Program Activities and Conferences
WEDNESDAY, OCTOBER 7th, 2015

EXHIBITION AREA

08:30 Exhibitors entrance
09:00 Visitors accreditation
09:30 to 10.00 Inauguration “Auditorium”
10.00 Exhibition Area Opening
11:30 to 12.00 Coffee-Break “Exhibition Area”
14:00 to 15.00 Cocktail-lunch “Exhibition Area”
18:00 h Closing of Exhibition Area

AUDITORIUM LOUNGE
(Simultaneous translation available. English-Spanish and vice versa)

09.30 to 10.00 Opening Ceremony
Jordi Puigdemont i Ferrà, Director General de Telecomunicacions i Societat de la Informació. Conselleria Empresa y Ocupació (to be confirmed)
Bernd Becker, President of EuroCloud Europe (ECE)
Francisco Javier González Gosalbez, President of EuroCloud Spain (ECSP)

10.00 to 10.30 It is all about Europe’s future with Cloud
Bernd Becker, President of EuroCloud Europe (ECE)

09.30 to 09.50 Europe’s Digital Single Market Approach
Cloud Trends in Spain
Francisco Javier González Gosalbez, President of EuroCloud Spain (ECSP)

10.20 to 10.50 The Cloud in Asia
Yo-Yuan Yeh, Institute for Information Technology of Taiwan

11.30 to 12.00 Break

12.00 to 13.00 MEDIACLOUD - The role of the cloud for high diffusion sporting events.
The future of the media content
Gustau Serra, CEO of MEDIACLOUD
Gemma Pons, Mediacloud Product Manager of MEDIAPRO

Most football professionals know the MEDIAPRO Group as one of the main companies in the audio visual rights market. MEDIAPRO has leveraged its work in sports analytics for clubs using its Media coach system. This talk is aiming to share the experience on using, managing and exploiting competition data through two environments: Professional match analysis tools for Clubs and Fan engagement program. The first one is a limited and known environment while the second has a high volume and unpredictable scope.

13.00 to 14.00 MEDIACLOUD & NETAPP - Back up in Cloud
Gustau Serra, CEO of MEDIACLOUD
Manel Picallo, Consulting System Engineer of NETAPP

Current technology enables cloud backup in a way that was unthinkable a few years ago and most importantly, saves the technological difficulties in the attractive cost savings makes the backup in the Cloud on the ideal choice of any customer.

14.00 to 15.00 Break

15.00 to 16.00 MEDIACLOUD - Metrics and resource allocation in the Hybrid Cloud
Carlos Maraña, Service Manager of MEDIACLOUD
Xavier Fernández, CEO de ABOUO
Ramón Martín de Pozuelo, Researcher / Smart City Coordinator of LA SALLE R&D

Hybrid cloud solutions (public - private) are increasingly common due to the increasingly demanding requirements of users who need very high levels of availability and flexibility of the cloud, with times of increasingly low response. Managing a hybrid cloud is a complex process that requires the extraction of metrics and application of algorithms and systems for efficient maker’s location of resources on a cloud or another.

16.00 to 17.00 IBM - Cloud: What is it and why should I care?
Angel Moreu, Cloud Director of IBM

Cloud computing has become a business-critical requirement, and organizations must take a methodical approach if they are to get the business benefits they have been told—and sold—to expect. Now, more than ever, it is essential for the companies to have a solid cloud strategy. Know it.

17.00 to 18.00 Networking at the Exposition Area.

THEATRUM LOUNGE

10.30 to 11.30 Migration to a Virtual Infrastructure (IaaS) - Process & Benefits (Roundtable) (Spanish)

Moderator
Juan Miguel Velasco, President of Cloud Security Commission EuroCloud Spain

Participants
Ana Pérez Priego, Key Account Manager of ARSYS
Santiago García, Cloud Certified Seller of IBM
David Ayllón, Marketing Manager of OVD
Sebastián Martínez Torregrosa, Business Development Manager of SUSE
Manuel Argiz, Sales Director of TODOENCLOUD

In this roundtable, experts will position the process involved in the change from a traditional infrastructure to a cloud infrastructure, defining the steps of successful planning and showing their immediate benefits.

11.30 to 12.00 Break

12.00 to 13.00 Session 1: Cloud Security (3 keynotes & Roundtable) (English)

Moderator
Anna Nietzyksza

Participants
Dimitira Liveri, ENISA, The ENISA stocktake on European Cloud Security and relevant Certification Schemes
Mario Hofmann, Fraunhofer AISEC, New approach for Compliance, Security and Data privacy assessment in the Cloud Age – NGCertiNext Generation Certification
Juan Miguel Velasco, Security Committee EuroCloud Spain, The real life in Cloud Security

The public discussion about Cloud Security is as old as Cloud Computing as such. In the last years, Cloud Security as well as customers awareness about necessities has significantly improved. In this Cloud Security session the key recognitions and findings on cloud security risks as well as adequate protection measures will be introduced by national European Government Organizations.

