

III INTERNATIONAL MEETING ON PROTECTED, SOCIAL AND AFFORDABLE HOUSING

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

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

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



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

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

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



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

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



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

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



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**

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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

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

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Juan Casares Collado
CONCOVI - Presidente



Gema Gallardo
Provivienda - Co-Directora General



Eusebio González Castilla
Agencia de Vivienda Social de la Comunidad de Madrid - Director Gerente

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



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

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

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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**

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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 Gauca
Vivienda y Suelo de Euskadi, S.A. - Responsable de Contratación

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

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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



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

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

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

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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

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

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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

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

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

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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

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

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



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



CO-ORGANISERS

