



35th DIGITAL BUSINESS CONGRESS

Congress

Europe in the Digital Age

Balancing Sovereignty, Security
and Innovation



6 - 7 may 2026

Lispolis

Lisbon + online

At a defining moment for Europe's digital future, APDC's 2026 Congress brings together visionary leaders from ICT, Media, business and public policy to shape the path ahead.

Under the theme **“Europe in the Digital Age – Balancing Sovereignty, Security and Innovation”**, this edition invites bold thinking and collective action to build a more resilient, competitive and human-centred digital Europe.

António Gameiro Marques

Congress Chairman

Former Director-General of the
National Cybersecurity Office and
the National Cybersecurity Centre



6 – 7 May

Hybrid Event in Portuguese/
simultaneous translation to English.
Live-Streamed from the congress venue

Venue: Lispolis



6 May

Programme subject to updates

09:30 OPENING SESSION

Rogério Carapuça - APDC President
António Gameiro Marques - Congress Chairman
Luís Montenegro - Prime Minister of Portugal *
António Costa - President of European Council *

10:30 EUROPE AT THE CROSSROADS: THE NEW GEOMETRY OF DIGITAL POWER

Keynote Speaker:

Mário Draghi - Former President of the European Central Bank and former Prime Minister of Italy *

11:00 COFFEE-BREAK

11:30 STRATEGIC AUTONOMY AND GLOBAL DEPENDENCIES

Keynote Speaker:

Paulo Portas - Former Deputy Prime Minister of Portugal and Former Minister of Foreign Affairs

12:00 TBA

13:00 LUNCH BREAK

** To be confirmed*

6 May

Programme subject to updates

14:30 **DIGITAL INFRASTRUCTURES** (Space, Submarine Cables, Data Centers, Telecommunications, Cloud)

A conversation with:

- **Roberto Viola** – General-Director of DG CONNECT *
- **Gonçalo Regalado** - President & Chief Executive Officer, Portuguese Development Bank (Banco Português de Fomento)

Moderated by: **Mário Campolargo** - Former General-Director of DG DIGIT, European Commission

15:15 **DISRUPTIVE DIGITAL TECH** (AI, Quantum, Chips)

Panel Discussion: TBA

16:00 **COFFEE-BREAK**

16:30 **ECONOMIC DEVELOPMENT AND ENTREPRENEURSHIP**

Keynote Speaker: **João Rui Ferreira** - Secretary of State for Economy of Portugal

Panel Discussion:

- **Magda Cocco** - Partner & Head of ICT and Space Law Sector, Vieira de Almeida & Associados
- **Pedro Siza Vieira** - Partner, PLMJ - Lawyers & Tax Consultants (Former Deputy Prime Minister & Minister of Economy of Portugal)
- **TBA**

17:15 **SECURITY IN THE DIGITAL ECOSYSTEM**

Keynote Speaker: **Alex Creswell** - Commanded Cyber Division of the Government Communications Headquarters, UK *

Panel Discussion:

- **TBA**

18:00 **AWARD CEREMONY 'CITIES AND TERRITORIES OF THE FUTURE**

** To be confirmed*

7 May

Programme subject to updates

09:30 THE HUMAN AND ETHICAL DIMENSION

Keynote Speaker:

Jacinda Ardern, Former Prime-Minister of New Zealand *

Panel Discussion:

- TBA

10:15 REINVENTING THE DIGITAL STATE: PROGRESS AND CHALLENGES IN PORTUGAL'S REFORM

Keynote Speaker:

Gonçalo Matias - Minister for State Modernization and Administrative Reform of Portugal

Panel Discussion:

- **Manuel Dias** - Portugal's Chief Technology Officer, heading the Agency for the Technological Reform of the State (ARTE)
- Luísa Ribeiro Lopes – Chair of the Boards of Directors, .PT

