

Monday 27

Tuesday 28

Wednesday 29

	GRÀCIA ROOM	BORN ROOM	GRÀCIA ROOM	BORN ROOM	GRÀCIA ROOM	BORN ROOM
08:30h	Accreditation and coffee break		Accreditation and coffee break		Accreditation and coffee break	
09:00h	Welcome and opening remarks José L. Nueno <i>Chairman of the Congress</i>		Welcome		Welcome	
09:15h	Customer Experience Alex Cruz <i>Chairman & CEO, British Airways</i>	Personalization and Digital Experience Albin Johansson <i>CEO, Axel Arigato</i> Henry Rourke <i>Director, Hop Lun</i> Mathias Klein <i>CEO Orsay</i> (Panel hosted by Michael Lemmer - CEO at Tim Tam Consulting)	Luxury retail trends Armando Branchini <i>Vice Chairman, Altagamma</i>	The new retail formats in China John Ryan <i>Stores editor, Retail Week</i>	Google as tech-partner in the digital age Fuencisla Clemares <i>General Manager at Google Iberia</i>	Soon to be confirmed
9:45h	The future of content Alfonso Rodés <i>Deputy CEO, Havas Group</i>	Art & Retail TBD (Panel hosted by Mar Morosse - Sales associate, Sotheby's International Realty)	Luxury retail in dynamic and growing markets Cem Boyner <i>Owner Boyner Group</i>	Shopping vs. Experience David Hernández <i>CEO, Pangea</i> Enrique Sarasola <i>CEO, Room Mate</i> Richard van Batenburg <i>General Manager, Soho House Spain</i>	Online 2 Store / Omnichannel measurement Pawel Matkowski <i>Product Lead, Google</i> (Hosted by Fuencisla Clemares - General Manager at Google Iberia)	The future of tomorrow's experience TBD Holition TBD Appear Here (Panel hosted by Javier Bach - COO, Puig Beauty and Fashion Group)
10:30h	Disruptive Technology, Driving Change Michael Forhez <i>Global Managing Director for the Consumer Markets Industry Solutions Group at Oracle</i>	Soon to be confirmed	How to build experience over experience? Mark Cornell <i>CEO Ambassador Theatre Group</i> (Hosted by Tony Ball)	Branding, digital natives do not exist Andy Stalman <i>Managing Director at Totem Branding</i>	Is the next recession on its way? Luca Solca <i>Managing Director, Luxury Goods at Sanford C. Bernstein Schweiz</i> TBD Banco Santander TBD Morgan Stanley (Panel hosted by Luis Buceta - Chief Investment Officer, Banco Alcaid)	Luxury e-commerce: The endless shelves José Ojeda <i>COO, Lyst</i> (Hosted by Sebastian Picardo)
11:00h	Networking lunch		Networking lunch		Networking lunch	
11:30h	How to be unique? Juvencio Maeztu <i>Deputy CEO and CFO, Ingka Holding BK</i>	How to reach and engage Millenials and GenZ women Andrea Scotti <i>Co-Founder Freeda Media</i>	Brand innovation and destination shopping José Luis Duran <i>CEO, Value Retail</i> Seth Ellison <i>CEO, Levi's Strauss Europe</i> (Panel hosted by Elena Foguet)	Healthy department stores: the construction of giants in Latam and Asia Juan Xavier Roca <i>Former CEO, Falabella</i> Sebastian Picardo <i>Investor & Advisor, Novus Ventures (Former CEO, Lane&Crowford)</i> (Panel hosted by José L. Nueno)	The power of new retail Sebastien Badault <i>Managing Director France at Alibaba Group</i>	Retail concept creation Markus Konings <i>CEO, Sandenburg</i> (Panel Hosted by Rupert Parker Brady, Publicist & expert in retail)
12:00h	The future of food retail Pascal Clouzard <i>Executive Director at Carrefour France</i> Sacha Michaud <i>Co-Founder Glovo</i> Rafael Juan <i>CEO Dulcesol</i> (Panel hosted by José Mª Bonmatí - General Manager, AECOC)	Premium fashion Pier Paolo Righi <i>CEO, Karl Lagerfeld</i> Eraldo Poletto <i>CEO, Stuart Weitzman</i> (Panel hosted by Jordi García Mercader)	The Future of Department stores Juan Carlos Escribano <i>CEO, El Palacio del Hierro</i> Juan Xavier Roca <i>Former CEO, Falabella</i> Ricardo Balmorí <i>Director of Fashion, Luxury, Beauty and Shoe Accessories, El Corte Inglés</i> (Panel hosted by José Mª Folache)	Personalization in FMCG Paulo Pereira <i>CEO at Renova</i>	Omnichannel strategy Enrique Fernandez <i>CEO at Mvideo</i> TBD TBD (Panel Hosted by Miquel Maya - Industry Director at Google)	Improvements in omnichannel delivery in payments & retail banking Luis Pons <i>Marketing Director, Banc Sabadell</i> Juan Gandarias <i>CDO CaixaBank</i> Fernando Ruiz Antón <i>Transformation and Data, BBVA</i> Felix Uriarte <i>Director Marketing Digital, Bankia</i> (Panel Hosted by Miquel Maya - Industry Director at Google)
