

GENERAL PROGRAM

THURSDAY 13/11/2025

09:45 - 11:00 h. **Welcome. Opening Conference of SIMED and III International Meeting on Social, Affordable and Protected Housing**

[SIMED ARENA](#)



Welcome by SIMED, presented by Nacho Román, General Director of FYCMA

Opening of the 3rd International Meeting on Public, Social, and Affordable Housing, delivered by José María López Cerezo, Managing Director of the Municipal Housing Institute of the Málaga City Council and President of the Spanish Association of Public Housing and Land Managers (AVS).

Opening conference by Marco Corradi, President of Housing Europe.



Nacho Román
FYCMA - Director General



José María López Cerezo
Gerente del Instituto Municipal de la Vivienda del Ayuntamiento de Málaga (IMV)
- Presidente. Asoc. Española Gestores Públicos de Vivienda y Suelo



Marco Corradi
Housing Europe - President



Sorcha Edwards
Housing Europa - Secretaria General

09:50 - 17:30 h. **Forum Innova by Bilba presented by María Lacalle**

[FORUM INNOVA by BILBA](#)

Presented by María Lacalle, Project Director at InnovaSpain.

10:00 - 10:25 h. **Welcome and Opening Presentation of the Innova Forum by Bilba**

[FORUM INNOVA by BILBA](#)

Bilba.

GENERAL PROGRAM



Jesús Alonso Pérez
Bilba - Director de Innovación



Juan Francisco Rodríguez Ruiz
Bilba Construcción e Infraestructuras - CEO

10:00 - 10:30 h. **Municipal Urban Planning Office / Malaga City Council**

[STAND E14](#)

STANDS ACTIVITIES

Málaga as an Innovation Hub: A Presentation by the **Malaga Open for Business Office**

10:30 - 11:15 h. **Smart Rehabilitation: Innovating for Decarbonization**

[FORUM INNOVA by BILBA](#)

INNOVATION IN CONSTRUCTION. ALLIANCES FOR A NEW ERA OF HOUSING. TECHNICAL CONFERENCE CO-ORGANIZED WITH AVS, THE SPANISH ASSOCIATION OF PUBLIC HOUSING AND LAND MANAGERS

The transition towards a more efficient, healthy, and decarbonized building stock requires more than simply complying with regulations: it requires transforming the model. This panel focuses on how technological innovation, along with financing and management models, is revolutionizing the energy renovation of homes and buildings. We will explore disruptive tools, practical case studies, and public-private partnership models that enable the scaling of viable and affordable solutions for homeowners and communities.



Antonio Mesa Álvarez
The Gaviota Group - Director Ingeniería Prescripción



Marisa Mandly García
Colegio de Administradores de Fincas de Málaga y Melilla - Vicepresidenta y Consejera del Consejo Andaluz



Rocío Santiago Benítez
UCI - Directora Comercial de Rehabilitación Residencial



Susana Cayuelas Porras
AVRA - Directora General



Julián Domínguez Huerta
CIP Arquitectos - CEO

GENERAL PROGRAM

10:30 - 11:00 h. **Metrovacesa**

[STAND D1](#)

Presentation of the housing portfolio targeted at international clients

10:57 - 11:00 h. **Welcome from Iberian Property**

[SIMED ARENA](#)



Alexandre Lima
Iberian Property - Director

11:00 - 11:50 h. **From Product to Experience: How the Premium Residential Market is evolving**

[SIMED ARENA](#)



LIVING IN EVOLUTION



Javier Reguart
Alatus Residential Services - Director General



Jesús Rodríguez Maseda
Savills - Director Consultoría Estratégica



Roberto Cabrera
EE.UU HB Int'l - Brown Harris Stevens Residential Sales - Licensed Associate Real Estate Broker



Setareh Mohregi
Gilmar Real Estate - Directora Dpto Internacional



Sergio Arana
Urbanitae - Director

11:00 - 11:30 h. **Culmia**

[STAND B1](#)

Presentation of the housing portfolio targeted at international clients

GENERAL PROGRAM

11:20 - 12:25 h. **From Collaboration to Action: The Road Towards Residential Industrialization**

FORUM INNOVA by BILBA

Bilba.

