



FACONAUTO 2026

4 Y 5 DE MARZO

**#TúDecides**



Ifema Municipal Palace, Madrid

# AGENDA

MARCH 4

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8:30 a.m. REGISTRATION AND OPEN COFFEE

9:45 a.m. – 10:00 a.m. WELCOME

• José Ignacio Moya, CEO of FACONAUTO

10:00 a.m. – 10:35 a.m. AI, WAVE OR TSUNAMI?

• Jon Hernández, Artificial Intelligence advocate  
(With the support of BBVA Consumer Finance)

10:35 a.m. – 11:00 a.m. WHEN AI DELIVERS RESULTS: REAL CASES THAT ARE ALREADY MAKING A DIFFERENCE IN DEALERSHIPS

• Salva Medina, CEO of Valhalla  
(With the support of CaixaBank Payments & Consumer)

11:00 a.m. – 11:45 a.m. COFFEE AND NETWORKING

12:00 p.m. – 12:45 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, and Professor of Economics, UNED

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

Moderator: Juan Moscoso del Prado Hernández, EsadeGeo Senior Fellow

12:45 p.m. – 1:45 p.m. OFFICIAL OPENING OF THE CONFERENCE

1:45 p.m. – 3:30 p.m. NETWORKING LUNCH

3:30 p.m. – 6:00 p.m. WORKSHOPS AND FACONAUTO LIVE

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

8:00 p.m. END OF THE DAY

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*MARCH 5*

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

12:00 p.m. - 12:30 p.m. Between Europe and China. A conversation with...

- Fermín Soneira, CEO of Audi Saic

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

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

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## 1 FIRST ROUND – 4:00 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:** 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** (Ground floor)

**Topic:** Industry / China / Global Market

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

**Speaker:** John Lin, expert in innovation in China.

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## 2 SECOND ROUND – 5:00 p.m.

**MADRID ROOM** (1st floor, left)

**Topic:** Legal

**Title:** Multi-branding: an inalienable right for dealers

**Speaker:** Alfredo Briganty, founding partner of Quadrigas Abogados

**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 for combating absenteeism

**Speaker:** Valentín Bote, Director of Randstad Research

**PLENARY ROOM** (1st floor, ground level)

**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)

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## 3 THIRD ROUND – 10:00 a.m.

**MADRID ROOM** (1st floor, left)

**Topic:** International / Market / Strategy

**Title:** Chile, testing ground: how Chinese brands have captured 40% of the market in ten years

**Speaker:** Sebastián de Cárcer, Director of ANAC

**BERLIN 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

**PARIS ROOM** (1st floor, left)

**Topic:** After-sales/Profitability

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

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