11:00 COFFEE-BREAK

11:30 PORTUGAL'S ROLE IN THE EUROPEAN DIGITAL STRATEGY – THE EXPERIENCE OF PORTUGAL'S TECH UNICORNS

Panel Discussion:

- **Filipa Matos** – VP of Special Operations, Remote
- **Tiago Paiva** - Co-Founder & CEO, Talkdesk *
- **Nuno Sebastião** – CEO, Feedzai *
- **Virgílio Bento** - CEO/Founder, Sword Health *

12:45 BEST THESIS AWARD CEREMONY

13:15 LUNCH BREAK

* To be confirmed

7 May

Programme subject to updates

14:30 THE STATE OF THE NATION OF MEDIA

A conversation with:

Carla Martins - Member of the Board, Portuguese Media Regulatory Authority (ERC)

Panel Discussion:

- **Francisco Pedro Balsemão** - CEO, Impresa
- **Luís Santana** - CEO, Medialivre
- **Nicolau Santos** - President, RTP
- **Pedro Morais Leitão** - CEO, Media Capital

15:45 THE STATE OF THE NATION OF DIGITAL INFRASTRUCTURES

Panel Discussion:

- **TBA**

16:45 COFFEE-BREAK

17:00 BUILDING PORTUGAL'S DIGITAL AND INFRASTRUCTURE BACKBONE

Keynote Speaker:

Miguel Pinto Luz - Minister of Infrastructure and Housing *

17:15 THE STATE OF THE NATION OF COMMUNICATIONS

Interview:

Sandra Maximiano - Chairwoman of the Board, ANACOM (Portuguese Communications Regulatory Authority) *

Panel Discussion:

- **Ana Figueiredo** - CEO, MEO
- **Luís Lopes** - CEO, Vodafone Portugal
- **Miguel Almeida** - CEO, NOS

18:30 CLOSING SESSION

President of the Republic of Portugal

** To be confirmed*



Congress 6 - 7 may | Lisbon + online

SPONSORSHIP OPPORTUNITIES

Why sponsor the Congress?

APDC's Congress is Portugal's flagship ICT and media event, bringing together C-level executives and senior decision-makers from all sectors of activity in one unique business environment.

Sponsoring the Congress means positioning your brand at the center of strategic conversations, gaining high-impact exposure and direct access to an audience with real decision-making power.

One event. One audience. Maximum reach.

2025

5.910 participants

712 onsite | 5,198 online

**HEADLINE
PARTNER**

€25K

Includes speaker on main
stage and parallel session

**SPOTLIGHT
PARTNER**

€20K

Includes speaker on main
stage

**VISION
PARTNER**

€15K

Includes parallel session

DIGITAL SPONSOR
€10K

BADGES
€10K

AUDITORIUM
€10K

CHECK-IN
€7,5K

LOUNGE
€10K

LUNCHES
€10K

PSL ACCESSIBILITY
€5K

PHOTO WALL
€5K

EXHIBITOR
€3K

HEADLINE PARTNER

Slot of 7 min on the main stage as keynote speaker or participation in a debate panel

Organisation of a 60-minute parallel session, either exclusive to clients or open to congress participants, and promoted in the Congress programme.

25.000€ (+VAT)

PARTICIPATION

30 Live event registration

Exclusive invitation code for clients

1 reserved table at the private lunches (10 seats)

VISIBILITY

Logo in all the Congress' communication material

Logo on the Congress website

Logo and company information on the Congress app

Exclusive Newsletter sent to APDC database

Mention on social media

Video loop with sponsors' logos in between sessions

Video before the session State of the Nation of Communications (over 30seg)

Sponsors' video (over 1 minute), played on a loop during breaks across both days

Sponsor's logo on the photo wall

EXHIBITION

3 sqm stand in the exhibition area

POST-CONGRESS

Access to the list of participants who have authorized to share contacts

SPOTLIGHT PARTNER

Slot of 7 min on the main stage as
keynote speaker or participation in
a debate panel