INNOVATION IN CONSTRUCTION. ALLIANCES FOR A NEW ERA OF HOUSING. TECHNICAL CONFERENCE CO-ORGANIZED WITH AVS, THE SPANISH ASSOCIATION OF PUBLIC HOUSING AND LAND MANAGERS

Industrialized construction requires greater collaboration among all industry stakeholders, from institutions, developers, and builders to manufacturers and designers. This roundtable examines the comprehensive process of residential industrialization through a multidisciplinary perspective from those leading the transformation of the construction model.



Luis Acacio Ortega Hita
Nuovit Corporate - Subdirector General



Jesús Alonso Pérez
Bilba - Director de Innovación



Juan Carlos Cabrero
Molins Precast - Experto en Desarrollo de Sistemas Constructivos Industrializados



Ricardo Bittini
Autodesk - Sr. Principal Business Consultant



Tamara Lemos Gil
Triodos Bank - Directora Sector Construcción Sostenible y Vivienda Social



Jordi Royo Florenza
BILBA Construcción e Infraestructuras - Director de Contratación e IPD

11:30 - 12:30 h. **State Model for Housing and Land. New National Plan**

CONFERENCE ROOM 1.1

FORUM FOR PUBLIC DEVELOPERS AND PROMOTERS: AVS / HOUSING EUROPE. III INTERNATIONAL MEETING ON PROTECTED, SOCIAL AND AFFORDABLE HOUSING

GENERAL PROGRAM



Anselmo Menéndez Menéndez

Ministerio de Vivienda y Agenda Urbana, MIVAU - Subdirector General de Política y Ayudas a la Vivienda



Benjamín Augusto López Rodríguez

Sepes - Director de Coordinación



Hilda González Méndez

PROCORNELLA - Gerente

11:30 - 12:00 h. **Málaga City**

[STAND E14](#)

City Presentation by Málaga Open4Business

11:55 - 12:45 h. **Flex Living: Trend becomes a Solution**

[SIMED ARENA](#)

LIVING IN EVOLUTION



Araceli Martín-Navarro

Coword - Presidenta



Covadonga Sanz

Rockfield Real Estate - Head of Asset Management



Jorge Pereda

Grupo Lar - Country Manager Living España



Alexandre Lima

Iberian Property - Director

GENERAL PROGRAM

12:00 - 14:00 h. **Municipal Urban Planning Office - Malaga City Council**

[STAND E14](#)

STAND ACTIVITIES

Presents a Full Schedule of Informative Capsules:

12:00 PM - New OMLU: Streamlined Licensing and Simplified Processes

Speaker: Gracia Díaz

12:20 PM - EUCAs and GMU: How to Speed Up Urban Planning Procedures

Speaker: Luis Utrera

12:40 PM - BIM Pilot Projects: Toward the Automation of Urban Planning Procedures

Speaker: Carlos Ruiz Mateos

1:00 PM - Digital Urban Planning: Next Steps in GMU Digitalization

Speaker: David Jurado

1:20 PM - Urban Development Agent - Port Railway: A Practical Case in Legal - Administrative Procedures

Speaker: María José Quintero

1:40 PM - Western Waterfront - From Urban Planning to Reality

Speaker: Carlos Lanzat

GENERAL PROGRAM

12:30 - 13:35 h. **Sustainability and Impact. The Silent Revolution in Housing: Building without Smoke, Manufacturing with Purpose**

FORUM INNOVA by BILBA

INNOVATION IN CONSTRUCTION. ALLIANCES FOR A NEW ERA OF HOUSING. TECHNICAL CONFERENCE CO-ORGANIZED WITH AVS, THE SPANISH ASSOCIATION OF PUBLIC HOUSING AND LAND MANAGERS

We will explore how industrialization and other models are transforming the sector through genuine sustainability, carbon footprint reduction, and circular economy principles. The discussion will cover real-world challenges and practical solutions.