13.00 to 14.00 Session 3: Cloud Privacy & Certification. (3 keynotes & Roundtable) (English)

Moderator
Tobias Höllwarth, Director de ECSA Star Audit

Participants
Victor Roselló, Lawyer, Member of IAPP, CIPP/E. Cloud Privacy Certification State of the Art in Spain
Georg Borges, Professor University of Bochum Cloud Privacy Certification
Jens Eckhardt, JUCONOMY Cloud Privacy Check

The acceptance of Cloud to a high extend is relying on customers confidence in a trustworthy handling of private data. In this session we want to spotlight the requirements from the perspective of the EU Data Protection Supervisor and introduce ways to prove adequate handling of privacy data.

14.00 to 15.00 Break

15.00 to 17.00 Session 5: Cloud Standards & Certification ECSA
Eurocloud Star Audit
(English)

Moderator
Bernd Becker, President of EuroCloud Europa

Participants
Emmanuel Darmois, ETSI CS2C, Cloud Standards Coordination
Alejandro García, CEO of IMQ IBÉRICA, Cloud Standards from the point view of certification entities
Sebastiano Toffalatti, ICT SME The relevance of Cloud Standards and Certification for SMEs

Cloud customers from all business sectors are often lacking of own IT expertise. How are they able to verify the trustworthiness and reliability of Cloud providers and across the entire cloud value chain? Defined and broadly accepted standards are most helpful for Cloud Providers to ensure quality services to their customers, while knowledgeable, independent auditors following accepted certification schemes like the ECSA will prove legal, security and privacy requirements and operational conformance.

17.00 to 18.00 Networking at the Exposition Area

ATRIUM LOUNGE

10.30 to 11.30 Opportunities and challenges on the fast growing Polish Cloud Computing and Cybersecurity market
(Roundtable) (English)

Moderator
Anna Katarzyna Nietykoza, President of EuroCloud Poland

Participants
Anna Kulikowska, Key Account Manager of Data Center Services Polcom SA
Tomasz Kowalski, Sales Director of Telco and Media Polcom SA
Pawel Olech, CEO of Pirios SA
Lukasz Cichowlas, Sales Director of Pirios SA

EU structural funds financing opportunities (82 billion euro allocation for Poland). Partnering with Spanish companies? Case studies: POLCOM SA Cloud and Data Centre provider and PURIOS, a Saas Software provider.

11.30 to 12.00 Break

12.00 to 13.00 Session 2 Cloud Research Innovation Towards the European Open Science Cloud. Cloud Brokerage for Community Clouds
(3 keynotes & Roundtable) (English)

Moderator
Dalivor Baskovc, Presidente de EuroCloud Slovenia

Participants
Bob Jones, CERN, Towards the European Open Science Cloud
Michael Kramer, 42Virtual, Cloud Brokerage for Community Clouds
Elisa Martin Garajo, Chief Technology Officer of IBM Cloud Research Innovation

While Cloud Computing so far and to a high extend is standing for the transformation of traditional IT into the Cloud business model while providing additional features due to the internet based service provision. But the Cloud capabilities are reaching far beyond. More and more Cloud is becoming the platform for the development and provision of new innovations in all areas of life. Academic research and business organizations are driving the cloud based innovation. In this session key cloud based research initiatives will be introduced reflecting on the accelerating power of Cloud Computing as development platform for innovation in all sectors.

13.00 to 14.00 Session 4: Cloud Star up & Innovation
(English)

Moderator
Rob Postema, MOCHADOCS How a start up manages to start up a Cloud company and copes with up growing business challenges

Marius Pauluru, ELEFIN, Collaborate with trust & efficiency

Never in history has it been so easy for start-up companies to get off the ground. A tremendous cultural change can be recognized, where all across Europe Start Up centres are growing out of the ground. Cloud Computing is enabling Start Ups to establish required IT infrastructure at lowest costs and without significant pre-investments, while the realization of new, creative solutions are possible in the cloud at the same time. This session provides insights in Europe’s leading Start Up centres and their way of working. How a start up managers to start up a Cloud company and copes with up growing business challenges

14.00 to 15.00 Break

15.00 to 17.00 Session 6: EU Cloud Funding Projects.
(3 keynotes & Roundtable) (English)

Moderator
Juan Zelenay, Presidente de EuroCloud Euskalqua

Participants
Luc Hendriz, UEAPME, Clouding SME
Dalibor Baskove, EuroCloud Slovenia CLOUD CATALYST
Julia Wells, ATOS SLALOM

The European Commission is strongly supporting cloud based research and innovation. Further and due to Europe’s SME based economy some EU funding projects are focussing on the adoption of cloud at SME based cloud customers and cloud providers across the European countries. In this session successful projects shall be introduced.

