



# FA CON AUTO 2026

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4 Y 5 DE MARZO

#TúDecides



Ifema Municipal Palace, Madrid

# AGENDA

## MARCH 4

8:30 a.m. REGISTRATION AND OPEN CAFÉ	12:00 p.m. – 12:45 p.m. THE GEOPOLITICAL RACE OF THE POWER, INDUSTRY, AND MARKET
9:45 a.m. – 10:00 a.m. WELCOME	
• <b>José Ignacio Moya</b> , CEO of FACONAUTO	
10:00 a.m. – 10:35 a.m. AI, WAVE OR TSUNAMI?	
• <b>Jon Hernández</b> , Artificial Intelligence advocate (With the support of BBVA Consumer Finance)	
10:35 a.m. – 11:00 a.m. WHEN AI DELIVERS RESULTS: REAL-LIFE CASES THAT ARE ALREADY MAKING A DIFFERENCE IN DEALERSHIPS	
• <b>Salva Medina</b> , CEO of Valhalla (With the support of CaixaBank Payments & Consumer)	
11:00 a.m. – 11:45 a.m. COFFEE AND NETWORKING	
	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

# AGENDA

## MARCH 5

- **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. AWARD CEREMONY**
- **1:15 p.m. – 2:00 p.m. CLOSING CEREMONY**
- **3:00 p.m. END OF THE CONFERENCE**

# WORKSHOPS

## MARCH 4

### 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 (VO)

**Title:** Domestic or imported? Key data on the used vehicle market of used vehicles 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.

# WORKSHOPS

## MARCH 4

2 SECOND ROUND – 5:00 p.m.

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

**Topic:** Legal

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

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

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

**Topic:** Used Vehicles (UV)

**Title:** Your future in used vehicles starts here: the 7 steps 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)

**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

## MARCH 5

**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 Cácer, 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, Jato Dynamics consultant

**PARIS 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