12:45h	Empowering European brands in China with Retail-as-a-Service Florent Courau <i>Head of European Operations, JD.Com</i>	Muji: Does size really matter? Joaquim de Toca <i>CEO Muji Iberia</i>	Hotel design Jaime Beriostain <i>Founder, Jaime Beriostain Studio</i>	Digital strategy Barbara Martin Coppola <i>CDO, IKEA Group</i>	Integrated retail e-commerce Alessandro Pantina <i>General Manager, WISH.com Europe (Former Lead Marketing Zalando)</i> TBD (Panel Hosted by David Falk - Digital Technology Executive & CEO, Motobuyers)	
13:15h	Sustainability TBD Harriet Vocking <i>Head of Marketing and Communication, Eco-Age</i>	Soon to be confirmed	Retail technology to revolutionize the shopping experience Scott Galloway <i>Founder, LZ Gartner</i> (Panel hosted by José L. Nueno)	Soon to be confirmed	Cloud 4 Marketing TBD Google (Hosted by Fuencisla Clemares - General Manager at Google Iberia)	Digital Signage Alberto Cáceres <i>CEO, Trison</i> TBD (Hosted by Angel Herrera)
14:00h	Networking lunch		Networking lunch		Networking lunch	
15:00h	The craft revolution Xavier Orriols <i>Advisor Idilia Foods, Ecoembes (Former Senior VP Pepsico Europe & Africa)</i> Daniel Birnbaum <i>Founder, Soda Stream</i>	Soon to be confirmed	Start-up afternoon	Luxury brands (1h 15min) Armando Branchini <i>Vice Chairman, Altagamma</i> Neil Prosser <i>Founder, Flannels</i> Mario Dell'Oglio <i>Owner of Dell'Oglio</i> Pierre Brunschwig <i>Owner, Brunschwig & CIE SA</i> (Panel hosted by Luis Sons - President, Santa Eulalia)	Connecting the industry through technology: from a macro to micro view (1h) Trevor Sumner <i>Perch Interactive</i> Eddie Mullon <i>Founder & CEO of Fashion GPS</i> Sandeep Bhanote <i>CEO, Radius8</i> (Panel hosted by Lisa Wright - Manager Director at PBA LPP & President SpringWright)	Digital needs brick & mortar and viceversa Olga Kotsur <i>Founder at Mercaux</i> Marco de Vries <i>CEO at Openbravo</i> Pau Molinas <i>Chief Business Officer & Partner, Gestaoos</i> (Panel hosted by TBD)
15:45h	Fashion and e-commerce supply chain TBD Guus Backelandt <i>CEO, Grosso Moda</i> TBD (Panel Hosted by TBD)	Omnichannel in luxury, the integration between traditional retailing and digital marketing Eugenio Morselli <i>CEO, Vicini-Giuseppe Zanotti</i> TBD (Panel hosted by Angelo Manaresi - Prof. Marketing & Management at University of Bologna)		New retail formats in travel retail (1h) Fernando Echegaray <i>CEO, ADP International</i> Alberto Baldán <i>CEO, Grandi Stazioni Retail (former CEO, La Rinascence & Ka-De-We Group)</i> (Panel hosted by José Mª Folache - CEO, Parfois)	The potential impact of payment, check-out and financing innovation on the retail brand Jeffrey Stewart <i>Founder & Managing Director, Global Public Offering Fund</i> TBD (Panel hosted by TBD)	Digital architecture and content for multibrand stores Christian Meyer <i>CEO, Bexfy</i> TBD Ecoalf (Panel hosted by TBD)
16:30h	The future of experience Bernd H. Schmitt <i>Professor of Marketing at Columbia</i>	Digital content María Garrido <i>Chief Insights & Analytics for Havas Group</i>		Selling pet food through the digital channel Bernard Meunier <i>CEO at Nestlé Purina PetCare Europe, Middle East, North Africa</i> Cornelius Patt <i>CEO at zooplus.com</i>	Improving customer experience through e-commerce analytics Vipul Parekh <i>CEO, Bigbasket</i>	Soon to be confirmed
17:00h	New experiences in food retail Josep Ametller <i>CEO, Casa Ametller</i> Anna Bellsolá <i>CEO, Baluard</i> TBD (Panel hosted by Iñigo Gallo - Prof. at IESE Business School)	Brand experience Barbara Fdez Ochoa <i>Manager Off Trade, Pernod Ricard</i> TBD Unilever (Panel hosted by Eva Vila - Co-Founder, WeEQUAL)		The future of commercial real estate in B and C locations Sebastián Fdez de Lara <i>Partner, Hamilton Retail</i> Javier Beltrán <i>CEO, CG Capital Europe (Carlton Retail)</i> (Panel hosted by Julio D. Frejjo - Founder at Vilacáiz)	Soon to be confirmed	
17:45h					Closing José L. Nueno <i>Chairman of the Congress</i>	