

IoT SOLUTIONS

WORLD CONGRESS

*Discover, learn, share,
and get ready for
what's next!*

This is what
IoT Solutions World
Congress
is all about.



Fira Barcelona

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Roger Bou
DIRECTOR
IOT SOLUTIONS
WORLD CONGRESS

On 10th - 12th May, after two and a half years, we finally welcomed our ecosystem back to Barcelona. We gathered and enjoyed three days of knowledge-sharing, business-building, and networking. It was a special edition where we felt "normal" again.

As Bill Hoffman - Chairman of the Board and CEO of Object Management Group and IOTSWC Official partner, pointed out in his opening ceremonies speech, "Even during the pandemic that put the world on hold, technology and industry never stopped. And IoT Solutions World Congress is the leading event on trends in digital transformation, based on disruptive technologies. The show has evolved from IOT to focus on advanced technologies and solutions impacting industry.

Put simply; digital disruption is the change caused by emerging technologies and new business models. A bold, technologically sophisticated future awaits—this we know. IOT Solutions World Congress is here to help you navigate the opportunities and risks and to focus attention on the technologies that have the most significant business impact across industries. So, look to this event as your compass and map for navigating digital disruption and advanced technologies". This is what IoT Solutions World Congress is all about.

Discover, learn, share, and get ready for what's next!

For 3 days, in HALL 4 - in the heart of the Gran Via Venue- we welcomed more than 12,000 visitors from over 120 countries; discovered the latest and most innovative solutions from over 300 exhibitors and learned from over 250 dynamic speakers presenting real use-cases and sharing digital innovation strategies on-stage at IOTSWC22.

At the Testbed Area on the show floor, attendees discovered how new technologies & services can be deployed in real-world conditions. Our testbeds are strategically placed on our exhibition floor, allowing our attendees to experience never-before-seen technology solutions in action.

The most innovative startups could present themselves to the world in our Startup Pavilion to consolidate as innovative projects able to scale to a major level. Attendees visited the AI Demo Zone, dedicated exclusively to the presentation of demonstrations on the application of Artificial Intelligence.

Our partner Object Management Group had a strong presence at the event, at the Industry IoT Consortium and Digital Twin Pavilion. In this edition, OMG also launched Responsible Computing®, a new membership consortium for technology organizations that provides a framework for setting responsible corporate policies.

We had a fantastic time together, and we can't wait to convene again at our 2023 Edition, from January 31st to February 2nd. Join us!

Facts & Figures: Onsite

12,000 +
VISITORS

330
EXHIBITORS

270
SPEAKERS

170
SESSIONS





Media coverage

3,5K
editorial mentions

11,5M€
Economic value

1,8B
Potential reach

76
Countries

Online coverage

+450K
Website visits

70M
impressions in digital
advertising

+46K
Followers

+2 M
Organic Impressions

INFO

IOTSWC22 / FACTS & FIGURES

Visitor Profile



57%
DECISION-MAKERS

TOP TEN COUNTRIES



SPAIN
UNITED KINGDOM
FRANCE
GERMANY
ITALY
UNITED STATES OF AMERICA
NETHERLANDS
BELGIUM
POLAND
SWITZERLAND

TOP TEN INDUSTRY TECHNOLOGY END USER

Manufacturing	24,62%
Information & Com. Technology	12,14%
Energy & Utilities	10,40%
Building & Infrastructure	8,44%
Transportation & Logistics	7,75%
Healthcare & Pharmaceutical	7,51%
Consultancy	5,66%
Food Industry	4,97%
Chemical Industry	3,70%
Agriculture	3,70%



IOTSWC22 / FACTS & FIGURES

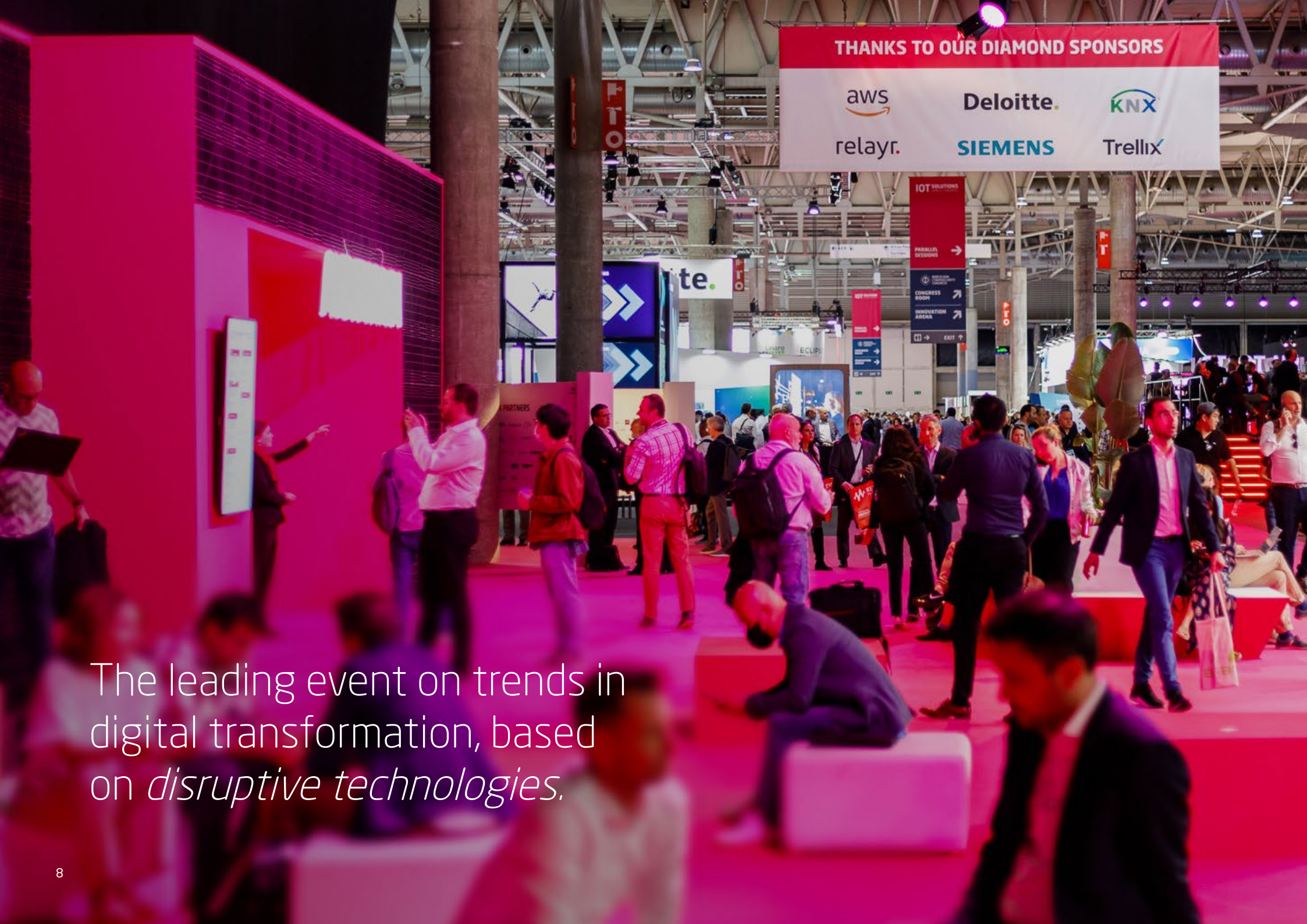
Delegate Profile

65%

DECISION MAKERS

MAIN AIM OF ATTENDING

Looking for partnership	21,60%
Searching for technology Solutions	19,62%
Explore new ideas and trends	18,92%
Socialize with peers	18,07%
Cluster/Associations/Research Networking	5,08%
Looking for investors/Invest in projects	3,90%
Press/Media Networking	3,05%
Job Seeking/Talent	2,06%



The leading event on trends in digital transformation, based on *disruptive technologies*.