José Manuel Villanueva

011h - Co-CEO



Juan Manuel Borrás González

Culmia - Director Operaciones



Manuel Suárez Martínez

Schüco Iberia - Director SCHÜCO Urban



Ramón Sánchez Fernández

Sacyr Construcción - Director de Ingeniería de Edificación



Vicente García

Grato - Director General



Jordi Núñez i Martínez

PROMUSA - Gerente y Coordinador Grupo Técnico AVS

12:30 - 13:30 h. **Housing Europe: Challenges in the EU**

CONFERENCE ROOM 1.1

FORUM FOR PUBLIC DEVELOPERS AND PROMOTERS: AVS / HOUSING EUROPE. III INTERNATIONAL MEETING ON PROTECTED, SOCIAL AND AFFORDABLE HOUSING

GENERAL PROGRAM



Marco Corradi
Housing Europe - President



Marc Patay
Nantes Métropole Habitat, NMH. Francia - Director General



Johan Nyhus
HSB. Suecia - Presidente



Liesbeth Spies
AEDES. Países Bajos - Presidenta



Bent Madsen
BL - Vivienda Social Danesa - Director Ejecutivo



Rossana Zaccaria
Legacoop Abitanti. Italia - Presidenta



José M^a Escolástico Sánchez
Oal Viviendas Municipales de Bilbao - Subdirector Operativo y Jurídico

12:30 - 13:00 h. **Sotogrande Andalucía**

[STAND B6](#)

Presentation of the housing portfolio targeted at international clients

13:00 - 13:30 h. **Grupo Abu**

[STAND D6](#)

Presentation of the housing portfolio targeted at international clients

13:30 - 14:30 h. **Cities and Housing. Living Solutions**

[CONFERENCE ROOM 1.1](#)

FORUM FOR PUBLIC DEVELOPERS AND PROMOTERS: AVS / HOUSING EUROPE. III INTERNATIONAL MEETING ON PROTECTED, SOCIAL AND AFFORDABLE HOUSING

GENERAL PROGRAM



Álvaro González López

Ayuntamiento de Madrid - Delegado del Área de Gobierno de Políticas de Vivienda



Yolanda Díez Saiz

Ayuntamiento de Bilbao - Concejala Delegada, Área de Vivienda



Joan Ramón Riera Alemany

Ayuntamiento de Barcelona - Comisionado de Vivienda



Víctor M. Serrano Entío

Ayuntamiento de Zaragoza - Consejero Urbanismo, Infr. Energía y Vivienda



Jerónimo Escalera Gómez

Asociación de Gestores Públicos de Vivienda y Suelo, AVS - Secretario/Presidente Madrid

13:40 - 14:30 h. **Tokenization and Blockchain in Alternative Financing**

FORO INNOVA by BILBA



Activity organized by Ores & Bryan



Cristina Campian

FIBREE Executive Board - Vice President



Enrique Lahuerta

Reental - Desarrollo Negocio



Ivo Cadenas

America eConsulting - Founder



Vicente Ortíz

Vicox Legal - Ceo

15:30 - 16:30 h. **Detailed Process of the Housing Development on Marroc Street, Barcelona. 3D Modular System**

CONFERENCE ROOM 1.4

TAXONOMY OF INDUSTRIALISED PUBLIC HOUSING DEVELOPMENTS: FROM THE PROJECT, SPECIFICATIONS, CONTRACTS, DESIGN-AND-BUILD AGREEMENT, AND CONSTRUCTION, TO THE HANDOVER OF KEYS. TWO MODELS

GENERAL PROGRAM



Daniel López Valdés

Instituto Municipal de la Vivienda y Rehabilitación de Barcelona, IMHAB - Arquitecto

15:30 - 16:10 h. **Socially Committed Solutions: The Case of Paris**

[CONFERENCE ROOM 1.1](#)

FORUM FOR PUBLIC DEVELOPERS AND PROMOTERS: AVS / HOUSING EUROPE. III INTERNATIONAL MEETING ON PROTECTED, SOCIAL AND AFFORDABLE HOUSING



Lucie Lescude Plaa

Paris Habitat - Responsable de Relaciones Internacionales



Manuel Morillo García

Director Gerente Empresa Municipal de la Vivienda de Sevilla, EMVISESA - Tesorero Asoc. de Gestores Públicos de Vivienda y Suelo, AVS

16:00 - 16:25 h. **Alatus Residential Services**

[FORUM INNOVA by BILBA](#)

