

Challenges in digital skills in SMEs

Project Eagle Conference

January 23, 2025

Program

9.00 – 9.30 Reception of participants and attendees

9.30 -10:10 **Opening Speeches**

- ▶ Miguel Angel Benavente - **President of FAE**
- ▶ José Miguel García - **Rector of the University of Burgos**
- ▶ Luís Enrique Ortega - **ViceMinister for Digital Transformation of the Regional Ministry of the Junta de CyL**
- ▶ Cristina Ayala - **Mayor of Burgos**

10:15–10:45 **Opening speech:**
"Challenges of digital transformation and digital skills in SMEs"
Speaker: Luis Ignacio Vicente – **CIO ABB**
ASTI Mobile Robotics and Strategic Advisor of Pons IP

10.45 – 11.15 Coffee break

11.15 – 11.55 **Round table 1 - "Business Intelligence and Data Analytics"**

Companies are facing challenges in the area of Business Intelligence and data analytics. This panel of experts will address the main challenges in this area, the lack of data culture, how to guarantee training in digital skills, the need to promote innovation in the company and the optimization of processes. In addition, the importance of integrating analytics into business strategy to adapt to an increasingly dynamic market will be highlighted.

Participants:

- ▶ Javier Parra - **External CSA Consultant for Digital Transformation-Pr. Dr.USAL**
- ▶ Silvia González- **Head of the AI department at ITCL**
- ▶ Carlos Noriega - **Director of Aciturri Tech**

Moderator: Samuel Pérez – Communication Technician at the Scientific Culture Unit of the UBU

12.00 – 12.40 **Round Table 2 - Cycle on new digital professions**
"Main challenges of STEM professions"

This panel of experts will address the main challenges of studying a STEM career, which include the high academic demand, the complexity of scientific and technological concepts and the need to be constantly updated due to rapid technological advance.

Participants:

- ▶ Javier García - **Director of Applications and Marketing Nicolás Correa**
- ▶ Sonia Fajardo - **HR Director Skretting**
- ▶ Mikel Ayala - **STEM and Innovation Area Advisor CIFP San Gabriel**
- ▶ Radu Bogdan Toma - **Director of the Experimental Sciences Didactic Area-UBU**

Moderator: Samuel Pérez – Communication Technician at the Scientific Culture Unit of the UBU

12.45 – 13.00

Conclusions and Closing of the Conference

Bruno Baruque - Computer Science and Artificial Intelligence Area of the UBU and Coordinator of the EAGLE Project

13.00 – 14.00 Lunch

Conference Venue:

- Face-to-face: FAE assembly hall. Plaza Castilla 1,09003, Burgos.
- Online: live streaming Youtube

Main language of the conference in English. Simultaneous translation in Spanish.

EAGLE Conference Organizing Committee:

- Confederation of Burgos Companies (FAE)
- Digital InnovationHub Industry 4.0 (DIHBU)
- University of Burgos (UBU)

European Partners of the EAGLE Project:

- Matej Bel University
- University of Limerick
- Vernian RTI
- L3CE
- SOPK - Slovak Chamber of Commerce and Industry
- VSB Technical University of Ostrava
- Skillnet Ireland
- Turku University of Applied Sciences



► **Registration open:**

<https://eventos.faeburgos.org/ConferenciaEagleRetosencompetenciasdigitalesenlasPymes>