IOTSWC22 / JOIN FORCES WITH ISE

REIMAGINE CROSS-INDUSTRY DIGITAL TRANSFORMATION

IOT Solutions World Congress, the largest international event devoted to industry transformation through disruptive technologies, and Integrated Systems Europe (ISE), the world's leading professional audiovisual (AV) and systems integration show, agreed to join forces and provide an unparalleled ecosystem for digital transformation to professionals from many industries.

The joint celebration of the two events provided a unique opportunity to explore the crossroads between two different sets of disruptive technologies. IOTSWC brought to the table top experts and companies working on Artificial Intelligence, Digital Twins, Internet of Things and Quantum Computing and ISE delivered leading companies from the professional AV industry as well as international experts in the field of systems integration in numerous industries. This cooperation highlights the two events' common ground that offers new ideas and means of collaboration for attendees and exhibitors.

JOIN FORCES WITH



The Congress Tracks

The Congress was dedicated to creating a dialog between leaders that are driving powerful digital innovation initiatives and are transforming the industries. As the challenges facing our planet grow, so does the need for game-changing solutions.

Horizontal Solutions:

The content of the IOT Solutions World Congress was divided into 5 horizontal tracks to unlock the power of the cross-sector partnership. Find out how these industries have been impacted by IoT technology.



Security Solutions

Enterprises need security solutions to prevent data breaches into their systems. As more information is available through IoT devices, enterprises need to properly protect their data and network. This track will explore strategies for protecting connected systems, company infrastructure, and trust from customers. Sessions will outline best practices that executives, engineers, managers, and developers can implement to secure their systems:

Technologies involved: **Digital Trust Through Blockchain, Cybersecurity, Digital Certification, Cloud data protection Gateways and Data encryption.**

Connectivity Solutions

High-performance connectivity is at the heart of the digital transformation of industrial systems especially in scaling scenarios. Selecting the most flexible and cost-efficient connectivity option is one of the critical decisions enterprises will make in a digital transformation strategy. This track will explore new use cases that are possible, thanks to new technologies like 5G.

Technologies involved: **5G, Wifi 6, Edge/Fog Computing, Autonomous vehicle, traffic management, Lpwan, vehicle telematics, Esimvs Usim.**



Business Optimization Solutions

Companies today are under tremendous pressure to deliver a higher quality of products and services at lower costs. IoT enables companies to identify gaps and potential risks thanks to the available data in the value chain. The track features sessions from leading brands and experts who are using IoT to competitive advantage. Learn how emerging technologies are creating new opportunities for companies to enhance their services, gain business insights, improve processes, and expand their offerings.

Technologies involved: **Digital Twin, VR, Big Data Analytics, Additive Manufacturing -3D, Remote Operating Center, Smart metering, Predictive Maintenance, Fleet Management, Digital Thread.**

Intelligence Solutions

As more and more things are connected to the Internet of Things, the volume of data associated with and generated by IoT devices is increasing exponentially. Managing and making sense of this data is essential if IoT solutions are to deliver value. This track explores the next phase of IoT and emerging technologies. A new spectrum of possibilities open when IoT and technologies such as machine learning and AI are combined to provide enterprises with the tools needed to interpret relevant, but sometimes non-structured, data.

Technologies involved: **AI, Collaborative Robots and Deep Learning Platforms.**

Customer experience Solutions

As customer expectations for IoT devices and their capabilities ramp up, the race to own customer experience is on! Businesses can capitalize on data collected by IoT devices to deliver personalized experiences to customers in the physical world. Sessions in this track will explore use cases that illustrate how companies are leveraging customer and patient data generated by IoT to deliver quality improvement solutions while improving the customer and patient experience.

Technologies involved: **Remote Health Monitoring, mHealth, Track ingestible Sensors and Smart Parking.**

Awe-inspiring Sessions

Plenary Session: Leveraging Innovative Technologies at DOE to Drive Energy Transition, Security, and Research Goals

In this session, Chief Information Officer Ann Dunkin highlighted the U.S. Department of Energy's work with innovative digital technologies, including 5G and AI; discuss the role of DOE's transparent and inclusive governance structure to empower users across the enterprise; and reflect on partnering with industry and academia to achieve DOE mission objectives.

Speakers: Ann Dunkin,
Chief Information Officer,
Department of Energy
USA.



Relayr Keynote Address: Equipment as a Service: Creating Value through Business Model Innovation

How to become a resilient OEM for industrial equipment that can adapt to ever-changing market conditions? The Equipment as a Service (EaaS) model drives value through increased efficiencies, margin expansion, and access to new market segments. Real-time data and predictive algorithms are at the heart of its success – ensuring equipment reliability and enabling insurance-backed machine performance guarantees.

Speakers: Jessica Poliner, CEO, Relayr.



relayr.

AWS Keynote Address Turnkey IoT: Strategies that Scale and Transform your Enterprise

Billions of IoT devices will connect with the cloud over the next five years. With IoT continuing to converge with AI, robotics, and 5G, enterprises are tackling big problems in infrastructure, production, and the environment using cloud technologies. But how do you get started on this cloud journey? In this session, through demos and customer stories, Yasser Alsaied, VP of IoT at AWS, introduced audiences to the new IoT and robotics technologies that are transforming building management, operations, and manufacturing.

Speakers: Yasser Alsaied, Vice President of IoT, Amazon.



aws

KNX Keynote Address: The Future of IoT in Home and Building Automation

This keynote presentation provided a review of how a solid foundation guarantees a future-proof, secure and state-of-the-art technology. Heinz Lux, CEO of KNX Association discussed how KNX now enables third-party services, which add new business possibilities for manufacturers and professionals. He will also look forward to how KNX IoT will take advantage of an IP future, a more robust cloud, and progress in artificial intelligence (AI).

Speakers: Heinz Lux, CEO Executive Officer, KNX Association.



KNX

Siemens Keynote Address How Disruption Paves the Way for a Lean, Green, Digital Industry

Nothing could ever prepare us for the profound disruption that the world has gone through over the past two years. We've seen global events come to a halt, a complete reevaluation of supply chains, and people's understanding of the "norm" questioned, underlining the vulnerabilities of a globalized world. The trends resulting from this disruption heighten human determination to plan even amid uncertainty: We work on securing our supply chains through globalization, reinforce our businesses for the Net Zero transition, and empower our people to contribute to the solutions.

Speakers: Aymeric Sarrazin, CEO, Siemens Advanta



SIEMENS

Trellix Keynote Address: Why Cybersecurity Needs to Be at the Heart of your IoT Strategy

As organizations rapidly innovate their offerings with IoT and cloud-based applications, threat actors are also taking advantage. 5G, Digital Industry, Smart Buildings & Cities are all critical parts of our future but also provide a target rich environment for cybercrime. This isn't something that should be feared, there are well-proven strategies that enable you to innovate in a secure manner.

Speakers: Mark Govan, VP/President/Chairman/Board, Trellix.



Trellix

Deloitte Keynote Address: Improving Supply Chain Resilience - Can You Afford Not To?

Never before has supply chain risk been so to the fore of the organizational mind set. Many recent events like COVID-19 and the war in Ukraine demonstrate clearly the impact on supply chains resulting in a breakdown of quality, reliability and traceability of raw materials. To manage the supply chain risks, organizations need to build a resilient supply chain. But how do you build a resilient supply chain?

Speakers: Jim Kilpatrick, Partner, Deloitte.



Deloitte.

How Google Has Scaled Digital Buildings Globally

Google's vision for a digital building is to create an open, secure, and digital infrastructure that allows for any device Google adopts to be able to support the applications and use cases for its buildings. This session discussed how Google has created a global and scalable Digital Building program, and key tips on how it was achieved including process, policy, people & technology.

Speakers: Katherine Farrington, Digital Global Lead, Workplace Design & Delivery, Google

The Financial Value of a Smart Building

For individual businesses, being able to assign a financial value to an investment they plan to make in their buildings can be a challenge. Often, taking the lessons learned from others is the best way to understand where the value lies for reducing energy, space usage and productivity leakage as well as improving health and wellbeing. In this presentation, Matthew Marson will present real client businesses cases that led to investments being made in mobile apps, location services, smart lighting systems and more.

Speakers: Matthew Marson, Global Market Sector Director, Technology Arcadis.