Presentation of the housing portfolio targeted at international clients

16:10 - 16:50 h. **Collaborative Solutions**

[CONFERENCE ROOM 1.1](#)

FORUM FOR PUBLIC DEVELOPERS AND PROMOTERS: AVS / HOUSING EUROPE. III INTERNATIONAL MEETING ON PROTECTED, SOCIAL AND AFFORDABLE HOUSING



Juan Casares Collado

CONCOVI - Presidente



Gema Gallardo

Provienda - Co-Directora General



Eusebio González Castilla

Agencia de Vivienda Social de la Comunidad de Madrid - Director Gerente

GENERAL PROGRAM

16:30 - 17:30 h. **Presentation of Real Estate Opportunities Abroad**

[FORUM INNOVA by BILBA](#)

SIMED broadens its horizons and showcases a curated selection of international real state opportunities in high-value, high-potential destinations. From the United Arab Emirates to Latin America, this session features residential and investment proposals in both emerging and established markets, designed for those looking to diversify, invest, or settle outside of Spain.

United Arab Emirates

- Binghatti

- Lex Layer

United States – Mexico – Dominican Republic

- Roes International

- Multiplica Real Estate

- LarimarCity

- Onix Living



Guillermo Salomon

MULTIPLICA Real Estate - Director General



Alberto Muñoz Sanchez Miguel

LARIMAR CITY - Director Comercial



Carmen Salas

Binghatti - Luxury Sales Manager



Riki Seijas

ROES international - Asesor Inmobiliario



Victor Goytia

ONIX Living - Director de Operaciones



Elena González López

Lex Layer - FZCO - General Manager

16:30 - 17:15 h. **White Paper on Industrialised Social Housing**

[CONFERENCE ROOM 1.4](#)

TAXONOMY OF INDUSTRIALISED PUBLIC HOUSING DEVELOPMENTS: FROM THE PROJECT, SPECIFICATIONS, CONTRACTS, DESIGN-AND-BUILD AGREEMENT, AND CONSTRUCTION, TO THE HANDOVER OF KEYS. TWO MODELS

GENERAL PROGRAM



Alejandro Santamaria Sillaurren

Vivienda y Suelo de Euskadi, VISESA - Resp. Industrialización, Urbanización y Exp. Ambientales

16:30 - 16:45 h. **Opening Ceremony of SIMED**

SIMED ARENA

OPENING CEREMONY AND SIMED - ACP MÁLAGA MEETING POINT



Juan Manuel Rosillo

Asociación de Constructores y Promotores de la Provincia de Málaga, ACP Málaga

- Presidente



Francisco de la Torre Prados

Ayuntamiento de Málaga - Alcalde

16:45 - 17:45 h. **The impact of land generation on the housing deficit**

SIMED ARENA

Partners:

Bilba.

Lagoon
LIVING

MYRAMAR 
Promotores-Constructores desde 1958



OPENING CEREMONY AND SIMED - ACP MÁLAGA MEETING POINT Among Leaders

Be part of the sector's most influential event, where top players unveil the strategies and insights shaping the future of the industry.



Alberto Quemada Salsamendi

LANDCO - Consejero Delegado



Antonio Truan

Ginkgo Advisor - Director de España y Portugal



Borja García-Egotxeaga

NEINOR HOMES - Consejero Delegado



Tomás Gasset

Urbania - Consejero Delegado



Juan Verde

Promotor de la Economía Verde y Líder Global en Desarrollo Sostenible - Estratega Corporativo y Gubernamental

GENERAL PROGRAM

16:50 - 17:20 h. **Presentation of the European Project INSPIRE-US: Renovation as a Lever to Promote Affordable Housing**

[CONFERENCE ROOM 1.1](#)

FORUM FOR PUBLIC DEVELOPERS AND PROMOTERS: AVS / HOUSING EUROPE. III INTERNATIONAL MEETING ON PROTECTED, SOCIAL AND AFFORDABLE HOUSING



Helena Beunza Ibáñez
ASVAL - Presidenta



Laura Fernández García
ASVAL - Directora General

17:15 - 18:00 h. **Detailed Process of the Sopela-Asu and Llodio-Goikoplaza Developments**

