



China – Spain Metaverse Technologies in the Business World

中西元宇宙技术商务应用研讨会

Objectives:

1. Celebrate the 50th Anniversary of the Establishment of Diplomatic Relations between China and Spain.
2. Explain what the Metaverse Technologies is about and how the Top Chinese and Spanish companies apply this technology in their business.

Organized jointly by:

China Club Spain and IE University

Time: Wednesday, March 29th

Place: V130, IE University, Calle Velázquez 130, 28006, Madrid

Agenda:

6:30 to 7:00 pm **Guest Registration**

7:00 to 7:05 pm **Opening and Welcome** - by Félix Valdivieso, IE China Centre Chairman

7:05 to 7:30 pm **Mini-Masterclass** – Metaverse Technologies in the Business World – by Prof. Sebastián Veldman, Adjunct Professor | Metaverse VR & AR, IE University

7:30 to 8:15 pm **Panel Discussion** – Application of Metaverse Technologies in Chinese and Spanish Companies

Moderator: Margaret Chen, Founder of Optimus Horizon, Founder and Honorary President of China Club Spain



Panel Speakers and Discussion:

- Almudena de la Mata, PhD, Managing Partner of Blockchain Intelligence
- Pedro Hunolt, Sales VP of Xiaomi Iberia
- Monica Rodriguez, Senior Associate Manager - Legal Operations & Transformation Services of KPMG

8:15 to 8:25 pm **Q&A session**

8:25 to 8:30 pm **Closing** - by Estela Li, President of China Club Spain

8:30 to 9:30 pm **Networking Drinks**

About the Speakers:

Prof. Sebastian Veldman

Global Metaverse Worker Lead at Accenture and Adjunct Professor Metaverse VR & AR at IE University. As Adjunct Professor of IE, he is focused on teaching the fundamentals of the metaverse and helping to generate business ideas that leverage the use of XR. In his role at Accenture at Global Metaverse Worker Lead, his mission is to incubate and scale solutions that enhance the worker experience, deploy leading-edge technologies, inspire clients and members with thought leadership, and collaborate with industry teams to realize value at scale.

Margaret Chen

Founder of Optimus Horizon, CEO China Spain InnoVentures, Founder and Honorary President of China Club Spain, 100 de COTEC - Asia Innovation Systems, Ex-Asia Director, Executive of Telefonica Group. Board Member of several companies. Expert in xSpaces - Metaverse Platform and Co-Founder of Lingshi Metacampus Alliance. Insider of Chinese Metaverse EcoSystem.

Almudena de la Mata

PhD, Managing partner and founder of Blockchain Intelligence, founding partner of Impact Hub Madrid and co-founder of Innovation for change. Professor in IE. International speaker and certified coach. PhD in Law (Hamburg Uni./Max-Planck-Institut). Previous main management experience: Head of the European Affairs Unit at Banco de España, Central Compliance Manager at Fortis Bank, Legal and Regulatory Counsel for Europe at General Electric (GE) International - Mortgage Insurance.

Pedro Hunolt

Pedro is currently Sales VP in Xiaomei Iberia. He has 20 years of solid experience in the technology and telecommunications industry. In his previous professional life, he worked for many multinational companies such as Huawei, Samsung, and IBM.



Monica Rodriguez

Monica Rodriguez is an expert in the area of Legal Operations and Transformation Services at KPMG Spain. She is a specialist in innovation and digital transformation particularly in projects based on Artificial Intelligence, Blockchain, Metaverse and Web3, NFTs and tech-entrepreneur ecosystem.

About the Organizers:

China Club Spain

China Club Spain is a private non-profit association founded in October 2010. We are about 200 members made up of entrepreneurs, executives, and professionals of Chinese origin. All the members have received a higher education and have extensive work experience in prestigious companies and entities in Spain and China, among other countries. Our primary mission is to create a platform that improve individual capabilities and contribution to organizations as well as strengthens the social, cultural, and economic exchange of both countries.

IE University

IE University is a highly respected institution with a global reputation for excellence in education and research. Founded in 1973 as the Instituto de Empresa, IE University celebrates its 50th anniversary this year. IE university offers undergraduate, graduate, and executive education programs in a range of fields, including business, science and technology, law, architecture, and global affairs. Its programs are taught in English and Spanish, and it has a diverse student body, with students from over 130 countries.

[Join Us for a Panel Discussion with Top leaders in the Metaverse Sector](#)