

FORUM INNOVA by BILBA

THURSDAY 13/11/2025

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**
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Bilba.



Jesús Alonso Pérez
Bilba - Director de Innovación



Juan Francisco Rodríguez Ruiz
Bilba Construcción e Infraestructuras - CEO

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

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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

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

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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

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

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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

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

16:00 - 16:25 h. **Alatus Residential Services**
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Presentation of the housing portfolio targeted at international clients

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

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SIMED broadens its horizons and showcases a curated selection of international real estate 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

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

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"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"

FRIDAY 14/11/2025

09:50 - 16:30 h. **Forum Innova by Bilba presented by María Lacalle**
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Presented by María Lacalle, Project Director at InnovaSpain.

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

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

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

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

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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

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

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IV OPEN CALL FOR STARTUPS



Ana Muñiz Fernández
Universidad de Málaga, UMA - Técnico Especialista de Empleabilidad y Empredimiento

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

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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**

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IV OPEN CALL FOR STARTUPS

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



Alejandro González
FindNido - CEO

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

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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

16:00 - 16:30 h. **Trends. Have you ever wondered how the future of home life is designed?**

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

SATURDAY 15/11/2025

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

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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**

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Participant: Top Integral

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

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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

13:00 - 13:30 h. **How to Manage and Launch a Real Estate Business as an SME**

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Tools, Strategies, and Lessons for Identifying Opportunities and Executing Viable Deals in Demanding Environments.

Participant: Voltor and Voltor

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