[CONFERENCE ROOM 1.4](#)

TAXONOMY OF INDUSTRIALISED PUBLIC HOUSING DEVELOPMENTS: FROM THE PROJECT, SPECIFICATIONS, CONTRACTS, DESIGN-AND-BUILD AGREEMENT, AND CONSTRUCTION, TO THE HANDOVER OF KEYS. TWO MODELS



Nerea Molina Gaueca
Vivienda y Suelo de Euskadi, S.A. - Responsable de Contratación

GENERAL PROGRAM

17:20 - 18:50 h. **AVS 2025 Awards - Spanish Association of Public Housing and Land Managers**

[CONFERENCE ROOM 1.1](#)

FORUM FOR PUBLIC DEVELOPERS AND PROMOTERS: AVS / HOUSING EUROPE. III INTERNATIONAL MEETING ON PROTECTED, SOCIAL AND AFFORDABLE HOUSING

Sustainable Building - New Construction

- Daniel López Valdés, Architect, IMHAB

Administration and Management of the Social Housing Stock

- Carlos de Juan Carrillo. Councillor for Housing, Alicante City Council
- Maite Ripoll Asensi. Head of Section and Coordination, P.M.V. Alicante

Social Innovation Initiative. Toni Sorolla

- Cristina León Moreno. Head of Rental Housing Stock Management Service, IMV Málaga

Sustainable Building Renovation

- Ana de Miguel Cabrera. CEO, EMVS Madrid

Heritage Building Rehabilitation

- Jesús Corroto Briceño, General Manager of the Toledo City Consortium

Integrated Urban Regeneration

- Luis Carlos Delgado Ortiz. Managing Director, Sestao Berri

Next Generation Programmes

- David Onieva Fernández, Technical Director, VIMUSA

Presented by: Lorena Reula Gil, Secretary of the AVS 2025 Awards and Managing Director of Zaragoza Vivienda



Daniel López Valdés
Instituto Municipal de la Vivienda y Rehabilitación de Barcelona, IMHAB - Arquitecto



Carlos de Juan Carrillo
Admón y Gestión Parque Social Vvdas. Ayuntamiento de Alicante - Concejal



Maite Ripoll Asensi
Admón y Gestión Parque Social Vvdas. Ayuntamiento de Alicante - Jefa de Sección y Coordinación



Cristina León Moreno
Instituto Municipal de la Vivienda Ayuntamiento de Malaga - Jefa de Servicio

GENERAL PROGRAM



Ana De Miguel Cabrera

Empresa Municipal de la Vivienda y Suelo de Madrid - Consejera Delegada



Jesús Corroto Briceño

Consortio de la Ciudad de Toledo - Gerente



Luis Carlos Delgado Ortíz

Sestao Berri - Director Gerente



David Onieva Fernández

Vimusa - Director Técnico



Lorena Reula Gil

Sociedad Municipal Zaragoza Vivienda - Directora Gerente

GENERAL PROGRAM

17:30 - 19:00 h. **Malaga Legal Conference**

FORUM INNOVA BY BILBA

"Legal and Tax Keys to the Real Estate Market Discover how to navigate commissions, financing, taxation, rural land transactions, and updates on squatting cases.

Talks:

When Is a Real Estate Commission Earned? An analysis of the various circumstances surrounding the involvement of real estate agents in property transactions.

Speaker: Martos & Gross Abogados

Buying and Selling on Rural Land Latest developments in urban planning and housing in Andalusia (LISTA, AFO, first occupancy licenses, tourist housing).

Speaker: RFR Lawyers

Legal and Tax Aspects of Financing a Real Estate Project.

Speaker: Adwill

Real Estate Taxation Distinction between VAT and ITP-AJD (exemptions and reductions).

Speaker: Ruíz Ballesteros

Investment Vehicles in Real Estate Development The joint account and participatory loan: legal and tax considerations.

Speaker: PyBA Legal Solutions

The Squatting Phenomenon Legal reform enabling fast-track proceedings.