Panel Discussion How IoT Transforms Building Automation

The pandemic accelerated the uptake of IoT in smart buildings, playing an essential role in assuring a healthy building. Yet the IoT integration of sensors and collected data at the network edge offers many opportunities in the scope of building automation. This panel explored the state of Building IoT (BIoT) today - what's been working, what hasn't and where we think the industry will go next.

Speakers: Bob Snyder, Editor-in-Chief, Channel Media Europe. / Nicolas Waern, CEO Chief Executive Officer, Winniio. / Palle Geltzer Dinesen, CEO Chief Executive Officer, Ubiquisense. / Morne Erasmus, Business Development, CommScope. / Matthew Marson, Global Market Sector Director, Technology Arcadis. / Casto Canavate Fernandez, Marketing Responsible, KNX Association..

Using Intelligent Buildings to Support Hybrid Working, Carbon Commitments and Maintenance

This session explored the Arcadis (80Fen) story. The audience discovered how they created a digital workplace focused on improving the health, wellbeing, and productivity of their people, improving sustainability and driving value for money. They explicitly drew out the business case of an intelligent building and additional lessons learnt from market leading smart buildings.

Speakers: Sandeep Kapoor, Head of Intelligent Buildings, Arcadis. / Nicolas Readshaw, Associate Director, Intelligent Buildings, Arcadis.

BÜHLER GROUP: Digital Transformation Success Story

This session spotlighted Bühler's journey, mapping out how they have deployed IoT, cloud computing and other innovative emergent technologies to completely re-engineer, automate and infuse intelligence across key business functions. Our audience learned how they have used the power of digital to transform the physical aspects of their business and redefine the products they make, ultimately imparting more value for their customers and creating new levels of productivity, growth and sustainability.

Speakers: Stuart Bashford, Chief Digital Officer, Bühler Group.

Konecranes: Lifting Businesses and Delivering Business Advantage with Industrial IoT, Edge and Data Analytics

To make the most of data, it must be transformed into information, which then has to be transformed into intelligence. As companies seek to leverage data to improve profitability or boost operational efficiency, analytics makes it possible to gain insights into business areas previously out of reach. In this session, Juha Pankakoski, chief digital officer at Konecranes shared how the Finnish crane-making company harnesses IoT, edge computing and data analytics to competitive advantage.

Speakers: Juha Pankakoski, Executive Vice President, Technologies Konecranes.

Panel Discussion: The 7 Deadly Sins of Digital Twins: Why do DT projects in Buildings Fail?

Digital Twins in buildings have been at the height of the hype curve, however, reality has not always lived up to the expectations. In this session we discussed the usual pitfalls of digital twin projects and how these have been avoided in real-life customer cases.

Speakers: Elisa Rönkä, Global head of SaaS sales, Digital Buildings Siemens Smart Infrastructure, Siemens AG. / Kevin Bauer, Business Development, Siemens. / Ricardo Román Santurio, Cro Chief Revenue Officer, Fractal. / Ines Clarisa Schuster, Scientist/Professor/Researcher, ASCR / Salvador Bohigas, CEO, MSI Studio / Fred Casadella, Technician, Consorcio Besos Tordera.



Be inspired by the leaders



Smart Factory: Challenges and opportunities for the Food manufacturing industry

Food manufacturers are constantly challenged with producing consistent quality products to meet consumer tastes and demands, while aiming for waste and cost reductions, and also complying with ever-more restrictive food traceability regulations. This session explored how IIoT-driven digital technologies are being leveraged to assist in these challenges and how they can be strategically adopted to add value and solve problems, going beyond Industry 4.0.

Speakers: Sherif Gomaa, CPO Chief Product officer, Savola Foods / Hattan Alsulimani, Head Lead responsible/ Managing Director, Savola Foods & Co. / Rob Dickson, Architect, Deloitte Consulting B.V / Tim Paridaens, Partner, Deloitte Consulting & Advisory BV

Digital Eye in IoT: How CattleEye Uses the Cloud to Improve Animal Wellness

Dairy cattle health, welfare, and production requires a scale that can exceed human capacity, which is where CattleEye comes in. The CattleEye team produces scores, including body condition and mobility scores, that farmers can use to understand the health of their herd. Early adopters of CattleEye technology have seen decreases in lameness levels from 30% to about 10% of the herd. Milk producers on average see a savings of £350 each year through proactive treatments.

Speakers: Terry Canning, CEO Chief Executive Officer, CattleEye / John Marciniak, Solutions Architect, AWS.

Panel Discussion: The Journey to Sustainability through Enabling Technologies

Environmental sustainability cannot be the responsibility of just a few industries - if our world is to be protected, sustainable business must be a global priority. This panel addressed the challenges that sustainability is facing as technology continues to change at a rapid pace. IoT, AI, Edge, DT, 5G, AR / VR and more all play important roles as enablers for sustainability and building a better future for our planet. Our panelists discussed the current challenges and offer their perspectives on how to address them.

Speakers: Petrena Prince, Consultant, IBM UK Ltd / Alicia Asin, CEO and Co-Founder, Libelium. / David McKee, CEO Chief Executive Officer, Slingshot Simulations. / Tomas kolster, Head/ Lead/responsible/Managing Director, Danfoss. / José Díaz de Greñu de Pedro, Head/Lead/Responsible /Managing Director, Elliot Cloud.

The Countdown to a Sustainable Era has Already Begun

New IoT solutions for a new world. Achieving a more sustainable, secure and datacratized world requires new IoT solutions that go beyond what has been known until now. Let's talk to the data to change the world.

Speakers: Alicia Asín, CEO and Co-Founder, Libelium.

Behind the Bricks - Lego Group Leverages Digital Technologies to Transform Business Model

There isn't a person among us who hasn't played with LEGOs at some stage in their lives. We pass on bags of LEGO bricks from generation to generation, yet the company still manufactures a whole lot of new LEGOs each year. In fact, laid end-to-end, the number of LEGO bricks sold in 2021 would stretch to more than 21 times around the globe. One of the reasons for the company's success is the constant innovation of its manufacturing process, at all levels of industry.

Speakers: Jesper Toubøl, VP Operations - Moulding Production Speaker, Lego Group.

Panel Discussion:

CxOs: How to Harness Innovation

In this session, Transforma Insights founder Matt Hatton discussed with a panel of CxOs the best approach to identifying, adopting and optimizing new technologies. The session focused on how technology adopters should position themselves best to harness the new disruptive technologies that are appearing, such as IoT, AI, blockchain and much more.

Speakers: *Matt Hatton, Founder/owner, Transforma Insights / Nicole Raimundo Coughlin, CEO Chief Information Officer, Town of Cary, NC. / Mark Bryant, CEO Chief Information Officer, PCL Construction, Inc.*

Workforce Democratization – How Connected Devices and IoT Enable Real-Time Decisions Making

At Johnson & Johnson, the technology team's mission is to ensure that they apply disruptive technologies in concert to help deliver stronger outcomes and generate more value for their stakeholders by making better decisions and working more productively. With customer data and insights at their fingertips, technicians and engineers can do real-time troubleshooting by leveraging data analytics to address agility, speed, resiliency, and efficiency. They've now assumed a broader role of data analyst and consultant. This session explored how this impacts the "workforce democratization" and will examine the hiring and training challenges it presents.

Speakers: *Sultan Aziz, VP/ Chairman/ President /Board, Johnson & Johnson.*

Factory Digitalization @ Siemens - a Blueprint for Digital Transformation of Multiple Factories

Operating around 120 factories all over the world, Siemens has traditionally been seen as the mastermind when it comes to digitalization in the manufacturing environment. Challenges in digital transformation of factories are enormous of course - be it a lack of scalability of digital solutions or rare collaboration between teams - which is why many organizations are not quite there yet.

