

BNEW

BARCELONA NEW ECONOMY WEEK

2020

6-9 October

BNEW KNOWLEDGE TOPICS

BNEW
LOGISTICS

BNEW
DIGITAL INDUSTRY

BNEW
REAL ESTATE

BNEW
ECOMMERCE

BNEW
ECONOMIC ZONES

BNEW will be a **different and unique** event due to its hybrid nature; a physical event that will be supported by a **state-of-the-art digital platform** so that everyone can be present.

There will be **300 speakers** during **4 days** in the **5 BNEW**, distributed in: **30 Debates + 25 Interviews + 12 Inspirational Talks + 10 Key Notes + 25 Sector Panels**

Organized by:

ZF | CONSORCI
barcelona
ZONA FRANCA

www.bnewbarcelona.com

*SUBJECT TO CHANGE

Inspirational speakers

TUESDAY 6 October



MARC VIDAL
Digital transformation
& 4.0 industry expert

The era of humankind
towards the
5th industrial revolution

13:00 h - 14:00 h



JORGE ALONSO
Architect urban planner

Cities' human future

16:00 h - 17:00 h



LUCA LAZZARINI
Training and commercial
communication expert

Rational
optimism

18:00 h - 19:00 h

WEDNESDAY 7 October



ELSA PUNSET
Education & emotional
intelligence applied to
change expert

Small
revolutions for Life
& work

13:00 h - 14:00 h



CECILIA THAM
Entrepreneur
& technologist

Women and
diversity
in technology

16:00 h - 17:00 h



ALICIA ASÍN
Artificial intelligence,
IoT & Big Data expert

Future smart
cities' challenges
& opportunities

18:00 h - 19:00 h

THURSDAY 8 October



MARIO PICAZO
Metheorology expert
& presenter

De-energizing
the Earth's climate

13:00 h - 14:00 h



SANDRA PINA
Sustainability &
business expert

Moonshot thinking:
How sustainability is
transforming us

16:00 h - 17:00 h



MAGO MORE
Expert in change
management

The positive power
of change

18:00 h - 19:00 h

FRIDAY 9 October



PILAR JERICÓ
Entrepreneur, writer
and speaker

How to face
change in the
post COVID-19 era

13:00 h - 14:00 h



MARIAN ROJAS
Psychiatrist specialized
in emotional management

Mente.com,
understanding the brain
of the 21st Century

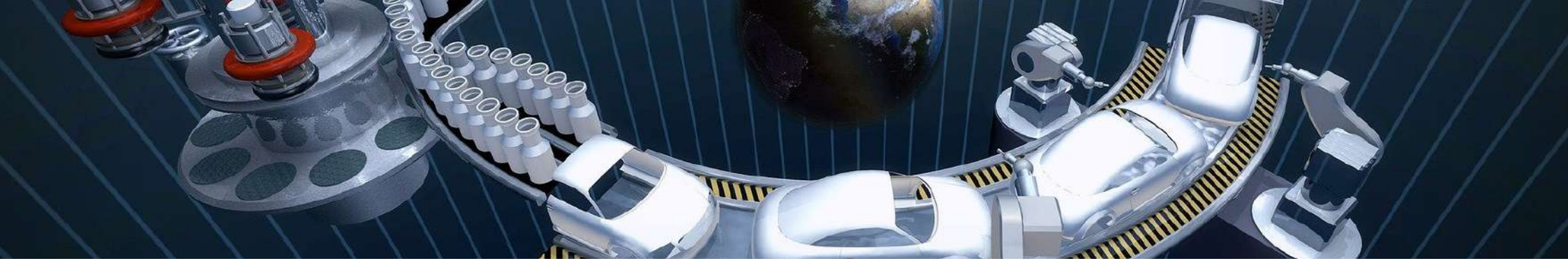
16:00 h - 17:00 h



CÉSAR PIQUERAS
A benchmark in training and
professional motivation
and managers

Personal
Productivity 4.0

18:00 h - 19:00 h



DEBATES

- BCOLLABORATIVE.** The need to promote public-private alliances for logistics development
- BWOMAN.** Female in male-dominated industries
- BSECURE.** Cybersecurity: Are companies prepared to minimize cyberattacks?
- BSTRATEGIC.** Brexit: Repercussion and strategies in the logistics sector