Speaker: Conlavenia Abogados"

17:30 - 18:00 h. **Grupo Insur**

STAND B5

Presentation of the housing portfolio targeted at international clients

17:45 - 18:40 h. **Housing as a Reflection of a Society in Transformation**

SIMED ARENA

Partners:



Promotores-Constructores desde 1958



OPENING CEREMONY AND SIMED - ACP MÁLAGA MEETING POINT Among Leaders

GENERAL PROGRAM



Francisco Javier Pérez Medina
Culmia - Consejero Delegado



Javier Braza Delgado
Lagoom Living - Consejero Delegado



Jorge Pérez de Leza Eguiguren
Metrovacesa - Consejero Delegado



Sergio Gálvez
AQ-Acentor - Consejero Delegado



Juan Verde
Promotor de la Economía Verde y Líder Global en Desarrollo Sostenible - Estratega Corporativo y Gubernamental

GENERAL PROGRAM

FRIDAY 14/11/2025

09:45 - 10:00 h. **Welcome**

SIMED ARENA



III PUBLIC-PRIVATE PARTNERSHIP FORUM - III INTERNATIONAL MEETING ON PROTECTED, SOCIAL AND AFFORDABLE HOUSING



José María López Cerezo

Gerente del Instituto Municipal de la Vivienda del Ayuntamiento de Málaga (IMV)

- Presidente. Asoc. Española Gestores Públicos de Vivienda y Suelo



Nacho Román

FYCMA - Director General

09:50 - 16:30 h. **Forum Innova by Bilba presented by María Lacalle**

FORUM INNOVA by BILBA

Presented by María Lacalle, Project Director at InnovaSpain.

10:00 - 10:25 h. **We start with Investment**

FORO INNOVA by BILBA

CURRENT INSIGHTS. APPLIED INNOVATION: INVESTMENT, CONSTRUCTION AND SALES WITH A FUTURE OUTLOOK

Presented and Moderated by: José Antonio Pérez. Director of Real Estate Business School (REBS)



Alberto Padilla de la Mata

FOTOCASA - Responsable de Formación y Desarrollo



Vanesa Juárez

Superlativo 8 - CEO



José Antonio Pérez

Real Estate Business School - CEO

GENERAL PROGRAM

10:00 - 10:50 h. **Housing with social impact**

SIMED ARENA

III PUBLIC-PRIVATE PARTNERSHIP FORUM - III INTERNATIONAL MEETING ON PROTECTED, SOCIAL AND AFFORDABLE HOUSING



Guillermo Prudenciano
011h - Business Development Manager



Helena Beunza Ibáñez
ASVAL - Presidenta



Joaquín Osuna Rodríguez
LiveUpp Promociones SL - Director General



Jon Bilbao
Ayuntamiento de Bilbao - Presidente SURBISA/Concejal Regeneración Urbana



Ana María Sanjuán Luna
Ayuntamiento de Cádiz - Concejala Delegada de Vivienda y Desarrollo Sostenible

10:30 - 10:55 h. **We Move on to Sustainable Design and Construction**

FORO INNOVA by BILBA

CURRENT INSIGHTS. APPLIED INNOVATION: INVESTMENT, CONSTRUCTION AND SALES WITH A FUTURE OUTLOOK

Presented and Moderated by: José Antonio Pérez. Director of Real Estate Business School (REBS)



José García Vázquez
AENOR - Mánager Construcción Sostenible



Patricia Díaz Martín
Sacyr Construcción - Responsable de Innovación



José Antonio Pérez
Real Estate Business School - CEO

10:30 - 11:00 h. **Gilmar Real Estate**

STAND B3

Presentation of the housing portfolio targeted at international clients

GENERAL PROGRAM

10:50 - 11:35 h. **International Vision of Affordable Housing**

[SIMED ARENA](#)

III PUBLIC-PRIVATE PARTNERSHIP FORUM - III INTERNATIONAL MEETING ON PROTECTED, SOCIAL AND AFFORDABLE HOUSING



Borja Giménez Larraz

Parlamento Europeo - Eurodiputado y Miembro Comisión sobre Crisis de Vivienda UE



José María López Cerezo

Gerente del Instituto Municipal de la Vivienda del Ayuntamiento de Málaga (IMV)