17.00 to 18.00 Networking at the Exposition Area.

IMPORTANT Meet the speakers
Location: Exhibition hall meeting area.
Start: 10min after end of session

SCHOLA LOUNGE (Workshops)

10.30 to 11.30 SANDISK - OpenStack Storage on Flash-Breaking Performance Boundaries with breakthrough Economics
Javier Alonso Sánchez de Molina, BDD Emea & Latam of SANDISK

12.00 to 13.00 IBM - Softlayer & Bluemix
Be ready to attend the IBM Bluemix demos. We will build an application and deploy it using DevOps on our PaaS solution
Francisco Ramos, Cloud Specialist of IBM IBM Softlayer

Take a guided tour through Softlayer portal and see how to create a virtual or bare metal server
Jordi Sanchez Huertas, IBM Cloud Specialist IBM Bluemix

13.00 to 14.00 SUSE - Private Cloud Creation with Openstack
Sebastian Martinez Torregrosa, BDM of SUSE
Eduardo Diaz Rodriguez, Presales Manager of SUSE

15.00 to 16.00 GOOGLE - Google Cloud Platform
Jon Lorenzo Santamaría, Head of Cloud Platform Sales Ibérica of Google

16.00 to 17.00 GOOGLE - Google App
Juan José García, Territory Manager Google for Work of Google

WORKING AREA (Round Table)

10:30 11:00 Assurances in the Virtual
Richard Sykes, Eurocloud UK

11:00 11:30 Cloud Privacy Impact for Cloud Providers
Tobias Höllwarth & Jens Eckhardt

16:30 17:00 Cloud & Open Source
Emmanuel Darmois
ETSI Cloud Standards Coordination
THURSDAY, OCTOBER 8th, 2015

EXHIBITION AREA

08:30  Exhibitors entrance
09:00  Visitors accreditation
09:30 to 10.00  Opening 2nd day “Auditorium”
10.00  Exhibition Opening
11:30 to 12.00  Coffee-Break “Exhibition Area”
14:00 to 15.00  Cocktail-lunch “Exhibition Area”
17:00 to 17.30  Closing ceremony “Schola”
18:00  Closing of exhibition area

AUDITORIUM LOUNGE
(Simultaneous translation available English-Spanish and vice versa)

09.30 to 09.55  Digital Transformation / Digital Single Market
Pearce O’Donohue, Digital Transformation & Digital Single Market

09.55 to 10.20  Cloud28+, a community of European cloud providers for European Enterprise clients
Xavier Possens Goyou Beauchamps, HP

10.20 to 10.45  A strong partnership that provides competitive advantages.
Tobias Hollwarth, Vicepresident of EuroCloud Europe (ECE)

10.45 to 11.10  Cloud in Public Administration. Programs that promote the incorporation of TIC on SME through Cloud Computing
Yolanda Echarte Sammartin, Deputy Director of Digital Economy at RED ES, Secretary of State of Telecommunications and Information Technology of SPANISH MINISTRY OF INDUSTRY

11.10 to 11.35  Innovative and pre-commercial public purchase by AAP
Nuria Díaz Ranz – Deputy Manager at Promoting Business Innovation Department of MINISTRY OF ECONOMY & COMPETITIVENESS

11.35 to 12.00  Break

12.00 to 12.30  The Local Government and Social Media
Juan Antonio Rodríguez Salas, Mayor of Jun (Granada)

The case of Jun a town of Granada, Spain, with 3.600 citizens and a Phenomenon in Twitter (325.000 followers), Can Social Media help to manage the Public Administration

12.30 to 14.00  Offer & possibilities to Public Administration from providers in cloud technology
(4 keynotes & Roundtable)

Moderator
Javier López, Cloud coordinator of government policies AMETIC

Participants
“Trusted Cloud Ecosystems & Services: A Digital Single Market to enhance cloud uptake in Europe”
Munir Ismet, EMEA, Public Sector, Education and Healthcare / Cloud of HEWLETT-PACKARD

“Cloud fearless at the Public Administration”
Santiago García, Cloud Certified Seller of IBM

“Yes Cloud, but not in any way “
Héctor Sánchez, National Technology Officer of MICROSOFT

“Telefónica Cloud Services for Public Administrations”
Alberto Fernández Castro, Cloud Business Development Consultant of TELEFÓNICA

14.00 to 15.00  Break

15.00 to 17.00  “EU Digital Single Market Statement form the Eurocloud Forum Barcelona”
(Public Discussion)