Speakers: *Hernick Sonnenburg, VP-President/Chairman/Board Siemens AG / Gunter Beitingner, VP-President-Chairman/Board / Siemens AG*

Connecting for a Healthier Future

Stresses on healthcare systems across Europe are threatening to push hospitals to breaking point. Healthcare demand is set to double in the next 15 years, whilst the number of healthcare workers will reduce, and these challenges have only been exacerbated by COVID-19. During this session, global experts discussed some of the key shifts happening in the healthcare market and explore how providers, governments, and companies are building towards a longer-term vision of 'Health(care) Everywhere' in which people and devices are orchestrated so that individuals can receive care beyond the medical facility - in their own homes and on the go.

Speakers: *Helena Lisachuk, Partner, Deloitte. / Lucien Engelen, Global Healthcare Innovation Strategic. Laurentius /Deloitte/Hims / Shafi Ahmed, Consultant Colorectal Surgeon, NHS/ Barts Health NHS Trust.*



Exhibiting Companies



36ZERO VISION
AAEON TECHNOLOGY
ABA (AUSTRIAN
BUSINESS AGENCY)
ABB OY DRIVES
ACCENT SYSTEMS
ADAGOS
ADAPTIT S.A.
ADVANTAGE AUSTRIA
ADVANTEN (SODIRA
CONNECT)
AEI AERTIC
AEINNOVA
AI DEMO ZONE
AINGURA IIOT
AINGURA IIOT - VICOMTECH
AIRBOX
AJUNTAMENT DE
BARCELONA
ALAI OPERADOR DE
TELECOMUNICACIONES
ALFRED SMART
ALISYS
ALLBINARY
ALLNET

ALTAIR
AMALFI ANALYTICS
AMIBIT
AMPER
ANIMATED INSIGHTS
AONCHIP IOT SOLUTIONS
ARMIS
ARRAY
ASVIN
ATIM
AUTHUSB
AVTELMA
AWS IOT LOUNGE
AXIROS
BACE
BAVARIAN PAVILION
BEEXLAB SRL
BELGIUM WALLONIA
BESTPLANT
BIEL GLASSES
BIM6D - POWERBIM
BINARE OY
BLOCKCHAIN DIGITAL
ENERGY
BLOOCK

BLUMORPHO
BRAINCUBE
BUDAPESTI MUSZAKI ES
GAZDASAGTUDOMANYI
EGYETEM (BME)
BUILD38
BUSINESS FRANCE
BYE RADON
CAMEL
CARGO TRACK SOLUTIONS
CEA TECH
CELSICOM
CENTAUR
CENTILOC
CENTRE DE VISIO PER
COMPUTADOR
CHINA MOBILE
INTERNATIONAL UK
CINTOO
CIT UPC,
UPC TECHNOLOGY CENTER
CODE FACTORY
COMFORMAP
COMPUTER VISION
CENTER (CVC)

CONCEPT13
COREAVI
COSMO TECH
COTHERM
CROWDSTRIKE
CTRL4 ENVIRO
CTTC
DATA CONTROL PC
DATANGO
DATISION
DEEP SOLUTIONS
DEEPTech ALLIANCE
DELOITTE
DEUTSCHE TELEKOM IOT
DEVICE AUTHORITY
DH INDUSTRIES BV
DIGICERT, INC.
DIGITAL CATAPULT CENTRE
DIGITAL SMART GROUP
DIGITAL TWIN CONSORTIUM
DIPUTACION DE BADAJOZ
E+E ELEKTRONIK
EAGORA
EBREDRONE
EKKONO SOLUTIONS

ELBIS P.C.
ELLIOT CLOUD
ELLONA
EMNIFY
EMSFACTORY
ENDEPRO SOFTWARE
ENEA
ENERGIOT DEVICES
ENOCAN ALLIANCE
ENTERPRISE GREECE
ENTRUST
E-PEAS
ERCOGENER
ERNST & YOUNG
ESRI
EURECAT
EUROPEAN SENSOR
SYSTEMS SA
EVALAN
EVERYNET
EXCLUSIVE NETWORKS
EXPACIA
FAIRCOM CORPORATION
FARNELL COMPONENTS
FIRECELL

FIRSTPOINT
FIWARE
FIWARE
FORTINET
FREEWAY AG
GFT
GIESECKE+DEVRIENT
MOBILE SECURITY
GIGAMON
GLOBEOMS
GMV
GOVERNMENT OF
CATALONIA
H&D WIRELESS AB
HAKOM
HALTIAN
HEAP ENGINEERING
HERTA SECURITY
HETIA
HEWLETT PACKARD
ENTERPRISE
HEYLIOT
HISCOX
HITACHI VANTARA
HOLOGRAM

HORNETSECURITY
HUAWEI TECHNOLOGIES
HUPI
IZCAT FOUNDATION
I3I INGENIERIA AVANZADA
I-CARE
IDEA
IDNEO TECHNOLOGIES
IKERLAN, S.COOP
IMPERVA
INDEEP VISION
INDUSTRIAL SHIELDS
INDUSTRY IOT
CONSORTIUM
INEO SENSE
INOVUM IT SOLUTIONS
INSTITUTO TECNOLÓGICO
DE GALICIA (ITG)
INSTRUMENTATION
TECHNOLOGIES
INTEGRA
INTEGRA
INTEGRAL INNOVATION
EXPERTS
INTEREMPRESAS MEDIA



INVELON TECHNOLOGIES	MC SYSTEMS	ONTEON TECH	RICHARDSON RFPD	SIGMA CONNECTIVITY	SYNELIXIS SOLUTIONS	AGENCY
INVEXAL	MCSYSTEMS	OPTIMISTIK	ROBEAU	WSI AB	SYSTEMATIC	VOTTUN
IOT FACTORY	MÉDIANE SYSTÈME	ORAMA SYSTEM	ROMANIAN ASSOCIATION	SIGMA INDUSTRIAL	T.CON & CO.KG	WATCHGUARD
IOT SYSTEMS	METRICAG	PAL ROBOTICS	FOR ELECTRONIC &	PRECISION	TADIRAN BATTERIES	TECHNOLOGIES
IOTEX	MICROSOFT	PALO ALTO NETWORKS	SOFTWARE INDUSTRY	SIGNOS	T-DAB.AI	WAYLAY
IOTIC SOLUTIONS	MILESIGHT	PANORAMA ANTENNAS	(ARIES-TM)	SINGTEL	TEEPTRAK	WEEVE
IOTIZE	MINALOGIC	PATLITE EUROPE	ROMANIAN PAVILION	SLINGSHOT SIMULATIONS	TEGMAT	WIGLABS
IOTRACKER	MOBILE WORLD CAPITAL	PEPITE	ROPARDO	SMALLETECH	TEHTRIS	WIBEEE
IOTSENS	MOBILEKNOWLEDGE	PERVASIVE TECHNOLOGIES	S21SEC	SMART IOT	TELE2 IOT	WIREN BOARD
IOTSWC23 SALES OFFICE	MODPOW	PICKDATA	SAF TEHNIKA	SMARTDATASYSTEM	TERAGENCE	WOLFSSL
IRT NANOIEC	MONOLITIC	PICKTELECH	SAFT	SMARTMONKEY.IO	THE CONVEX LENS	XRETEH
ITHINKUPC	MULTITEL	POLE SCS	SAMEA INNOVATION	SOLWIT	THETHINGS.IO	XYTE TECHNOLOGIES
JIG	MULTOS	POWER LUBE CONTROL	SARENET	SONICAT SYSTEMS	THINGS	ZABALA BRUSSELS
KAPITEL D	MYTRA CONTROL	PRESS PHOTOCALL -	SAVOIR-FAIRE LINUX	SSHTEAM	THINGTIA	ZARIOT
KASPERSKY	NAKIRE	INDUSTRIAL TALK	SC ROBOTICS	STAEX	TICTAP - SIMPLY CONNECT	ZARIOT
KENTYOU	NETSKOPE	PRISMA ELECTRONICS SA	SCPTIME	START UP PAVILION	TOKENME	ZARIOT
KEYSIGHT TECHNOLOGIES	NEW GENERATION	PROOFPOINT	SECO	STARTUP FACTORY	TOP DIGITAL AGENCY(TDA)	ZERYNTH
KICKSTART ENGINEERING	SENSORS	PRYSM SOFTWARE	SECURIKETT ULRICH	CHINA	TRANXFER	ZYNK SOFTWARE
KINEIS	NICE PEOPLE AT WORK	PWC	& HORN	STEEMA SOFTWARE	TRAXMATE	
KNX	NKE WATTECO	QITASC	SENSOTRAN	STERNUM	TRELLIX	
LAMARC LABS	OFFPAD	QOITECH	SENTINELONE	STMICROELECTRONICS	TXONE NETWORKS	
LIBELIUM	OMLOX-THE FIRST OPEN	RESPONSIBLE COMPUTING	SEVEN CODE	STOORM5 S.R.L.	TXONE NETWORKS	
LIFTUP SOLUTIONS	LOCATED STANDARD	RCM SOFTWARE	DEVELOPMENT	STREAM ANALYZE	ULBIOS	
LOCTIO P.C.	OMNIO	RED ALERT LABS	SIEMENS AG	STREAM ANALYZE	VERTICAL M2M	
LUCHT LHZ	ONEKEY	RELAYR	SIGE	SWEDISH IOT	VIENNA BUSINESS	