- Presidente. Asoc. Española Gestores Públicos de Vivienda y Suelo

11:00 - 11:25 h. **We Finish with Forecasting and Sales**

[FORO INNOVA by BILBA](#)

CURRENT INSIGHTS. APPLIED INNOVATION: INVESTMENT, CONSTRUCTION AND SALES WITH A FUTURE OUTLOOK

Presented and Moderated by: José Antonio Pérez. Director of Real Estate Business School (REBS)



Alejandro Aguirre de Cárcer

Brainsre - CEO



Carlos Rueda

Idealista - Head of Sales Enablement & Customer Loyalty



Silvia Díaz Juberías

Metrovacesa - Responsable de Marketing y Comunicación



José Antonio Pérez

Real Estate Business School - CEO

11:00 - 11:30 h. **Top Gestión**

[STAND C5](#)

Presentation of the housing portfolio targeted at international clients

11:30 - 12:10 h. **From Static Urban Planning to Data-Driven Urbanism: Málaga's Digital Twin**

[FORO INNOVA by BILBA](#)

GENERAL PROGRAM



Alicia Izquierdo García

Á. Innovación, Digitalización Urbana, Promoción de Inversión Tecnológica y Empresarial y Captación de Inversiones, Ayto. Málaga - Concejala Delegada



Emilio Herrera Rebollo

Cibernos - Head of Public Sector

11:30 - 12:00 h. **Térmica Beach**

STAND C4

Presentation of the housing portfolio targeted at international clients

11:35 - 12:30 h. **Land Use and Collaboration Opportunities**

SIMED ARENA

III PUBLIC-PRIVATE PARTNERSHIP FORUM - III INTERNATIONAL MEETING ON PROTECTED, SOCIAL AND AFFORDABLE HOUSING



Álvaro González López

Ayuntamiento de Madrid - Delegado del Área de Gobierno de Políticas de Vivienda



Javier González Ramiro

SEPES - Director de Urbanización y Agenda Urbana



Javier Martín-Merino

Andersen - Socio y Responsable del Área de Urbanismo



José Andrés Moreno Gaviño

Consejería de Fomento, Articulación del Territorio y Vivienda. Junta de Andalucía
- Director G. Ordenación Territorio, Urbanismo y Agenda Urbana



José María Morente Monte

Ayuntamiento de Málaga - Gerente de la Gerencia Municipal de Urbanismo

12:00 - 12:30 h. **Urbea**

STAND B4A

Presentation of the housing portfolio targeted at international clients

GENERAL PROGRAM

12:00 - 14:00 h. **Municipal Urban Planning Office - Malaga City Council**

[STAND E14](#)

STAND ACTIVITIES

Presents a Full Schedule of Informative Capsules:

12:00 PM - Specail Plan for Basic Infrastructure (PEIS 04): Vision and Opportunities

Speaker: Silvana Molina

12:20 PM - PMS: Opportunities for Development

Speaker: Patricio Díaz

12:40PM - Urban Integration of the Gualdamedina: The Great Green Corridor and Plaza Bridges

Speaker: Pilar Vila

1:00 PM - New Urban Development Areas: From Distrito Zeta to La Térmica

Speaker: Pedro Navas

1:20 PM - Frank Capra Park: The New Green Lung of Teatinos

Speaker: Ramsés Vidal

1:40 PM - New Police Station: A New Municipal Facility

Speaker: Juan Antonio Marín

12:30 - 12:35 h. **Welcome from Open Call for Startups**

[FORO INNOVA](#) by [BILBA](#)



IV OPEN CALL FOR STARTUPS



Ana Muñiz Fernández

Universidad de Málaga, UMA - Técnico Especialista de Empleabilidad y Empredimiento

12:30 - 13:30 h. **Regional Housing Models**

[SIMED ARENA](#)

III PUBLIC-PRIVATE PARTNERSHIP FORUM - III INTERNATIONAL MEETING ON PROTECTED, SOCIAL AND AFFORDABLE HOUSING

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Denis Itxaso González
Gobierno Vasco - Consejero de Vivienda y Agenda Urbana



Pablo Rodríguez Valido
Gobierno de Canarias - Consejero de Obras Públicas, Vivienda y Movilidad