PANELS

- BGREEN.** New Green Deal
- BFUTURE.** Future supply chains – Vision towards 2030
- BKNOWLEDGEABLE.** The outlook for the Mediterranean and Europe transport and logistic market amid the COVID-19 crisis
- BTRENDY.** The future of logistics: sustainability, digital transformation & collaborative logistics
- BDIGITAL.** Digital logistics and transport Operations. Converging paths?
- BSKILLED.** Occupation: which profiles are the logistics companies demanding?
- BTECH.** Reach and restrictions in technology
- BMOBILITY.** Urban Mobility
- BSMART.** Future air Smart & Autonomous delivery. 2030 transformation vision
- BEXCELLENT.** The keys to excellence in leading companies to be at the logistics forefront
- BECONOMY.** Logistic centers and its economic impact in terms of Investment and occupation
- BMULTIMODAL.** SIMPLE Project: Simplify, digitalize and collaborate in intermodal transport



DIGITAL INDUSTRY

DEBATES

- BDIGITAL.** Benefits of AI in the Economy and Society 4.0
- BINDUSTRY.** The unbeatable binomial: Collaborative Robotics and Artificial Intelligence
- BGREEN.** Green Industry: impact of economy 4.0 on the agenda 2030 SDGs
- BINDUSTRY.** Industrial globalization after COVID-19

PANELS

- BDIGITAL.** Edge Computing, materializing a truly smart factory
- BDIGITAL.** Digital transformation: the foundation of Industry 4.0
- BTALENT.** Technology, Talent and Intrapreneurship: the company reinvention
- BCREATIVE.** Mass customization: you can imagine it, you can have it
- BTALENT.** Connecting metropolitan talent
- BINDUSTRY.** Neural Networks, Artificial Intelligence and Robotics
- BDIGITAL.** Big Data: the great catalyst of Industry 4.0
- BENTREPRENEUR.** Incubators of the XXI century: the epicenter of technology and entrepreneurship
- BINDUSTRY.** Additive manufacturing: Expanding the manufacturing horizons
- BINDUSTRY.** The digital transformation of factories: sectors, applications and challenges
- BDIGITAL.** Great growth opportunities in 5G
- BGLOBAL.** Coworking: employment in a digital and global world
- BSECURE.** Cybersecurity: an essential issue in the digital society
- BGLOBAL.** Digital Industries in the world
- BDIGITAL.** Technology at the service of science and health



REAL ESTATE

DEBATES

- BGLOBAL.** Global Cities
- BSUSTAINABLE.** New urban planning before new needs
- BSOCIAL.** Affordable Housing. how can it miss, having available land and willing investors?
- BFUTURE.** Hotel sector. measures by the government. Europe and the future of the sector

PANELS

- BSTRONG.** Barcelona, a resilient city
- BFUTURE.** Telework and COVID-19. The future of offices
- BINVEST.** Impact investment industry
- BFUTURE.** Europe and what else?
- BCREATIVE.** Hotels as a model of flexible building
- BINVEST.** Investors Sentiment: How are the different sources of capital reading spanish market recovery?
- BFUTURE.** Retail: Looking to the future
- BFUTURE.** Consequences and new challenges in shopping centers
- BTRENDY.** The way we will work from now on
- BPREPARED.** Professionalization in asset management
- BSUSTAINABLE.** 2030. Trends for a sustainable world
- BSUSTAINABLE.** Challenges in Real Estate to mitigate climate change



