



# CO-SOCIETY WHAT IS VALUE TO THE MILLENNIALS AND Z GENERATION

#32co-session

13-14 DE JUNIO DE 2018

EN COLABORACIÓN CON:



ORGANIZA:



INSTITUTE  
OF NEXT  
BY INFONOMIA

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BARCELONA TECH CITY / EDIFICIO PIER01 / PAYMENT INNOVATION HUB  
PLAÇA DE PAU VILA 1, PLANTA -1, 08003 BARCELONA

10:00 ACREDITACIONES

10:05 BARCELONA TECH CITY, MIQUEL MARTÍ, CEO BCN TECH CITY

10:30 MILLENNIALS & Z GENERATION,

ALFONS CORNELLA, FOUNDER INSTITUTE OF NEXT BY INFONOMIA

10:45 WORKSHOP: ¿QUÉ ES VALOR PARA LOS MILLENNIALS?

11:15 COFFEE BREAK

11:30 PAYMENT INNOVATION HUB (CASE), SILVIA GARCÍA,

PAYMENT INNOVATION HUB, COMMUNICATION & MARKETING STRATEGIST

12:15 METROPOLIS LAB BARCELONA, SEAT (CASE),

JOSE C A L NASCIMENTO, HEAD OF METROPOLIS LAB

13:00 STARTUPS TOUR BY BARCELONA TECH CITY

14:00 LUNCH

15:00 WORKSHOP ¿QUÉ ES VALOR PARA LOS Z?

15:30 BADI, PLATAFORMA PARA COMPARTIR HABITACIÓN,

ÁLVARO CÓRDOBA, CO-FOUNDER BADI

16:00 TALK STARTUP Z

16:30 DEBATE

17:00 CONCLUSIONES



SONAR + D / FIRA MONTJUIC

AVINGUDA RIUS I TAULET S/N, BARCELONA

14 DE JUNIO

10:30 MILLENNIALS & Z TALENT AT SONAR +D, DORIS OBERMAIR, SONAR+D

11:00 TOUR ....

12:30 EL FUTURO DE LA MÚSICA. ALBERT DURAN-BARQUÉ, THE ZERO BAND

GRAVITY Y TERESA ROIG, DIRECTORA DE FUNDACION QUARTIS

14:00 FREE LUNCH

15:00 EL FUTURO DE INTERNET

16:00 START UP GARDEN

17:00 EL FUTURO DE LAS EXPERIENCIAS AUDIOVISUALES

18:00 MARKET LAB

19:00 FREE SONAR+D +SONAR DE DÍA

23:00 CIERRE PUERTAS