Ignacio Peinado
Fadeco Promotores - Presidente

12:35 - 13:15 h. **Public Support and Funding for Innovative Startups in Real Estate and Constructions**

FORO INNOVA by BILBA

IV OPEN CALL FOR STARTUPS

International Presentation on Incentives for Developing Disruptive Projects in Europe



Juan Cabrera
Emmedue - Presidente



Dirk Paelinck
European PropTech Association - Chairman & Founder



Juanma Revuelta Pérez
Finnova - CEO

13:20 - 13:30 h. **Case Study. 2024 Winner**

FORO INNOVA by BILBA

IV OPEN CALL FOR STARTUPS

Winning Company - III Open Call for Startups of SIMED 2024 and Beneficiary of European Funds



Alejandro González
FindNido - CEO

13:30 - 14:00 h. **Closing Ceremony**

SIMED ARENA

III PUBLIC-PRIVATE PARTNERSHIP FORUM - III INTERNATIONAL MEETING ON PROTECTED, SOCIAL AND AFFORDABLE HOUSING

GENERAL PROGRAM



Francisco de la Torre Prados
Ayuntamiento de Málaga - Alcalde



Ignacio Peinado
Fadeco Promotores - Presidente



Rocío Díaz Jiménez
Junta de Andalucía - Consejera de Fomento, Articulación del Territorio y Vivienda



José María López Cerezo
Gerente del Instituto Municipal de la Vivienda del Ayuntamiento de Málaga (IMV)
- Presidente. Asoc. Española Gestores Públicos de Vivienda y Suelo



Marco Corradi
Housing Europe - President

13:35 - 15:00 h. **IV Open Call for Startups**

FORO INNOVA by BILBA

Elevator Pitch of the 5 Finalist Startups:

- ConBotics
- Jubenial
- Nidus Lab
- PinMy
- Raizo

Meet and Greet during the Jury Deliberation

Awards Ceremony



Ana Lozano Portillo
Nidus Lab - Founder&CEO



Bernardo Bouzas García
Raizo - Co-Founder



Bogdan Yosava
PinMy - Co-Founder



Cristian Amaya
ConBotics GmbH - CEO



Rodolfo Nevado
JUBENIAL - Co-Founder

GENERAL PROGRAM

16:00 - 16:30 h. **Trends. Have you ever wondered how the future of home life is designed?**
[FORUM INNOVA by BILBA](#)



Clara Cantarero

IKEA en Andalucía Oriental - Directora de MKT y Directora de Interiorismo y Comunicación

16:00 - 19:00 h. **Real Estate Session**
[SIMED ARENA](#)

Organized by Atalaya Team

GENERAL PROGRAM

SATURDAY 15/11/2025

11:00 - 11:30 h. **How to Move Safely Toward a Purchase: Common Mistakes and How to Avoid Them**

[FORUM INNOVA by BILBA](#)

SIMED WITH YOU

Participant: Association for Best Practices in Real State

11:30 - 12:00 h. **From Project to Home: Keys to furnishing a House economically without sacrificing Design or Energy Efficiency**

[FORUM INNOVA by BILBA](#)

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Participant: Top Integral

12:00 - 12:30 h. **The Home Buying Process Fully Explained: Be an Informed Buyer**

[FORUM INNOVA by BILBA](#)

SIMED WITH YOU

Participant: Centuy 21 Infinity

12:30 - 13:00 h. **Is Now a Good Time to Invest in Property? What You Should Know Before Deciding**

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Participant: URBEi Investments

GENERAL PROGRAM

13:30 - 13:45 h. **Critical Points to Check in Off-Plan Property Sales from Both the Developer's and Consumer's Perspective to Avoid Surprises**

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Participant: Martos & Gross Lawyers

13:45 - 14:00 h. **From Dream to Nightmare... When Real Estate deals end up in criminal court**

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Participant: Anverso Lawyers

14:00 - 14:15 h. **The Importance of Preliminary Contracts (Deposits, Reservations) and What Individuals Should Avoid**

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Participant: RFR Lawyers

14:15 - 14:30 h. **Selling Furnished Homes: Tax Essentials for Developers and Real Estate Operators**

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Participant: Ruiz Ballesteros