

Cepsa presents its proposals in digital transformation to the business network of Campo de Gibraltar

- **The company organizes, together with the IDEA Agency, the APBA, the UCA, the AGI and the Chamber of Commerce, a conference on the Internet of Things.**
- **This is the first of several sessions aimed at encouraging synergies and partnerships.**

Cepsa organizes, together with the Agency for Innovation and Development of the Andalusian Government (IDEA), the Port Authority Bay of Algeciras (APBA), the Association of Large Industries (AGI), the Chamber of Commerce of Campo de Gibraltar and the University of Cádiz (UCA), the First Conference of Digital Transformation IoT (Internet of Things) aimed at the business community of Campo de Gibraltar.

The event was held today in the auditorium of the School of Engineering of Algeciras with the participation in the inaugural session of the Secretary General of Business and Innovation of the Andalusian Government, Pablo Cortés; the Vice Chancellor of the Campus Bahía de Algeciras of the UCA, Mar Cerbán; the head of the Digital Transformation area of Cepsa, Joaquín Abril-Martorell; the head of the Department of Technological Development of the APBA, Francisco Javier de los Santos; and the Mayor of Algeciras, Jose Ignacio Landaluce.

The day could be followed in person, following the safety standards established by Covid-19, and virtually. This event was the first in a series where the organizing entities will showcase and explain the digital transformation projects they are currently working on.

Among the speeches presented today by professionals from Cepsa, the APBA and the UCA, topics such as intelligent energy efficiency, predictive maintenance of industrial infrastructures, advanced analytics platforms or the use of 5G technology to promote digital initiatives, among others, have been addressed. A round table on digital transformation in the industry has also been held with the participation of Cepsa, the UCA, the APBA and the Chamber of Commerce of Campo de Gibraltar.

In addition to Joaquin Abril-Martorell participating in this first IoT conference, Cepsa was also represented by Alberto García, Data Engineer; Jennifer Gómez, Data Scientist; and Jesús Gómez, Infrastructure Management.

The objective of these sessions is to foster alliances and synergies among all attendees so that they can collaborate in identifying opportunities and new business models through the application of the latest technologies and share experiences and learning generated in their digital transformation processes.

The head of Digital Transformation at Cepsa, Joaquín Abril-Martorell, stressed that "new digital technologies such as data science, Cloud and IoT are not only available to large corporations, but also to small and medium-sized companies. They must incorporate these new capabilities into their day-to-day operations. We must put people at the center of digital transformation, and give them all the tools and knowledge to become increasingly competitive."

Cepsa is a global energy and chemical company operating at every stage of the oil and gas value chain. Cepsa also manufactures products from plant-based raw materials and operates in the renewable energy sector. Cepsa has 90 years of experience and a team of over 10,000 employees, who combine technical excellence with adaptability. Cepsa operates on five continents.

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