



FACONAUTO 2026

4 Y 5 DE MARZO

#TúDecides



Ifema Municipal Palace, Madrid

AGENDA

MARCH 4

FACONAUTO 2026

5 Y 6 DE MARZO

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9:00 a.m. REGISTRATION AND OPEN COFFEE

9:45 a.m. OPENING OF THE GRUPO MUTUA AUDITORIUM

10:00 a.m. – 10:10 a.m. WELCOME

- José Ignacio Moya, CEO of FACONAUTO

10:10 a.m. – 10:45 a.m. AI, WAVE OR TSUNAMI?

- Jon Hernández, Artificial Intelligence advocate

(With the support of BBVA Consumer Finance)

10:45 a.m. – 11:15 a.m. WILL AI BE THE BEST CAR SALESMAN?

- Andrej Levin, Partner and Managing Director at BCG. Founder and Global Leader of Auto.AI

- Christoph Heuser, Partner and Managing Director at BCG

11:15 a.m. – 11:45 a.m. Between Europe and China. A conversation with...

- Fermín Soneira, CEO of Audi Saic

11:45 a.m. – 12:30 p.m. THE GEOPOLITICAL RACE FOR THE AUTOMOBILE: POWER, INDUSTRY, AND MARKET

- Janka Oertel, Director of the Asia Program, European Council on Foreign Relations (ECFR)

- Gonzalo Escribano, Director of the Energy and Climate Program, Elcano Royal Institute

- Dr. Stefan Bratzel, Director of the Center of Automotive Management (CAM)

12:30 p.m. – 1:30 p.m. OFFICIAL OPENING OF THE CONGRESS

1:30 p.m. – 3:00 p.m. NETWORKING LUNCH

3:00 p.m. – 4:00 p.m. FACONAUTO LIVE

4:00 p.m. – 6:00 p.m. WORKSHOPS

6:00 p.m. – 8:00 p.m. NETWORKING DRINKS

8:00 p.m. END OF THE DAY

AGENDA

MARCH 5

FACONAUTO 2026

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10:00 a.m. – 12:00 p.m. WORKSHOPS AND FACONAUTO LIVE

12:00 p.m. – 12:30 p.m. PLENARY CONTENT

12:30 p.m. – 12:45 p.m. PRESENTATION OF THE V_CON 2025 STUDY

- **Manuel Diaz**, Partner in charge of automotive at PwC Spain
(With the support of Grupo Mutua)

12:45 p.m. – 1:15 p.m. 'COMMITMENT' AWARDS CEREMONY

1:15 p.m. – 2:00 p.m. CLOSING

3:00 p.m. END OF THE CONFERENCE

WORKSHOPS

MARCH 4

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1 FIRST ROUND – 4:00 p.m.

PARIS ROOM (1st floor, left)

Topic: Used Vehicles (VO)

Title: Domestic or imported? Key data on the used vehicle market in Spain

Speaker: Luis María Pérez Serrano, President of CARA Europe and Director of Data Procurement at CARFAX Europe

PLENARY ROOM

Topic: Industry / China / Global Market

Title: China: From Imitator to Leader (with simultaneous translation)

Speaker: John Lin, expert in innovation in China.

WORKSHOPS

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2 SECOND ROUND – 5:00 p.m.

MADRID ROOM (1st floor, left)

Topic: After-sales

Title: The unsustainable after-sales market

Speaker: José Luis Gata, Business Developer Manager, Solera

PARIS ROOM (1st floor, left)

Topic: Used Vehicles (UV)

Title: Your future in used vehicles starts here: the 7 steps that will lead you to success (with simultaneous translation)

Speaker: Johan Verbois, co-founder of M5 Used Vehicle Consulting

BERLIN ROOM (1st floor, left)

Topic: Labor/Productivity

Title: From data to action: effective strategies to combat absenteeism

Speaker: Valentín Bote, Director of Randstad Research

PLENARY ROOM

Topic: Strategy

Title: Lost in the transformation? Conditions for success in the automotive industry in volatile times (with simultaneous translation)

Speaker: Stefan Bratzel, Director – Center of Automotive Management (CAM)

WORKSHOPS

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3 THIRD ROUND – 10:00 a.m.

MADRID ROOM (1st floor, left)

Topic: After-sales/Profitability

Title: After-sales and profitability: the importance of activating the real driving force behind dealerships

Speaker: Diego García, Business Developer Manager at Snap On Business Solution

PARIS ROOM (1st floor, left)

Topic: Market

Title: Beyond price: how dealerships can sustain demand in times of inflation

Speaker: Alejandro Jiménez, consultant at Jato Dynamics

PLENARY ROOM

Topic: International / Market / Strategy

Title: Chile, testing ground: how Chinese brands have achieved a 39% market share in ten years

Speaker: Sebastián de Cárcer, Director of ANAC