20.000€ (+VAT)

PARTICIPATION

20 Live event registration

Exclusive invitation code for clients

5 Invitations for reserved lunches

VISIBILITY

Logo in all the Congress' communication material

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Logo and company information on the Congress app

Exclusive Newsletter sent to APDC database

Mention on social media

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Video before the session State of the Nation of Communications (over 30seg)

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Sponsor's logo on the photo wall

EXHIBITION

3 sqm stand in the exhibition area

POST-CONGRESS

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VISION PARTNER

Organisation of a 60-minute parallel session, either exclusive to clients or open to congress participants, and promoted in the Congress programme.

15.000€ (+VAT)

PARTICIPATION

10 Live event registration

Exclusive invitation code for Clients

2 Invitations for reserved lunches

VISIBILITY

Logo in all the Congress' communication material

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Logo and company information on the Congress app

Partner news featured in an APDC editorial newsletter, integrated into the regular editorial flow and sent up to 15 days before the Congress

Mention on social media

Video loop with sponsors' logos in between sessions

Sponsors' video (over 1 minute), played on a loop during breaks across both days

Sponsor's logo on the photo wall

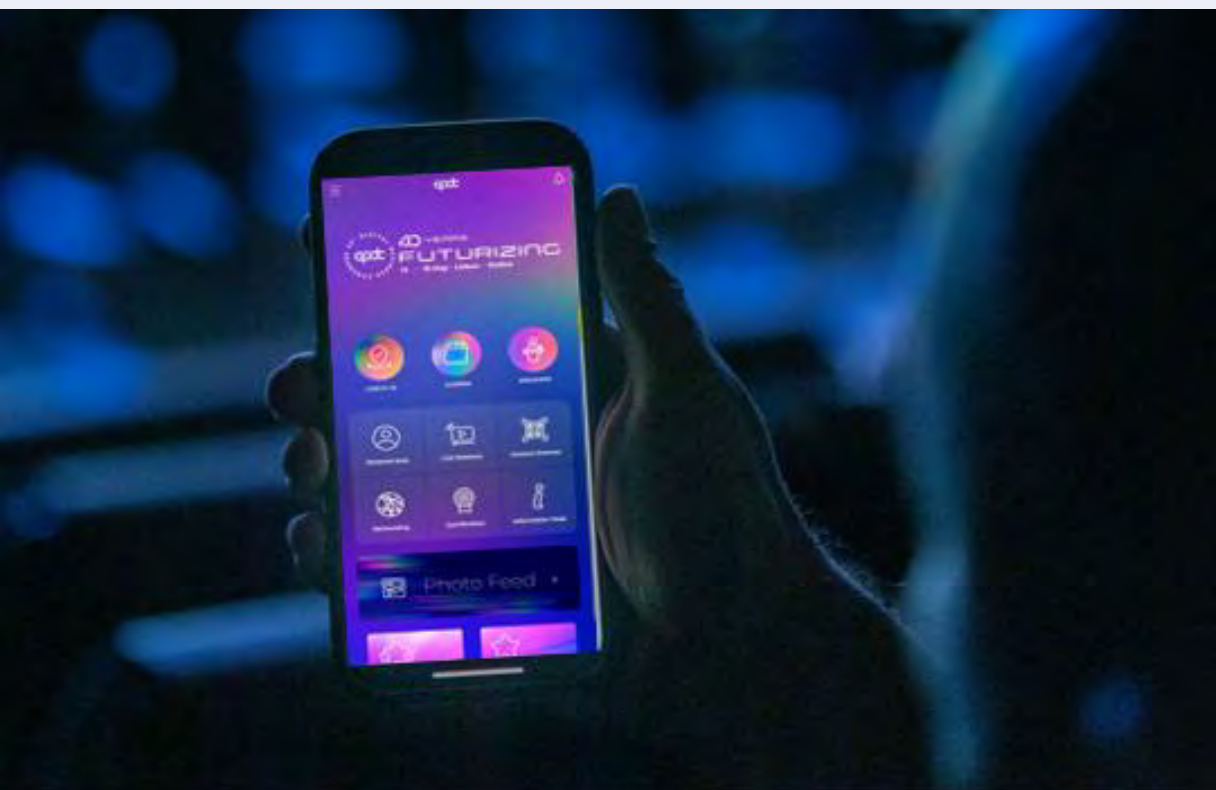
EXHIBITION

3 sqm stand in the exhibition area

POST-CONGRESS

Access to the list of participants who have authorized to share contacts

DIGITAL SPONSOR



10.000€ (+VAT)

EXCLUSIVE

Rotative banner featured in 4 tabs of the web app

Footer in the mobile app

PARTICIPATION

30 Live event registration

2 Invitations for reserved lunches

VISIBILITY

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Mention on social media

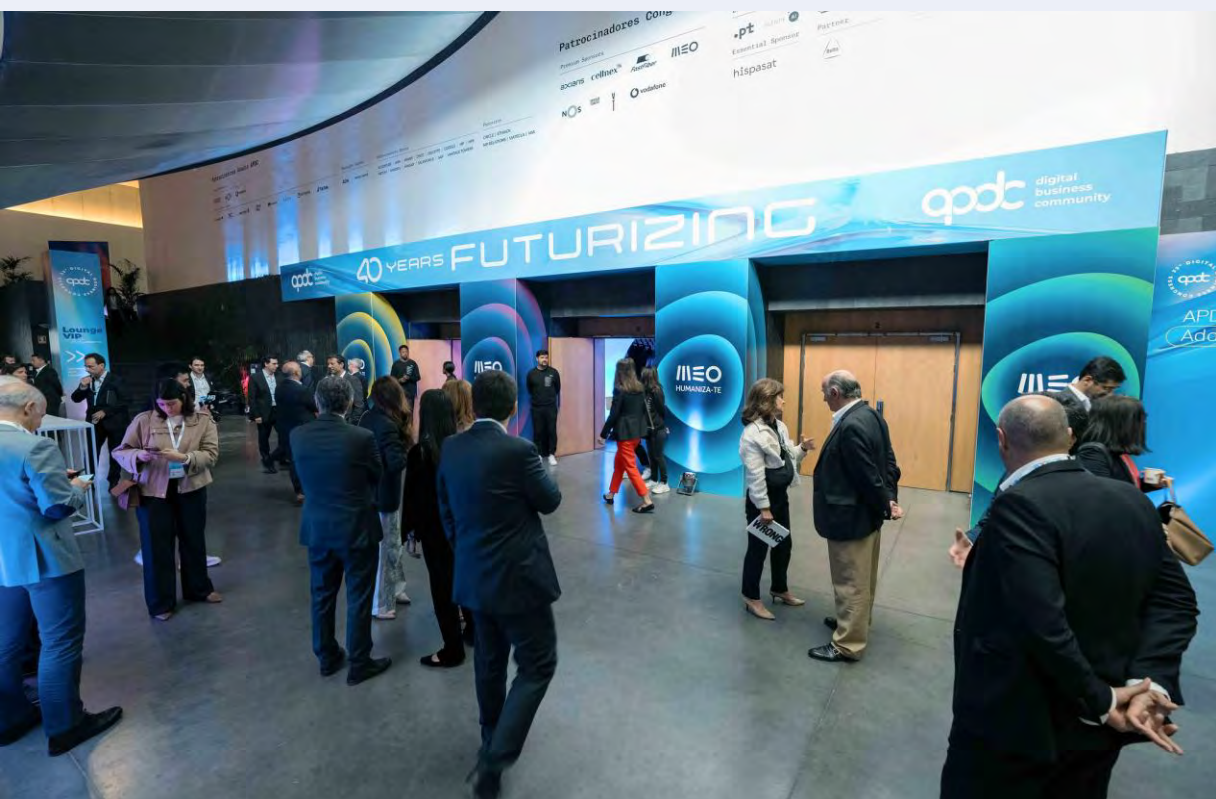
Video-loop with sponsors' logos in between sessions