DEBATES

- BCHANGER.** Digitization, generational change and influence on the consumer
- BGREEN.** Collaboration, circular economy & sustainability. Are companies prepared for the rise of green consumerism?
- BSTRATEGIC.** Restoration after the state of alarm: conclusions and measures
- BEFFICIENT.** Healthy and sustainable food vs Mass Distribution. Future challenges
- BFINTECH.** Challenges and opportunities in the leap from online sales, payments as a key factor
- BENTERPRENEUR.** e-commerce, tech business & entrepreneurship. Entrepreneurship opportunities & digital transformation
- BSTARTUP.** Trade and entrepreneurial ecosystem challenges in Spain & BNEW Award Delivery for the Best Innovation

PANELS

- BPREPARED.** B2B VS B2C. How to manage e-commerce tension and stressed supply chains
- BAUTOMATED.** Distribution & fulfillment automation- The key of customer centric strategies
- BSMART.** Last mile transformation. Dark stores and dark kitchens
- BEUROPE.** One-Stop-Europe. Legal Changes for Crossborder e-commerce into Europe
- BGLOBAL.** One-Stop-Global - Legal changes for crossborder e-commerce globally
- BHYBRID.** Retail & Marketplaces. Worldwide hybridation acceleration & future perspectives
- BB2B.** The acceleration of B2B, its comparison with B2C and future forecasts
- BINTELLIGENT.** e-commerce, AI & Big Data for the positive impact on customer's experience
- BDIGITAL.** Retailers & brands digital transformation acceleration
- BTECH.** Retail Tech on a digital consumer environment



ECONOMIC ZONES

KEYNOTE SPEAKERS

BSUSTAINABLE. Sustainable economic zones as a global standard

BHR. Challenges and perspectives of the economic zones companies to generate and maintain jobs

DEBATES

BINVEST. New economic measures that will affect the future of FDI

BTECH. e-commerce Zones

BREGIONAL. Role of economic zones for the new economic regionalization

BCUSTOMS. Future of customs after COVID-19 pandemic

PANELS

BWOMAN. Women leadership and role in economic zones

BINVEST IN SPAIN. Challenges towards sustainable investment attraction for Spain

BBARCELONA. Barcelona present and future

BAFRICA1. Pillars of African future economy

BSERVICES. How will economic zones boost the services companies in the post pandemic era?

BSECURE. Economic zones becoming fundamental elements for national and regional security

BAFRICA2. Africa's trade and development: Lessons from COVID-19 Experience

BCLEAN. Economic zones becoming virus free zones

BOPEN. Structural reforms of the WTO to consolidate post Covid 19 multilateralism

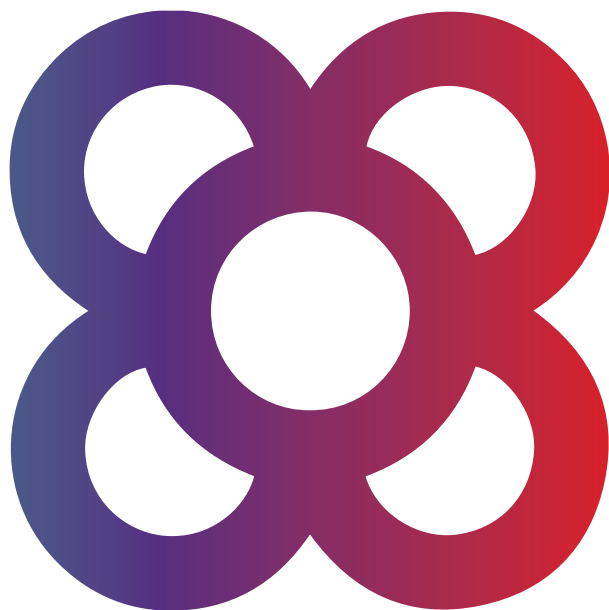
BSAFE ZONE / OECD. Safe zones and OECD recommendations

BEUROPE. Role of economic zones towards a European industrial recovery

BSTRATEGIC. Economic Zones becoming strategical reserves for future pandemics

BAMERICAS. Role of economic zones towards a Latin American industrial recovery

BASSOCIATION. Towards a closer cooperation between economic zones



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5 EVENTS CONNECTED WITH EACH OTHER

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