THEATRUM LOUNGE

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Alberto Fernández Castro, Cloud Business Development Consultant of TELEFÓNICA

14.00 to 15.00  Break

15.00 to 16.00  Migration to Big Data-Process & Benefits / Social Media (Roundtable) (Spanish)

Moderator
Antonio Cimorra, Area Manager of Information Technology of AMETIC

Participants
Fernán Febrero, Technological Consultant of EM
Javier Domingo, Cloud Senior Engineer of ACKSTORM
Pablo Galán, Cloud, SAP & Providers Manager of HUAWEI
Karl Buffin, SVP Sales & BDM of LOGTRUST

In this roundtable, experts will position the different stages that have been going through the storage of information, to improve their implementation and facilitate analysis, reflecting on the emergence of Big Data, as an effective solution to manage the information generated using Internet and social networks in the business world.
While Cloud in Europe so far is still a provider market, it can be recognized, that customers are identifying the chances and benefits cloud is able to provide. Certain businesses face specific requirements due to legal regulations or operational requirements. Consequently customers are more and more defining their Cloud requirements. This session will point out the requirements from a customer perspective as well as the operational and economic benefits resulting from a successful cloud implementation.

15.00 to 16.00  Session 11 Cloud Changing Business Parliament (3 keynotes & Roundtable) (English)
Moderator
Zoltan Bellak, Presidente de EuroCloud Hungria

Participants
Peter Balco, BPUG SLOVENSKO/ HP Slovensko Education as a Service
Werner Grum INGRAN MICRO, Ingram Micro Cloud – We live the promise of technology!

At this time there is a lot of welcome in the European Parliament to any advice from credible sources (Experts, Academia and Trade Associations) to comment on the European Digital Single market approach. Eurocloud wants to formulate a position generated from the participants of the Eurocloud Forum Barcelona, where concerns and opinions are as welcome as supporting comments and further suggestions.

16.00 to 17.00  Cloud Provider-Factors for a Provider Selection (Roundtable) (Spanish)
Moderator
Enrique Lliups Oliart, President of the Dematerializations Process of EuroCloud Spain (ECSP)

Participants
Santiago Garcia, Cloud Certified Seller of IBM
Carlos Ibarra, Sales Manager of SWHOSTING
Jordi Costa Mur, Global Product Manager, Global Cloud of TELEFÓNICA BUSINESS SOLUTIONS

In this roundtable, experts will position the process involved, analyse the characteristics which should offer a Cloud provider to comply with requirements that each type of company needs. Those critical to keep in mind to avoid mistakes in choosing the design Cloud factors, recruitment and viability of a change of supplier will be displayed, if the occasion dictates.

IMPORTANT Meet the speakers
Location: Exhibition hall meeting area.
Start: 10min after end of session

SCHOLA LOUNGE  (Workshops)

10.30 to 11.30  NEXICA - Virtual Desktop vs DaaS (ERP in Cloud) (Workshop) (Spanish)
Sergi de la Torre, Presales Manager of NEXICA

11.30 to 12.00  Break

12.00 to 13.00  SAGE - La gestión de tu empresa en la Nube (Workshop) (Spanish)
Irís Mendoza, Sales Support Consultant of SAGE

13.00 to 14.00  LOGTRUST – Big Data (Workshop)
Pedro del Castillo Muros, CEO of LOGTRUST

14.00 to 15.00  Break

15.00 to 16.00  AYTSI – ERP in Cloud (Workshop)
Ernesto Martinez Bonet, CEO of AYTSI

16.00 to 17.00  INGRAN - How to get your Cloud Services / Cloud Marketplace (Workshop) (Spanish-English)
José Augusto Singh, Cloud Sales Specialist of INGRAM MICRO
Werner G. Grum, cloud Director DACHH of INGRAM MICRO

**WORKING AREA** (Round Table)

10:30 11:00  Why is Certification so important? The Eurocloud Star Audit
Tobias Höllwarth, Eurocloud Europe

11:00 11:30  Cloud Adoption Roadmap. 21 categories structured guidance of whitepapers
Richard Sykes, Eurocloud UK

16:30 17:00  Modernizing eGovernment & Cloud for Europe
Dalibor Baskovc & Linda Strick

17:00 17:30  eHealth

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**FRIDAY, OCTOBER 9th, 2015**

(By invitation, please ask on eurocloud@eurocloudspain.org)

(Limited capacity to 100 people)

**CIBERNARIUM LOUNGE**

MEDIA TIC building (less than 100 m. from MEDIAPRO)
Carrer de Roc Boronat, 117, 08018 Barcelona

09.30 to 12.30  Public Sector Meeting
(Speech & Round Table)

More than 20 experts will speak about the trending topics of Public Sectors and Cloud for use, for citizens