Areas

Testbeds

Testbeds are experimentation platforms deployed and tested in an environment that resembles real world conditions. They show how new technologies & services can be usefully deployed. The testbeds are strategically placed on our exhibition floor, giving our attendees the opportunity to experience the most advanced and innovative solutions.

Sponsored by:



*3 days of
knowledge-
sharing,
business-
building,
and
networking.*

1. HI-TECH COMMERCIAL REFRIGERATOR

Powered by: **GFT IT Consulting**

GFT, in collaboration with Exkal - a leading manufacturer of refrigerated cabinets - will showcase a hi-tech refrigerator aimed at supermarkets, grocery stores and food outlets, which reduces food waste by tracking stocks in real-time and applying dynamic product pricing based on sell-by-date. The hi-tech refrigerator leverages the latest IoT, AI and Edge technologies to track products, stock levels and energy usage, resulting in extended life of the appliance, greater efficiency, enhanced customer experience, and lower environmental impact.

Technology aligned to the Sustainable Development Goals (SDGs).

4. SMART WORLD OF DIGITAL TWIN FOR SMART SERVICES IN INDUSTRY

Powered by: **FIWARE Foundation**

The SMART WORLD by FIWARE visualizes Digital Twin concepts at a construction site including a crane and an elevator used by the construction companies. The crane and the elevator are provided as a Smart Service in a pay-per-use model. In addition, an AI Marketplace is demonstrating how providers of AI solutions are matched with companies intending to use AI in their product development processes.

2. CAMEL: THE FUTURE OF AUTOMOTIVE CYBERSECURITY

Powered by: **Fundació Privada i2CAT, Internet I Innovació Digital A Catalunya, Spain Deutsche Telekom Security, Germany Capgemini Engineering, Germany Eight Bells, Cyprus Ubiwhere, Portugal Cyberlens, Netherlands Greenflux Assets, Netherlands Sidroco Holdings, Cyprus 0 Infinity, Uk University Of Cyprus, Cyprus University Of Patras, Idneo Technologies, Spain Avl List, Austria Panasonic Automotive Systems Europe, Germany Electronics And Telecommunications Research Institute, South Korea Korea Automotive Technology Institute, South Korea Mobigen, Republic Of Korea Atos It Solutions And Services Iberia**

CAMEL tries to demonstrate the effectiveness of onboard Intrusion Detection Systems (IDS) as a layer of protection directly over the HW ECU, enabling the safety of the vehicles against different types of cyber attacks. The ultimate objective is to offer automated anomaly and fault detection, while being an inviolable and reliable black box for CAN-bus data collection

5. DIGITAL TWIN FOR PICK AND PLACE WITH HIGH SPEED AUTOMATION

Powered by: **Aingura IoT, Vicomtech**

In the testbed, a conveyor will move parts until they reach the working range of a Remote-Controlled Robot. A remote operator will handle the robot to pick the part and face it to a camera. Images from the camera will be transmitted by 5G technologies and the remote operator will decide if the part is valid. General availability and energy management will be also available to the remote operator in a full virtual immersive environment.

3. IFISHCAN - COGNITIVE IIOT PLATFORM TO IMPROVE THE EFFICIENCY AND SUSTAINABILITY OF THE FISH CANNING INDUSTRY

Powered by: **IOTIC SOLUTIONS, SL. (AITALENTUM); AZTI ; INESC TEC ; FOODINTECH**

Co-funded by: EIT Digital, EIT Food & EIT Manufacturing

iFishCan is a cognitive IIoT platform designed to improve the efficiency of fish canning industry. It consists in a low-cost sensor network connected through an IIoT system, which collects data in real time; an advanced AI-engine coupled to a customized control software allows to predict different process indicators. This permits to take prompt corrective actions to improve the company's sustainability and efficiency.

6. VADECITY - WHY CAN'T WE ALL WORK OUTSIDE?

Powered by: **ZARIOT**

Why can't we all work outside? vadeCity makes the city a better place to work. Visitors are welcome to enjoy high-secure internet, in a safe work environment. Learn how remote attestation is used to provide data privacy and security, in a comfortable outdoor space designed for employees needing a break from the office.

Areas

Testbeds

Sponsored by:



7. VADECITY - LET'S BRING URBAN MOBILITY TOGETHER

Powered by: **ZARIO**

vadeBike parking brings together personal bike and scooter riders, sharing platforms, and even city-run mobility solutions like Bicing. Come see how innovative parking structures make sustainable transport more accessible and how secure and easy smart parking can be. Learn about data security in urban mobility, and try out some electric bikes and scooters.

9. ASSET TRACKING: ZCAR CONTROL AND TRACEABILITY SYSTEM IN BMW DEALERSHIPS

Powered by: **Integra, Sigfox, Microsoft, IBM Goya Automoción**

Locating assets efficiently is a real need in the automotive sector, which involves a large number of vehicles. The asset tracking solution installed in BMW Goya Automoción, is an intelligent asset location system that allows the optimization of processes within the dealership, as well as the increase in efficiency of vehicle management.

8. SMART HERITAGE PRESERVATION THROUGH IOT

Powered by: **Integra, Microsoft, LoRaWAN**

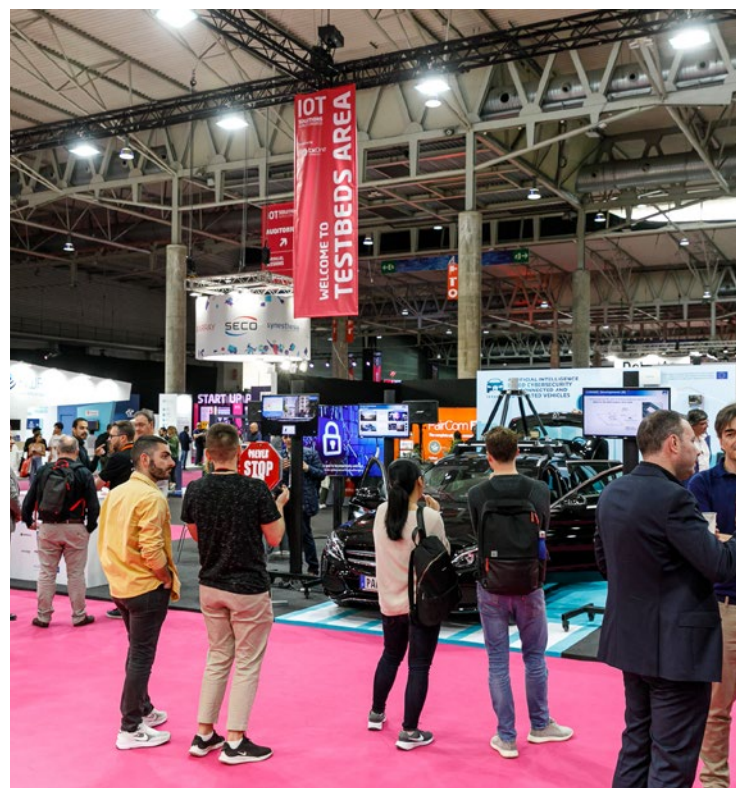
Integra Smart Heritage is an intelligent heritage conservation system based on IoT technologies and LoRaWAN communications. Predictive conservation is possible thanks to the creation of digital twins of the heritage asset that allow remote and centralized monitoring through IoT, providing advanced knowledge and information, and enabling cost reduction.

