

**simed**  
17<sup>th</sup> MEDITERRANEAN REAL  
ESTATE EXHIBITION

MÁLAGA  
04<sup>th</sup> / 06<sup>th</sup>  
NOV 2021

**simed**  
INNOVA

## LA CASA DEL FUTURO: SOSTENIBLE Y DIGITAL

LA CASA DEL FUTURO: SOSTENIBLE Y DIGITAL Forum



### Thursday 4<sup>th</sup> November 2021

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10:30 - 11:30 h. **New challenges: Robotic Architecture and Rising Technologies.** Co-organiser: Higher Technical School of Architecture of the University of Malaga (**UMA**)

Moderate and speaker: **Ferrán Ventura.** Deputy Director of Research Laboratories, Technological Innovation and Publications of the School of Architecture of the University of Malaga (**UMA**)

- **Vishal Shahdarpuri.** Specialist in robotic architecture and computational design at the eAM tech lab of the University of Malaga (**UMA**)
- **Raúl Ruiz.** Research architect of the E4 Project of the School of Architecture of the University of Malaga (**UMA**)
- **Nerea Salas.** Architect of **Recolectores Urbanos KIDS**

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11:40 – 12:30 h. **Domotics and Energy Efficiency in residential building**

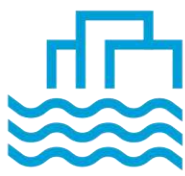
- **Francisco Guzmán.** Director of the Andalusian Institute of Domotics and Energy Efficiency (**IDEE**) and Professor at the University of Malaga (**UMA**) in the School of Industrial Engineering
- **Iván Merino.** Delegate of **ABB**
- **Andrés Rivera.** Delegate of **Schneider Electric**
- **Juan Gámez.** Technical Delegate of **Circutor**
- **Rubén Fernández.** Delegate of **Zennio**

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12:30 – 13:00 h. **Opening Ceremony.**

Auditorium 1

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**13:30 - 14:30 h. Presentation. Promotion of subsidised rented housing stock in Andalusia**  
Co-organiser: House and Rehabilitation Agency of Andalusia (**AVRA**) **Regional Government of Andalusia**

Presents: **Juan Carlos del Pino**. General Director of the House and Rehabilitation Agency of Andalusia (**AVRA**)

Keynote speaker: **Alicia Martínez**. Secretary General for Housing of the Department of Development, Infrastructure and Territorial Planning of the **Regional Government of Andalusia**

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**16:30 – 17:35 h. Industrialised housing. From concept to reality.** Through this round table we will discover real projects in progress by the public and private sector that provide solutions to such outstanding challenges as sustainability, meeting deadlines, cost savings and job creation

Moderate: **Álvaro Pérez**. President of the Cluster Andalusia Sustainable Construction (**CSA**)

- **Cristóbal Sánchez**. Secretary General for Industry and Mines of the **Regional Ministry of Economic Transformation, Industry, Knowledge and Universities**
- **Jose Manuel Villanueva**. CEO and Cofounder of **011h**
- **Jeffrey Sújar**. Managing Partner **Alternative Investments byUrbania** and CEO of **The Prototipo Company**
- **José Ignacio Esteban**. Director of Industrialisation of **Grupo Avintia**
- **Roberto Molinos**. CEO of **Modelical**

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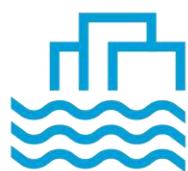
**17:45 – 18:45 h. Rehabilitation of buildings in the Recovery, Transformation and Resilience Plan.** Grants and intervention criteria for the renovation of the built environment. Co-organiser: Official College of Architects (**COA Málaga**)

**Aid under the Recovery, Transformation and Resilience Plan. Eligible actions, management and processing of the grants.** The contents developed in the Royal Decree 853/2021 for the management of European Next Generation EU funds will be presented.

- **Rafael Abad**. Telecommunications Engineer of the Official College of Architects (**COA Malaga**)

**Energy refurbishment under incentives. Objectives to be met, technical requirements. Construction solutions for improvement.** The works that need to be carried out on existing buildings in order to achieve the objectives to be met to access the Recovery, Transformation and Resilience Plan grants will be explained.

- **Mónica Lara**. Architect and member of the board of the Official College of Architects of Malaga (**COA Malaga**)



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**Recipients of incentives. Needs and benefits from the User/Owner's point of view.** To explain the advantages and particularities of receiving aid for the refurbishment of buildings in horizontal property.

- **Marisa Mandly García.** Property administrator and first vice-president of the Governing Board of the Official Association of Property Administrators of Málaga (CAF Málaga) Representative of property administrators

**The Refurbishment Office of the Official Association of Architects of Malaga.** To explain the creation of the Rehabilitation Office of the COA of Malaga and its functions for technical advice and the processing of grants.

- **Francisco Sarabia.** Architect. Dean of the Official College of Architects of Malaga (COA Malaga)

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## Friday 5<sup>th</sup> November 2021

10:30 - 11:30 h. **Malaga talent incubator.** Co-organiser: **Promálaga**

Presented by: **Francisco Salas.** Manager of **Promálaga** and **Eva Pérez.** Director of the Entrepreneurs Area of **Promálaga**

**Ubora**

- **María Fortes.** Marketing Manager

**Visualfabrik**

- **Miguel Ortega.** CEO
- **Álvaro Cappa.** CEO

**Órbita Home**

- **Mar Rosado.** Director

**Activacar**

- **Eduardo Medina.** CEO

**Cartometrics**

- **Carmen Larragay.** Co- founder and product development

**Abriqot**

- **Juan Carlos Fernández.** Cofounder

**CHECKTOBUILD**

- **Alejandro Ruiz.** CEO and founder





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**11:40 - 12:40 h. The house of the future, digital and sustainable. Sustainability in building.**

The challenges for the developer and construction sector to meet the established efficiency standards. The House of the Future, and how to deal with digitalisation, what it consists of, and the Sustainability of housing in today's environment post Covid. Co-organiser: **PassivHaus Consortium**

Moderate: **Antonio Domínguez**. Secretary General of the **Passivhaus-ECCN Consortium**

- **Manuel Medina**. President of **Passivhaus-ECCN Consortium** and Country Manager Spain & Portugal **ISO-Chemie**
- **David Rocha**. Technical Director of **Habitat Inmobiliaria**
- **José Ignacio Fernández**. Territorial director Costa del Sol of **AEDAS Homes**
- **Javier López**. Development and Construction Director of **Alternative Investments byUrbania**

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**12:50 - 13:20 h. Construction of the 21st century. ARQUIMA** will present its construction system based on Energy Efficiency, Sustainability, Health, Industrialisation and Digitalisation

- **José Antonio González**. CEO of **Arquima**

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**13:30 - 14:15 h. Challenges and opportunities in the building sector.** The problems caused by the evolution and innovation of recent years in this sector will be addressed, which has led to a lack of human resources, due to the appearance of new jobs and with it the need to open up highly qualified training spaces to provide this demand for labour. The different possibilities of taking advantage of innovation and technology as levers for the industrialisation of housing will be discussed

Moderate and speaker: **David García Núñez**. President of the Madrid World Capital of Engineering, Construction and Architecture Association (**MWCC**)

- **José Antonio Conde**. Secretary of the Official College of Quantity Surveyors and Technical Architects of Malaga (**COAAT**)
  - **Francisco Guzmán**. Director of the Andalusian Institute of Domotics and Energy Efficiency (**IDEE**) and Professor at the University of Malaga (**UMA**) in the School of Industrial Engineering
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