



Continuous Innovation

Perspectives on enabling cloud innovation and transformation through culture, talent, and leadership.

Now, more than ever, innovation is vital to creating and maintaining differentiation. Visit us and attendee to our sessions to see how leaders sustain continual innovation that grows their business and delivers differentiated customer experiences.

Companies are beset by challenges—and surrounded by opportunities, too. To thrive, companies are going to have to do (even) more with (even) less.

Amazon's approach to innovation is one way of tackling the challenge, and it could have elements helpful to others in the present climate. In our experience, innovating successfully depends on rapidly determining where to innovate, what solution to focus on, and how to build.

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|---|-------------------------------------|
| The new AWS Region and what it means
Alberto Gurbindo Solution Architect AWS | 📍 Booth - D416
🕒 10:00 AM |
| La nube como motor de transformación para las PYMEs
Alex Rickert, AWS Account Manager and Carmen Pino Cuevas, AWS Solution Architect | 📍 España Pyme Digital
🕒 10:20 AM |
| Democratizing Machine Learning
Albert Capdevila, AWS Solutions Architect | 📍 Booth - D416
🕒 11:00 AM |
| Demystifying the cloud enterprise transformation
German Gonzalez Zapata, Solution Architect AWS | 📍 Booth - D416
🕒 12:00 PM |
| Provide superior customer service at a lower cost with an easy-to-use omnichannel cloud contact center
Cristian Romero, Solution Architect AWS | 📍 Booth - D416
🕒 1:00 PM |
| Start saving with serverless services
Matias Huéscar, AWS Solutions Architect | 📍 Booth - D416
🕒 2:00 PM |
| Migrate to AWS with the Migration Acceleration Program (MAP)
Roland Merkle, MAP BDM | 📍 Booth - D416
🕒 3:00 PM |
| AWS Keynote: Continuous Innovation
Carlos Carus, AWS Leader Technology Iberia | 📍 Main Auditorium
🕒 4:10 PM |
| Use Computer Vision without previous knowledge
Albert Capdevila, AWS Solutions Architect | 📍 Booth - D416
🕒 5:00 PM |
| Transformation and innovation in Payments
Jose Luis Prieto, AWS Global Principal Solutions Architect | 📍 Room 2
🕒 5:40 PM |

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- The new AWS Region and what it means
Alberto Gurbindo | Solution Architect AWS
Booth - D416
10:00 AM
 - Democratizing Machine Learning
Albert Capdevila, AWS Solutions Architect
Booth - D416
11:00 AM
 - Building a CCOE to transform the entire enterprise
Juan Manuel Gómez, Solution Architect AWS
Booth - D416 | Demo
12:00 PM
 - Provide superior customer service at a lower cost with an easy-to-use omnichannel cloud contact center
Cristian Romero, Solution Architect AWS
Booth - D416
1:00 PM
 - Enterprise Transformation
German Gonzalez Zapata, Solution Architect AWS
Booth - D416
2:00 PM
 - Migrate to AWS with T-Systems and the Migration Acceleration Program (MAP)
Roland Merkle, MAP BDM, and Albert Trullols, Head of Public Cloud Sales at T-Systems Iberia
Booth - D416
3:00 PM
 - Start saving with serverless services
Matias Huéscar, AWS Solutions Architect
Booth - D416
4:00 PM
 - Use Computer Vision without previous knowledge
Albert Capdevila, AWS Solutions Architect
Booth - D416
5:00 PM
 - Sustainable Engineering Make SDG's Possible | Industry 4.0
Juan Martínez, Business Development Manager IoT & Robotics at AWS
Revolution
5:30 PM
 - The CIO Toolkit to improve performance and deliver results
David Sanz, AWS Solution Architect Leader
Room 2
5:30 PM

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- The new AWS Region and what it means
Alberto Gurbindo | Solution Architect AWS
Booth - D416
10:00 AM
 - Let's get physical
Diego Rodriguez Herrero, AWS Greenfield Leader
Digital Mkt Planet
10:40 AM
 - Democratizing Machine Learning
Albert Capdevila, AWS Solutions Architect
Booth - D416
11:00 AM
 - Cybersecurity are more than costs
Juan Pablo Denegri, AWS Solutions Architect
Manager for Enterprise
Room 3
11:30 AM
 - Demystifying the cloud enterprise transformation
German Gonzalez Zapata, AWS Solution Architect
Booth - D416
12:00 PM
 - The Secrets to a Successful Enterprise AI Strategy
Ana Jimenez Castellanos, AWS AI Leader
Revolution
1:00 PM
 - Start saving with serverless services
Matias Huéscar, AWS Solutions Architect
Booth - D416
2:00 PM
 - Migrate to AWS with the Migration Acceleration
Program (MAP)
Roland Merkle, MAP BDM
Booth - D416
3:00 PM
 - Talento para una nueva época: Profesiones del
futuro: ¿Qué demanda el mercado?
Emilio Nestal, AWS Greenfield Sales Leader
España Pyme Digital
4:00 PM
 - The Road Ahead-Beyond ESG Horizon
Giulia Rossi, EMEA Digital Innovation Leader
Main Auditorium
4:50 PM

AWS New Region

The new AWS Region in Spain represents an additional investment of €2.5 billion by AWS in the country over the next 10 years, will allow customers to run workloads and store data in Spain, as well as satisfy end users with even lower latency.

AWS estimates that this new investment will increase Spain's GDP by approximately €1.8 billion and create 1,300 new jobs over the next 10 years.

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Discover how millions of organizations are using the AWS cloud to innovate and transform with unparalleled capabilities.
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[Reinventing with the Cloud](#)



Visits Us! Booth D416

1. The store of the future
2. Serverlesspresso
3. AWS New región
4. Continuous innovation
5. Accelerate Sustainability
6. Democratizing Machine Learning
7. Migration Acceleration Program (MAP)
8. Industry 4.0
9. Cybersecurity
10. Lets get phigital!

