERLIN ROOM

Legal

The legal implications of the restructuring passenger car and commercial vehicle distribution networks in Europe

- **Alfredo Briganty**, partner and founder of Qvadrigas Abogados

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 Phyrion AI

PARIS ROOM

After sales

From noise to reality: what electrification means (and still doesn't mean) for the aftermarket

- Pablo Liñares, Marketing Director of GT Motive
- Manuel Sanchez, manager and owner of Carsmarobe

(Supported by GT Motive)

BERLIN ROOM

Leadership

Automotive leaders who add value

- Rocío Moreno Ruiz de Mier, Partner at Esade Corporate Solutions

(With the support of Faconauto University)

ROMA ROOM

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)

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MARCH 5TH

FACONAUTO

LIVE

09:30 h. Welcome and inauguration of the Expo Zone

10:00 h. - 10:30 h. First semi-final of the Elevator Pitch 2025 Contest

- 10:00 - GARANTIPLUS
- 10:02 - WALLAPOP
- 10:04 - IDDONIA (DIGGICAR)
- 10:06 - TJEKVIK
- 10:08 - CARS DIGITAL SALES
- 10:10 - REHATRANS
- 10:12 - AIVORA
- 10:14 - DF-SERVER
- 10:16 - BEE2LINK GROUP
- 10:18 - GT MOTIVE
- 10:20 - ONLOGIST

10:30 h. - 11:00 h. Dealers speak: How do we face the new challenges of the used-vehicle?

- Susana Soto, manager of Betula Cars
- David Alonso, CEO of Hacha Motor Group
- José M^a Gil, General Manager of

Leonauto Moderator: Head of Automotive at Sofinco (With the support of Sofinco)

11:00 h. - 11:30 h. Presentation of the First Master's Degree in Strategic Management of Automotive Companies (Faconauto University).

- Andrea Morales, FACONAUTO Account and Strategic Project Manager
- Lorenzo Dávila Garcia, senior consultant at Randstad

14:30 h. - 15:00 h. First semi-final of the contest Elevator Pitch 2025

- 14:30 - ERUM VIAL
- 14:32 - DAT AUTOMOVIL IBERICA
- 14:34 - VELYEN
- 14:36 - AUFINITY
- 14:38 - MOTORK
- 14:40 - LOJACK IBERIA
- 14:42 - AIRMAGIC
- 14:44 - VERA
- 14:46 - CAFLER
- 14:48 - OPTIMA MARKETING SYSTEMS
- 14:50 - TRAKA

15:00 h. - 15:30 h. Dealers speak: Our contribution to society

- Natividad Melendre, Palausa Centro's communications manager
- Juan Cota, Manager of Cota Automoción
- Bernat Bouza, manager of Motorisa

Moderator: Manel Ble, Head of Auto Business at CaixaBank Payments & Consumer

15:30 h. - 16:00 h. Dealers speak: Being an entrepreneur and providing mobility: cities versus rural areas.

- César Polvorosa, Chief Executive Officer Palausa Group (Castilla- León and Cantabria)
- Manuel Berdiel, Managing Director Autolider (Huesca)
- María Fernández, manager Peumóvil (Denia and Alicante)
- Luis Miguel Torres, General Director of Transportation and Mobility of the Community of Madrid

Moderator: Carolina López, Communication Director of Sernauto

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11:30 h. - 12:00 h. Dialogue: Companies that inspire: How to build a workplace where no one wants to leave.

- **Ignacio Sanz Alonso**, Deputy Director of Business Development, MAPFRE VIDA
- **Susana Herranz**, manager Skilled Trade Center, Randstad

12:00 h. - 12:30 h. Dealers speak: How do we attract talent?

- **Anna Pérez**, HR Director of the Vallescar Group
- **Daniel Gutiérrez**, HR Director at Mobility-Centro
- **Alberto Perez**, HR Director at Caetano Retail Spain
- **Jorge Martín**, Syrsa Group HR Director

Moderator: Cristina Méndez, Sales Manager Enterprise Spain

12:30 h. Elevator Pitch 2025 Contest Final