10. TXONE NETWORKS EUROPE

Powered by: **TXOne Europe**

TXOne Europe is a joint venture between Trend Micro and Moxa, focussing pure on OT security. Protecting industrial customers against cyberattacks by using the OT Zero trust framework.

Experience the effect of real cybersecurity threats on the typical production lines with TXOne Networks demo test bed. Our kit represents a typical industrial network which consists of SCADA system, HMI panel, PLC and IO device. Using easy to use OT Attack Simulator visitors can model impact of different types of threats like ransomware, exploits, injection of malicious files and attacks on PLC and IO devices.





Areas

Startup Pavilion

The Startup Pavilion is the perfect opportunity for the international visibility innovative startups deserve. Only a limited number of selected startups had the opportunity to be present at the exhibition area.



IOTSWC22 / ACTIVITIES

Startup Competition

The startup competition is the ideal place for newborn and talented projects to be shown to the world. Including transformation solutions such as IoT, AR/VR, 3D, Printing Drones, AI and machine learning. Also, other emerging technologies tied to the progression to a connected world.



Stage 1 Winner

Hao Yin, Ceo and Founder, TEGmat.

TEGmat has designed and manufactured a light-weight and flexible thermoelectric generation modules (TEG), using environmentally friendly materials. They have received the first engineering prototype, which generates nearly double as much power as the counterparts on the market.

Stage 2 Winner

Natalie Tshuva, CEO and Co-Founder, Sternum.

Sternum embeds its patented technology and software sensors inside any IoT device, enabling them to instantly become self-securing, while simultaneously collecting intimate data at runtime execution, and processing it in an intelligent cloud platform.



IoT Solutions World Congress 2022 Winners

Industry Solutions Awards

The awards distinguish the exceptional work of IOT and digital transformation on the most preeminent digital transformation projects across vertical industries such as manufacturing, energy & utilities, healthcare, buildings & infrastructures, connected transport and others. The awards were divided by the following categories: Best business optimizations solutions, Best connectivity Solution, Best Customer Solution & Best security Solution.



Game Changer

Dr. Richard Soley

Chairman and Chief Executive Officer of OMG, Executive Director of the Cloud Standards Customer Council, Executive Director of the industrial internet Consortium and Executive Director of the Digital Twin Consortium.



Best business optimization solution

Saudi Aramco

"Smart CO2 downhole monitoring for sustainable reservoir operation."



Best Customer solution

Tata Consultancy Services

"Tcs Smart Store."



Best Connectivity solution

Emnify

"Connecting global fleets of environmental monitoring devices with emnify IoT supernetwork."



Best Security solution

Hitachi Energy

"The world's first fully integrated real time monitoring security service for the energy sector."



IOTSWC22 / ACTIVITIES

Women and diversity in industry

IOTSWC believes in gender equality and its true impact on business transformation. A whole afternoon dedicated to sessions and discussion with inspirational women leaders from technology and industry representing established corporations and startups.

Participants shared their journey, valuable lessons learned and addressed the topic of why it is crucial to attract and support women leadership in industry.

Navigating the Executive Ladder

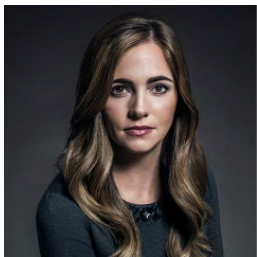
Inspiring leaders explained how they got where they are today and the obstacles they had to overcome on their journey.



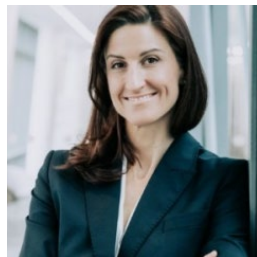
Nancy Zukowski
Object Management Group



Jessica Poliner
Relayr



Alicia Asín
Libelium



Bettina Rotermund
Siemens AG



Moving the Needle on Diversity and Inclusion

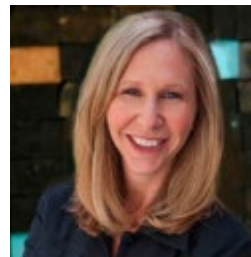
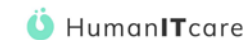
This panel explored what companies are doing to increase diversity & inclusion in technology. We heard about programs that are working, lessons learned, goals for the future, and how culture has changed as a result.



Helena Lisachuk
Deloitte



Nuria Pastor
humanITcare



Melissa Lederer
mhUB



Marieke van Beek
Deloitte



Advisory Board

Our committee of experts are dedicated to building the leading global event on key technological solutions that will change the game for all industries. Members include industry visionaries, technology experts and executives who are focused on accelerating the awareness and deployment of disruptive technologies.



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CTO



Al Beydoun
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Roger Bou
Director



Tony Guerion
Head of Global IoT Sales and Revenue



Bill Hoffman
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Pedro Mier
President



Yasuyuki Nishioka
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Bettina Rotermund
Head of Strategic Marketing