Sponsor's logo on the photo wall

POST-CONGRESS

Access to the list of participants who have authorized to share contacts

AUDITORIUM



10.000€ (+VAT)

EXCLUSIVE

Portico with sponsor's image placed on entrance of the auditorium

PARTICIPATION

30 Live event registration

2 Invitations for reserved lunches

VISIBILITY

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Mention on social media

Video-loop with sponsors' logos in between sessions

Sponsor's logo on the photo wall

POST-CONGRESS

Access to the list of participants who have authorized to share contacts

BADGES



10.000€ (+VAT)

EXCLUSIVE

Lanyards with the sponsor's logo. The lanyards are provided by the sponsor

PARTICIPATION

30 Live event registration

2 Invitations for reserved lunches

VISIBILITY

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Mention on social media

Video-loop with sponsors' logos in between sessions

Sponsor's logo on the photo wall

POST-CONGRESS

Access to the list of participants who have authorized to share contacts

PHOTO BOOTH

Instant printed photos featuring a customized frame with the sponsor's logo

Photos delivered immediately to participants, ensuring high visibility and engagement

10.000€ (+VAT)

EXCLUSIVE

Dedicated photo booth area located next to the official photo wall

Sponsor logo prominently displayed within the photo booth space

Instant printed photos featuring a customized frame with the sponsor's logo

Photos delivered immediately to participants, ensuring high visibility and engagement

PARTICIPATION

30 Live event registration

2 Invitations for reserved lunches

VISIBILITY

Logo in all the Congress' communication material

Logo on the Congress website

Logo and company information on the Congress app

Mention on social media

Video-loop with sponsors' logos in between sessions

Sponsor's logo on the photo wall

POST-CONGRESS

Access to the list of participants who have authorized to share contacts

CONGRESS LUNCHESES



10.000€ (+VAT)

EXCLUSIVE

Sponsor branding in the lunchroom – reserved and open lunches

1 reserved table at the private lunches (10 seats)

PARTICIPATION

20 Live event registration

2 Invitations for reserved lunches

VISIBILITY

Logo in all the Congress' communication material

Logo on the Congress website

Logo and company information on the Congress app

Partner news featured in an APDC editorial newsletter, integrated into the regular editorial flow and sent up to 15 days before the Congress

