

07/11/2024 CASA DEL FUTURO

10:25 - 10:30: Welcome Casa del Futuro

Moderator/Presenter

Andersen .

10:30 - 11:10: Housing future: innovation and Artificial Intelligence in action

Moderator/Presenter

María Matos

Fotocasa

Research Director and Spokesperson

Speakers

Alejandro Aguirre de Cárcer

Brainsre

CEO

Javier Baselga

Google Cloud

Real Estate Industry Manager

Carmen Chicharro

Metrovacesa

Sales, Marketing and Innovation Director

Javier Sánchez

Aedas Homes

Director of Technology and Communication

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11:15 - 12:05: Strategic Projects for the Future of Malaga

The city of Malaga presents the strategic projects that will be launched in the coming years:

- Malaga Coastal Plan: An ambitious project aimed at promoting public transportation in the city and its metropolitan area, creating new centralities and bringing the city closer to the sea. It integrates urban planning, transportation, and the environment in an unprecedented urban transformation.
- New La Rosaleda Stadium: Expansion, renovation, and rehabilitation of the stadium in preparation for the 2030 World Cup, as well as new uses under study in the nearby area to continue the urban transformation and regeneration initiated in the Martiricos neighborhood.
- Future Buenavista Business Park: Located in an important expansion area of the city, it will host a large business park accommodating national and international companies with a strong focus on technology and sustainability.
- Malaga Music Auditorium: A strategic and distinctive facility for the city located within the port area, which will generate an undeniable positive impact on the cultural and economic life of the city.
- Expansion of the Malaga Trade Fair and Congress Center: A project in line with the city's strategic plan, positioning it as a national and international business attraction hub.

Speakers

Juan Alba Ripoll

Málaga City Council

General Coordinator of Infrastructures and Projects

José María Morente Monte

Málaga City Council

Manager of the Municipal Management of Urbanism

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12:10 - 12:55: Projects as urban transformers and regenerators

Moderator/Presenter

José Antonio Pérez Ramírez

Real Estate Business School (REBS)

Director

Speakers

Juan Conejo Villanueva

Insur Group

Regional Director of Eastern Andalusia

Julio Gómez

AQ Acentor

General Manager in Andalusian

Ángel Fernández Sánchez

Aedas Homes

Costa del Sol Territorial Director

Inés Laresgoiti

Clikalia

Head of Andalucía

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13:30 - 14:30: Branded in the Real Estate World

Like any sector, the real estate market is compelled to innovate, and one of the latest trends is the so-called Branded Residences. We will discuss how major brands are partnering with developers and hotels to create these innovative projects

Moderator/Presenter

José María Esteban

Ores & Bryan
Surety Director

Speakers

Juan José Millán Mata

Idliq Group
Chief Strategy Officer

José María González Carvajal

DarGlobal Spain
Senior Business Development Director

Enrique López Granados

Caledonian
President

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17:00 - 17:30: Bilbao and Dotational Accommodations: Experiences and Management Challenges

In this workshop, we aim to highlight alternative residential models to the current one, particularly the use of dotational or equipamental resources to temporarily address the housing needs of members in new forms of cohabitation.

Speakers

Yolanda Díez Saiz

Bilbao City Council
Councilor Delegate of the Housing Area

José María Escolástico

Spanish Association of Public Housing and Land Managers (AVS). OAL Bilbao
Vice-President. Deputy Director

Íñigo Villarroya

Bilbao City Council
Director General of Municipal Housing

08/11/2024 CASA DEL FUTURO

10:30 - 11:15: Advanced Construction: Innovation and Sustainability in Building

Moderator/Presenter

Miguel Pinto

Building Cluster

Managing Director

Speakers

Anna Guanter Feixas

Culmia Real Estate Developments

Head of Innovation and Sustainability

Lucas Galán Lubascher

Neinor Homes

Director of Product and Innovation

Juan Francisco Rodríguez Ruiz

Bilba

CEO

Juan López-Asiain Martínez

General Council of Technical Architecture of Spain
(CGATE)

Director of the Technical Office

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11:20 - 12:20: Villa Ayantam. Record in sustainability through technology

Moderator/Presenter

Carlos Martínez Jarabo

Admentum Global Management
CEO

Speakers

Enrique Bueno

Aryon Buildings
Manager

Andrés Rivera Quero

Schneider
Senior Sales Engineer

Jesús Tirado García

Grato
Territorial Director

Agustín Romero Molina

Airzone
Project Engineer

Judith Masip

Uponor
Iberia Sustainability Manager

Julián Anglada

Siber
Technical Prescriber Eastern Andalusia/Canary Islands

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12:25 - 13:05: Digital Revolution in Real Estate: From Customer Experience to Process Optimization

Moderator/Presenter

Emilio Herrera

Cibernos

Head of Public Sector

Speakers

Carla Martínez Danti

Habiteo

Country Manager for Spain and Portugal

Jesús López Mayoral

Gilmar Real Estate

CTO

David Hurtado Torán

Microsoft Spain

Innovation Lead

Carlos Llibre

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Operations Director

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08/11/2024 CASA DEL FUTURO

13:10 - 13:20: Welcome III Open Call for Start-ups

Speakers

Marc Sanderson

Málaga Open for Business
Director

Isabel M^a Abad Guerrero

Malaga University (UMA)
Deputy Vice-Rector for Employability

13:20 - 13:50: Elevator Pitch: III Open Call for Start-ups

The 5 finalist startups present their initiatives to the investment ecosystem, experts, and heads of innovation areas in the real estate sector.

Speakers

Juan Manuel Gómez Ferreras

2GF Solutions
COO

Marcin Zduniak

SkyTrade
Business Developer Manager Spain

Alejandro González

FindNido
CEO

Maria Morgado

Hanok Agency
Co-founder & CCO

Pablo San Juan Sebastián

The Residencial Club
Co-founder and CTO



14:00 - 14:20: Meet & Greet

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14:20 - 14:30: Awards Ceremony: III Open Call for Star-ups

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09/11/2024 CASA DEL FUTURO

11:00 - 11:30: Complete Guide to Buying Your Home

By Cristina Fernandez: your specialized real estate personal shopper.

Buying a property is much more than a financial transaction; it is a commitment to our wealth, our future and our quality of life. This guide aims to give you the tools, knowledge and confidence to make the best decision. Every step has a bearing, and my goal is to help you take each one with confidence and success. Find out all the details from an expert.

Speakers

Cristina Fernández Amores

Compra con Cristina
CEO

11:30 - 12:00: Say Goodbye to the 20% Initial Down Payment: New Rent-to-Own Formulas

By Víctor Calderón: simplifying and bringing real estate investment closer to individuals

With 12 years of experience in the real estate sector across the UK and Spain, Víctor has specialized in residential investment. He has led the opening of strategic markets such as Madrid, Valencia, and most recently Málaga, where he drives key projects with INVERSIVA.

Speakers

Víctor Calderón Vázquez

Inversiva
Asset Manager

12:00 - 12:30: Buy, Renovate, and Profit

By Ángel Sánchez: house flipping specialist

Speakers

Ángel Sánchez

Buenas Prácticas Inmobiliarias Málaga (BPI Málaga)