Vincent Rutgers
Global Leader, Industrial Products and Construction



Rafael Salmi
Global President & General Manager



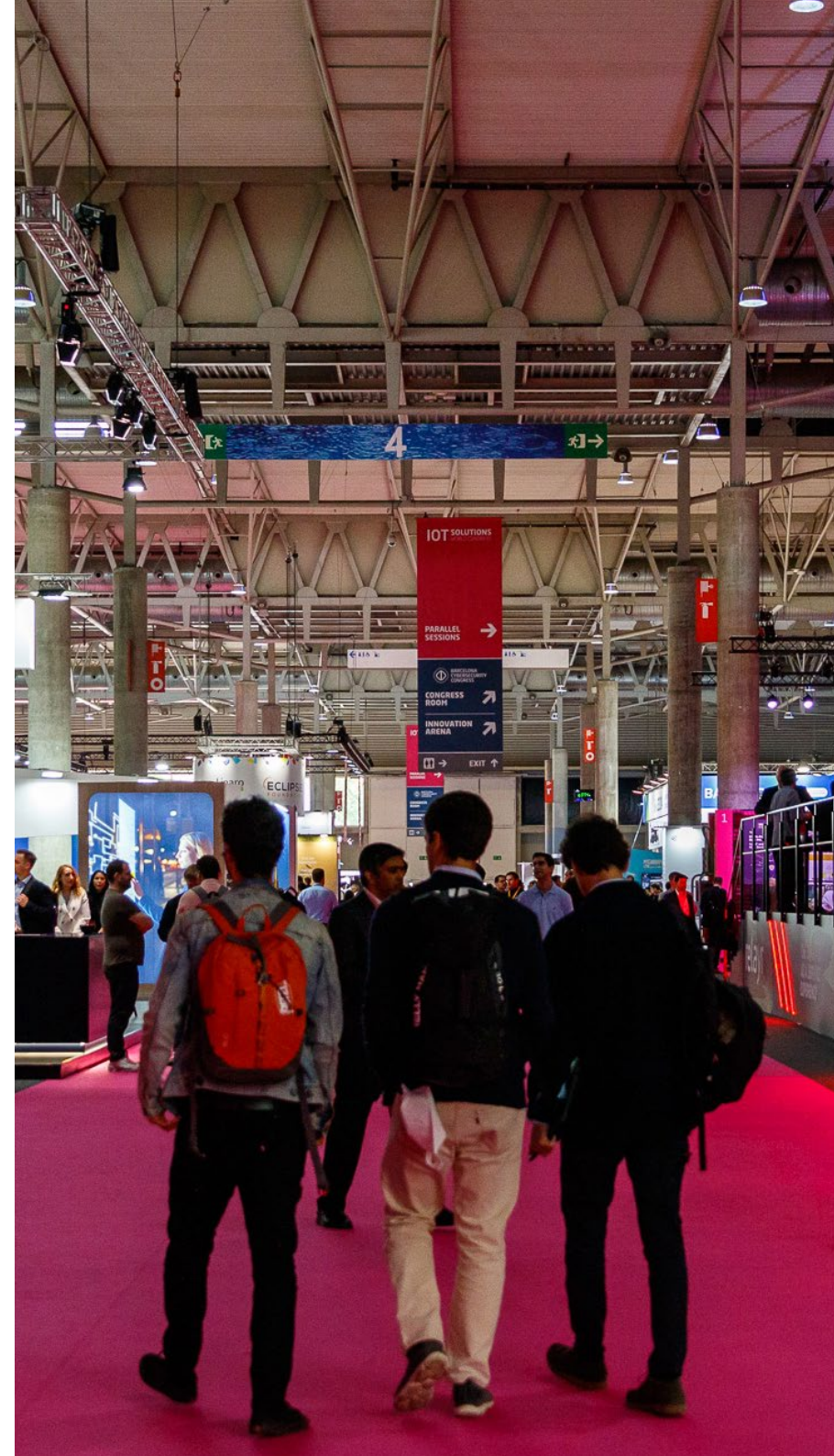
Stan Schneider
CEO



Tony Shakib
IoT/AI Business Acceleration Executive



Richard Soley
Executive Director



Program Committee

Our Program Committee has developed the strategy for the 2022 Congress, the overall content, and brought together industry leaders to participate in our conference program.



Jackson Bond
Co-Founder

relayr.



Sara Chokshi, DrPH
Director, Research

HITLAB



John Denning
Director



Wael William Diab
VP AI IoT Standardization & Strategy

FUTUREWEI



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Chairman of the Board,

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CEO and Co-Founder

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Energy Adaptive Networks



Bonnie Gordon
Program Director

IIIC Industry IoT Consortium



Juanjo Hierro
Chief Technology Officer

FI-WARE



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OMG Standards Development Organization



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Founder & CEO

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Jules Lancee
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TRANSFORM INSIGHTS



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Chief Technical Officer

digital twin CONSORTIUM



Mark Kraeling
Product Architect

GE Transportation



Helena Lisachuk
Partner and IOT Global Lead

Deloitte.



Edy Liongosari
Chief Research Scientist

accenture
High performance. Delivered



Deepa Madhavan
Head of Digital Innovation Labs

Baxter



Matthew Marson
Sector Director for Manufact. & Tech.

ARCADIS



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Specialist Leader, Analytics & Strategy

Deloitte.



Madhusudan Pai
Worldwide Partner Tech Lead

aws



Elisa Rönkä
Global Head of SAS Sales - Digital Buildings

SIEMENS



Razvan Rusu
Director, Global Engineering

RichardsonRFPD



Mark Sage
Executive Director

AREA



Tim Scannell
VP Strategic Content

CIO Executive Council



Richard Soley
Chairman and CEO

IIIC Industry IoT Consortium



Juergen Strum
Chairman of the Management Board

Alliance for Internet of Things Innovation



Said Tabet
Senior Technology Strategist, Corporate CTO Office

DELL Technologies



Sumita Yadav
VP of Cardiovascular and Orthopedics Service Lines

Catholic Health Services
At the Heart of Health



Ron Zahavi
Chief Strategist for IoT Standards

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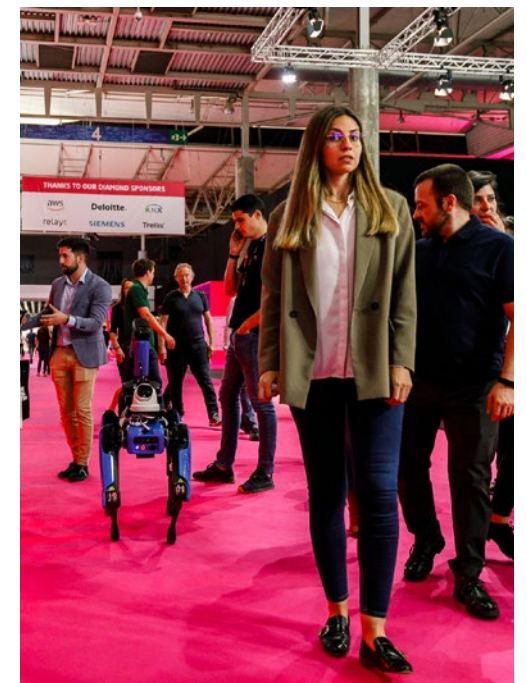
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WHEN CYBERSECURITY MEETS TRUST



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Disclaimer

- Starting from scratch
- Not full time offensive security at all
- Busy but always happy to discuss/help
- Successes:
 - Physical Attacks and Supply-chain Security Project Lead, £95k

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Confidential

10



BARCELONA
CYBERSECURITY
CONGRESS



Barcelona Cybersecurity Congress 2022

Facts & Figures

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The third edition of the Barcelona Cybersecurity Congress (BCC), organized by Fira de Barcelona and the Agència de Ciberseguretat de Catalunya, underlined the importance that cybersecurity has as one of the most critical challenges that an increasingly digitized world is facing.

CONGRESS

250

DAILY DELEGATES

+30

SPEAKERS

EXHIBITION AREA

12,000 +

VISITORS

330

EXHIBITORS

Profiles

55%

DECISION MAKERS

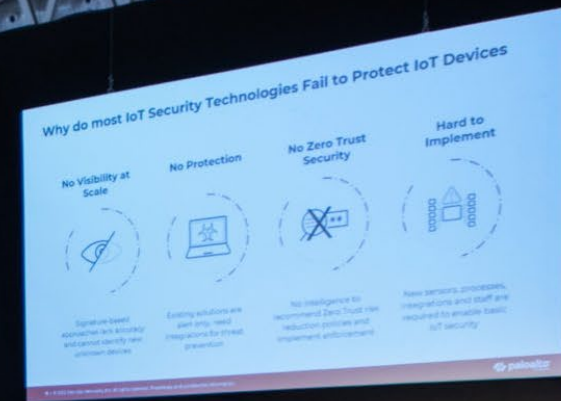
TOP TEN COUNTRIES



SPAIN
UNITED KINGDOM
FRANCE
GERMANY
ITALY
UNITED STATES OF AMERICA
NETHERLANDS
BELGIUM
POLAND
SWITZERLAND

VISITING COMPANIES END-USERS

Information and communications technology	21,74%
Financial/Banking	17,39%
Healthcare and Pharmaceutical	15,21%
Manufacturing	8,70%
Consultancy	8,70%
Transportation and Logistics	8,70%
Energy and Utilities	4,35%
Chemical Industry	2,17%
Association/Cluster/NGO	2,17%
Wholesale/Retail	2,17%



BARCELONA
CYBERSECURITY
CENTER

Congress Keynotes



Opening Keynote: Evolving Security Threat Land- scape- A focus on Hardware

Cybersecurity starts from the hardware" - Any devices run on some hardware, either in the Cloud or at the Edge, and this hardware also has to be protected against attacks that can be either locally or remotely performed. Importance of, techniques, and tools for hardware reverse engineering, fault attacks, memory content extraction, tamper protection, tamper evidence and supply chain security and associated threats will be particularly discussed. The focus is on hardware security problematics mostly faced by Governments, Critical Infrastructure, Defence, Aerospace, Transport, Finance, Communication and IoT segments.

Speakers: *Frank Courbon, Physical Attacks and supply-chain Security Lead, University of Cambridge.*



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Trellix Keynote: XDR: An Evolution of Sec Ops

Building resilience in your digital enterprise requires a capability to quickly identify a threat and adapt your security posture. Today's digital enterprise has a wide attack surface, and threats can enter through end-user devices, cloud services or from vulnerable applications, hosted in cloud service providers. It's important to have visibility across these attack vectors and empower security operations with analytics, threat intelligence and automation to protect the business. Audience learned how XDR can help you evolve your Sec Ops capability

Speakers: *Maurice Cashman, CITO Chief Information Technology Officer, Trellix.*



Trellix

BARCELONA CYBERSECURITY



Fortinet: How can Zero-Trust Architecture Secure Your Network?

