

## FUTURE OF INDUSTRY

### The new challenges of Spanish industry

Date: **02 Oct**

Time: **10:00 – 14:00**

Where: **Sala WCS**

#### Programme

**10:00 - 10:30** **Opening and welcome**

**what are we currently facing? The challenges of the industry. Symposium by Joan Cornet, David Hachuel and Josep Lluís Bonet.**

**10:30-11:30** **BLOCK 1 - Strengthen the industry to grow more and better**

With manufactures gaining weight in GDP and in international markets, Spain is today at the optimum time to reinforce its commitment to the industry, seeking not only to overcome the hard effects of the crisis already left behind, but to reach goals never achieved before. It must begin by reaffirming that Spain has a large economy and a powerful industry, something often forgotten, no doubt because it is not part of the collective culture, as it should. Next, it must be remembered that industry is irreplaceable for technical progress and sustained economic growth, without external imbalances that interrupt it. It is also essential to highlight the competitive strengths of Spanish industrial companies and to recount their weaknesses. The objective of this first session is then to provide an overview of where we are and where we want to go in terms of industrial development, as well as the tools and instruments that this requires

**Key Speaker:** Prof. Rafael Myro. (Complutense University of Madrid) (20 min)

**Debat:** Prof. Guillermo Dorronsoro (Deusto Business School) Raúl Blanco Díaz (Director of economic development and employment services) (15 min each)

**11:30-12:30** **BLOCK 2 - The challenge of the digital transformation of Industry**

Industry 4.0 is undoubtedly the great challenge today, a threat and an opportunity for companies. It should not be forgotten that it is not the only one, but it is necessary to recognize its great transcendence. It is therefore essential to deepen the dimension and the time profile of the great technological changes that are to come. Likewise, strategies that companies can adopt must be defined, accurately identifying threats and opportunities. Moreover, the mechanisms that can be arranged to deal with the former and take advantage of the latter. It is also necessary to know what role the public administration will play, and to contribute to its clarification. Finally, rhythms must be established, starting from the current reality of Spanish companies and their position compared to European competitors. The objective of this second session is to reflect on all these aspects of industry 4.0.

**Key Speaker:** Carme Poveda (Barcelona Chamber of Commerce Financial Analysis Director) - Challenges of the industry. (20 min)

**Debate:** Ignacio Valero, CIMNE (International Center for Numerical Methods In Engineering), Jorge Villavechia (General Director of DAMM) and Fernando Pérez Neira (Siemens Automation Manager) ( Two 15 min each)

**12-30-13:30**    **BLOCK 3 - Innovation and technological diffusion. The role of business networks.**

In this time of great technological transformation, innovation plays a more important role than ever. It is therefore more imperative than ever to reflect on the role of innovation and the instruments to favour it. It is also key to redefine technological diffusion mechanisms that should allow smaller companies not to lag behind in technical progress. Among them, the networks and alliances between companies and companies with public agencies stand out in other countries. Spain lacks this culture of association, cooperation and alliance. Not only for the diffusion of new technologies of production or design, but also for the new management tools, as essential as new production technologies. Entering into this new culture of business sophistication, creating a rich and interrelated industrial environment is therefore a major challenge. To show the importance of this environment and to define the ways of its creation is therefore the objective of this third session.

**Key Speaker:** Juan Tomás Hernani. Satlantis (20 min)

**Debate:** Emilio Huerta (Professor of Business Economics at the University of Navarra) and Jordi Garcia Brustenga (Barcelona Institute of Entrepreneurship). (15 min each)

**13:30 - 13:50**    **CLOSURE OF THE SEMINAR**

**Minister Isabel García Tejerina** (MAPAMA -Challenges of the agri-food industry) (20 min).  
**Counselor of the Economy and Institutions – Generalitat de Catalunya – Santi Vila** (10 min).  
**President of Fira Barcelona – Josep Lluís Bonet**

**Organizer:**

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