Mention on social media

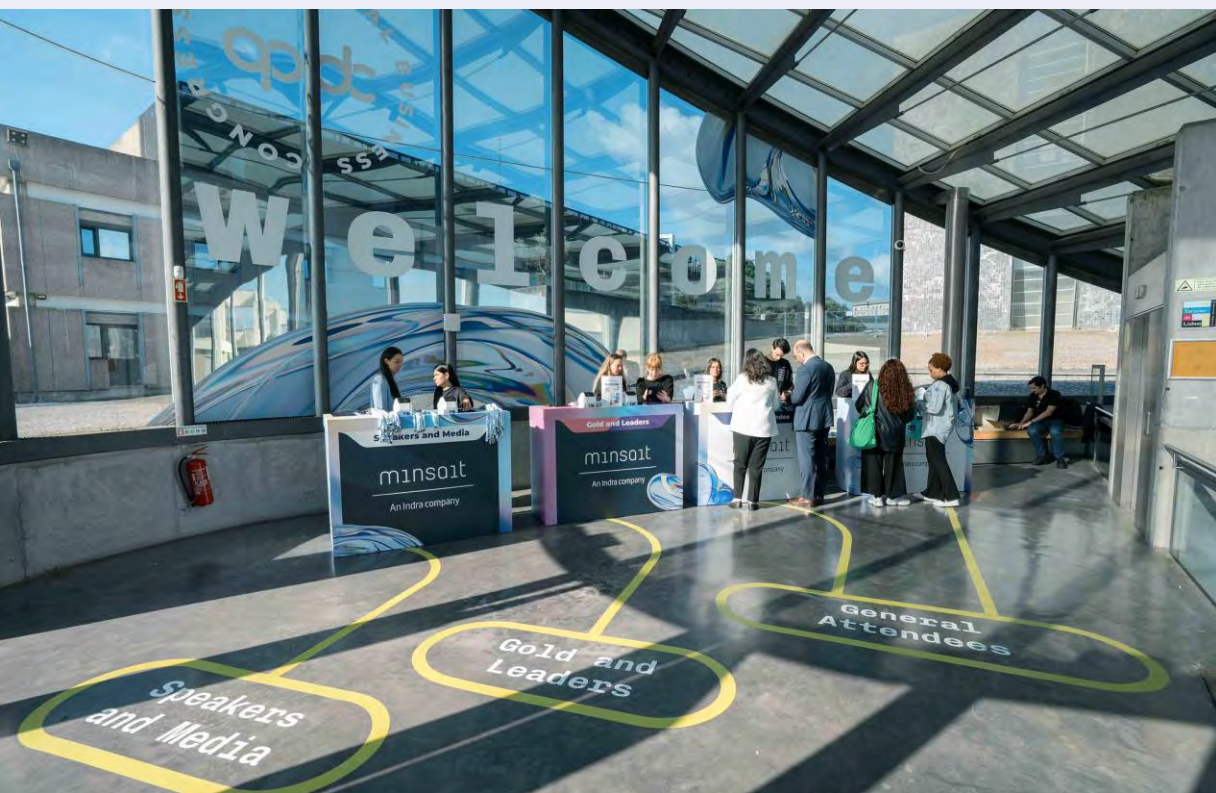
Video-loop with sponsors' logos in between sessions

Sponsor's logo on the photo wall

POST-CONGRESS

Access to the list of participants who have authorized to share contacts

CHECK-IN



7.500€ (+VAT)