Along this session Fortinet showed its vision about how to address properly zero-trust philosophy for industrial environments, with practices and challenges so different from typical IT environments.

Speakers: Agustín Valencia Gil-Ortega, OT/IoT/ICS Security Business Development Iberia, Speaker, FORTINET.



FORTINET

Hornetsecurity Keynote: Evolving Security Threat Land- scape- A focus on Email and Backup

Speakers: Félix de la Fuente, Country Manager Iberia, Italy and Latam, Hornetsecurity



Keynote: IoT Devices: The Hacker's Perspec- tive

We can't build security controls in a vacuum. To truly secure the IoT we have to continuously track, analyze and learn from the other side: attackers. In this session we explored the hacker's perspective and show how and why the innovations of malicious actors enable them to bypass the status quo of controls. Veterans of Unit 8200 of the IDF's elite cyber force presented what IoT exploitations look like, how hackers target built-in weaknesses in the defenses, and why only by enabling devices autonomous self-protection and exploitation prevention, defenders can outsmart malicious actors before they gain foothold.

Speakers: Natali Tshuva, CEO Chief Executive Officer Sternum.



STERNUM

Palo Alto Keynote: From full visibility to effective security, including IoT

Speakers: Marc Sarrias, Country Manager - Spain & Portugal, Palo Alto Networks



Siemens Keynote: Will Zero-Trust Architecture Secure Your Network

Speakers: Ignacio Alvarez Vargas, Head/Lead/Responsible/Managing Director, SIEMENS, S.A.



SIEMENS

CrowdStrike Keynote: CrowdStrike and Armis combined solution: Gain full visibility of your security posture in all your devices.

Gaps in your security strategy can be hard to find. Most organizations struggle to fully identify, classify and protect all devices in their environment. Together, Armis and CrowdStrike help to strengthen your security posture through real-time complete visibility providing a full view of every managed and unmanaged asset in your environment, whether IT, OT or IoT, thus helping to mitigate potential risks and rogue devices.

Speakers: Álvaro Rodríguez, Sales Engineered Iberia CrowdStrike. / Vesku Turtia, Sales director Iberia Armis.



CROWDSTRIKE



ARMIS

CrowdStrike Keynote: How to you stay on top of vulnera- bilities in the era of IoT

Digitalization offers a multitude of opportunities for companies to leverage their data, streamline processes and get closer to their customers.

In the new era of IoT, devices are becoming smarter and connected. The proliferation of software and hardware components communicating among each other and with overarching information systems, bypassing traditional architectures, increases exponentially the cybersecurity risks. Thousands of vulnerabilities discovered every year pose an increasing risk, leaving open doors which could be exploited by criminals.

Speakers: Pietro Pizzinelli, Corporate Cybersecurity, Strategy, Siemens.



CROWDSTRIKE

Activities



Hacking Village

The Barcelona Cybersecurity Congress Hacking Village was a place for cybersecurity experts to come together to practice cybersecurity skills and learn new ones in an inspiring and interactive environment.



Capture the Flag

"Hunting Mummy Spider" was a CTF-type game, where participants are assigned an opponent alias and are given access to the Falcon user interface to search for flags to solve the initial challenge. Participants will have 3 opportunities to answer correctly, and clues will be provided throughout the event. All research will be conducted using the Falcon console.

Winners

Matias Gatiarti

Bernat Calvo

Sponsored by:



Esco Cyberinvestors Days

This is a cybersecurity business event designed to cover the different phases of investment, from start-up to strategic investment, mergers and acquisitions, and offer exposure to potential clients and business partners Startup Award.

Organized by:



Collaborating partners:

ACCIÓ

Winners

Sadiel de la Fé Siverio
Circe Smart Navigation Solution

Oriol Vilàs
Omnios Cognitive Solutions

Arnau Puig
Omnios Cognitive Solutions

Albert Iruela
Omnios Cognitive Solutions

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Thank You!

We would like to thank our partners and sponsors for supporting us and showing their trust in this edition of the event. Many thanks also to the IIC and organizing committees for their cooperation and efforts to attain the levels of excellence that have characterized our show. We hope to see you again in 2023.

Come join us!

31 Jan - 2 Feb 2023

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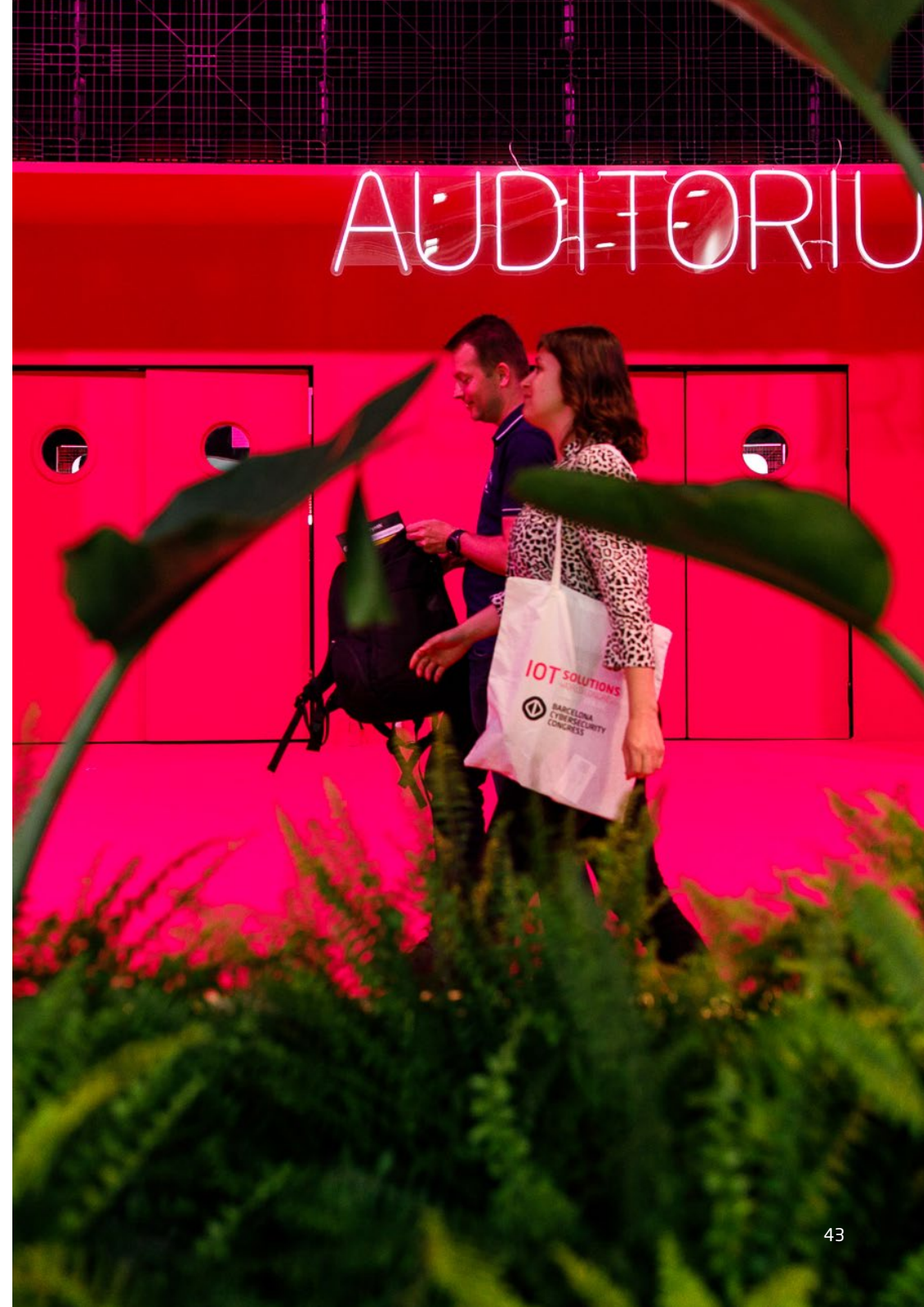
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**31 January - 2 February
2023**

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TECHNOLOGIES
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