EXCLUSIVE

Visibility with logo at the check-in desk

PARTICIPATION

20 Live event registration

2 Invitations for reserved lunches

VISIBILITY

Logo in all the Congress' communication material

Logo on the Congress website

Logo and company information on the Congress app

Mention on social media

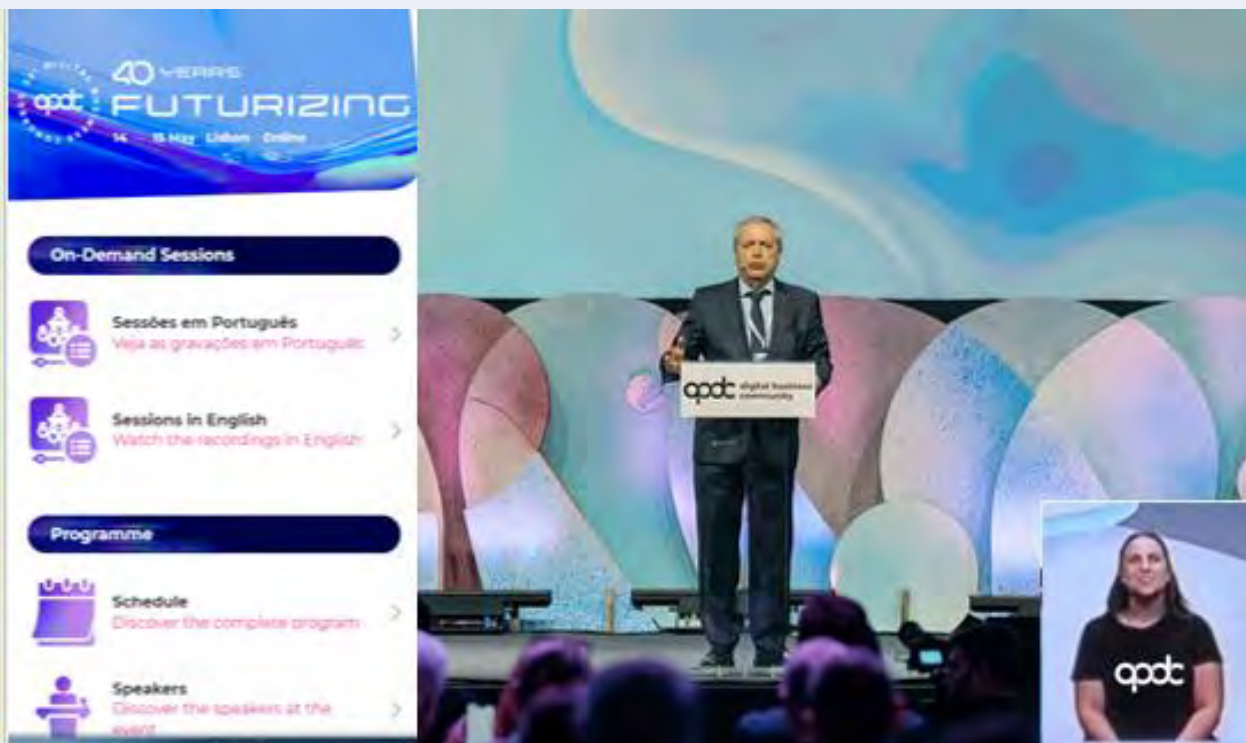
Video-loop with sponsors' logos in between sessions

Sponsor's logo on the photo wall

POST-CONGRESS

Access to the list of participants who have authorized to share contacts

PSL ACCESSIBILITY



5.000€ (+VAT)

EXCLUSIVE

Visibility of sponsor's logo on the front of all translators' t-shirts -
STREAMING ONLY

PARTICIPATION

20 Live event registration

2 Invitations for reserved lunches

VISIBILITY

Logo in all the Congress' communication material

Logo on the Congress website

Logo and company information on the Congress app

Mention on social media

Video-loop with sponsors' logos in between sessions

Sponsor's logo on the photo wall

POST-CONGRESS

Access to the list of participants who have authorized to share contacts

LOUNGE



10.000€ (+VAT)

EXCLUSIVE

Lounge area reserved for the sponsor, with logo visibility

Possibility of a demonstration area

PARTICIPATION

30 Live event registration

2 Invitations for reserved lunches

VISIBILITY

Logo in all the Congress' communication material

Logo on the Congress website

Logo and company information on the Congress app

Mention on social media

Video-loop with sponsors' logos in between sessions

Sponsor's logo on the photo wall

POST-CONGRESS

Access to the list of participants who have authorized to share contacts

EXHIBITOR



EXHIBITION AREA

3.000€ (+VAT)

BOOTH

3 sqm stand - 2 m (width) × 1.5 m (depth)

Includes:

- Carpeted section,
- Company brand/ logo
- 1 electrical socket

PARTICIPATION

20 Live event registration

2 Invitations for reserved lunches

GOLD SPONSORS

Capgemini



NOS



SILVER SPONSORS

.pt



Google



NOKIA

NTT DATA



TALENT PARTNERS



Deloitte.



SIBS
Multicert

thekey talent

INSTITUTIONAL SPONSOR

ANACOM



BRONZE SPONSORS

ACCENTURE

AXIANS

CLARANET

DXC TECHNOLOGY

HP

INETUM

META

VANTAGE TOWERS

AWS

CISCO

DELOITTE

EQUINIX

HPE

KYNDRYL

MINSAIT

PARTNERS

CIRCLE

MP RELATIONS

VdA

ETHIACK

VIATECLA

Thank
you

