

apdc

35th DIGITAL BUSINESS CONGRESS

Congress

Europe in the Digital Age

**Balancing Sovereignty, Security
and Innovation**



6 - 7 may 2026

Lispolis

Lisbon + online



Congress 6 - 7 may | 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.



Congress 6 - 7 may | Lisbon + online

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



09:30 OPENING SESSION

Rogério Carapuça - APDC President
 António Gameiro Marques - Congress Chaiman
 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: Henna Virkkunen - Executive Vice-President of the European Commission and European Commissioner for Digital and Frontier Technologies *

11:00 COFFEE-BREAK

11:30 STRATEGIC AUTONOMY: REALITY OR ILLUSION?

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

12:00 TBA

13:00 LUNCH BREAK

14:30 THE BACKBONE OF SOVEREIGNTY: INFRASTRUCTURE AS POWER

A conversation with:

- Roberto Viola – General-Director of DG CONNECT
- Gonçalo Regalado - President & CEO, Portuguese Development Bank (Banco Português de Fomento)
- Sérgio Catalão – Country Manager, Nokia Portugal

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

15:15 FRONTIER TECHNOLOGIES: THE RACE EUROPE CANNOT LOSE

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)
- Sofia Marta - Country Manager, Google Cloud

17:15 THE STATE OF THE NATION OF MEDIA

A conversation with:
 Carla Martins - Member of the Board, ERC
Panel Discussion:

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

18:30 AWARD CEREMONY 'CITIES AND TERRITORIES OF THE FUTURE'

09:30 EUROPE'S DIGITAL SOVEREIGNTY: INNOVATION, GOVERNANCE AND PUBLIC VALUE

- 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
- Inês Pacheco - Presales Director, Capgemini

11:00 COFFEE-BREAK

11:30 SECURITY AS STRATEGY: DEFENDING EUROPE'S DIGITAL SPACE

Keynote Speaker: TBA

Panel Discussion:

- Luís Lobo - Head of Cybersecurity, NTT DATA Portugal
- TBA

12:15 DEFENSE & CONNECTIVITY

Keynote Speaker: Juan Olivera Urquijo - Ericsson Spain President & Ericsson Portugal Country Manager

12:25 TBA

13:15 LUNCH BREAK

14:30 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 *

15:15 TBA

15:45 THE STATE OF THE NATION OF DIGITAL INFRASTRUCTURES

Panel Discussion:

- João Osório Mora - Managing Director, Cellnex*
- Paolo Favaro - Managing Director, Vantage Towers
- Pedro Rocha - CEO, FastFiber
- Carlos Paulino – Managing Director, Equinix*

16:45 COFFEE-BREAK

17:00 FROM CONNECTIVITY TO COMPETITIVENESS

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

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 *

PROGRAMME

10:30 DIGITAL CAREERS UNFILTERED: WHAT NO ONE TELLS YOU

(PART I - INTERGENERATIONAL PANEL)

Conversation focused on entry into the market, early mistakes, and defining career decisions.

11:00 COFFEE-BREAK

11:30 DIGITAL CAREERS UNFILTERED: WHAT NO ONE TELLS YOU

(PART II - Focusing on critical skills, leadership evolution and future positioning).

12:00 ATTRACTING THE NEXT GENERATION: RETHINKING TECH RECRUITMENT

12:30 EXCLUSIVE Q&A
Keynote Speaker

13:00 LUNCH BREAK

14:30 TALENT TRANSFORMATION: BUILDING DIGITAL CAREERS THROUGH UPSKILL PROGRAM

15:00 TECHNOLOGY WITHOUT THE BUZZWORDS: WHAT REALLY POWERS THE DIGITAL WORLD

Clear explanations of data centres, submarine cables, AI and cloud — accessible but strategically grounded. If the internet stopped for 24 hours, what would really break?

15:45 AI AGAINST FRAUD: PROTECTING CITIZENS IN THE DIGITAL AGE

16:00 COFFEE-BREAK

16:30 BEST THESIS AWARD CEREMONY

17:00 WORKING IN TECH: EXPECTATIONS VS. REALITY

Compensation, career acceleration, pressure, purpose and work-life balance. A transparent discussion bridging perception and reality.

PROGRAMME

11:30 FROM LISBON TO THE WORLD: ESNA'S ROLE IN CONNECTING EUROPEAN STARTUP ECOSYSTEMS

12:00 DECODE THE ROOM: BEHAVIOURAL INTELLIGENCE FOR THE DIGITAL GENERATION

12:30 TBA

13:00 LUNCH BREAK

14:30 DISRUPT, BUILD, SCALE

15:00 SKILLS FOR THE AI ERA: WHAT WILL TRULY DIFFERENTIATE YOU

Which human capabilities remain strategic in an AI-driven economy? Critical thinking, ethical judgement, collaboration with AI systems and leadership in uncertainty - illustrated with practical corporate examples.

15:30 ACTIVE CITIZENSHIP IN THE DIGITAL AGE

In a world of algorithms, outrage and endless scrolling, is digital engagement enough? This session challenges how we participate, question and hold power accountable in the platform era.

16:00 IMPULSO IA – 30 MINUTES TO WORK SMARTER

16:30 COFFEE-BREAK



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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 Future Voices
Stage

**SPOTLIGHT
PARTNER**

€20K

Includes speaker on Main
Stage

**VISION
PARTNER**

€15K

Includes speaker on Future
Voices Stage

DIGITAL SPONSOR

€10K

SOLD OUT

BADGES

€10K

SOLD OUT

AUDITORIUM

€10K

SOLD OUT

PHOTO BOOTH

€10K

LOUNGE

€10K

LUNCHES

€10K

CHECK-IN

€7,5K

SOLD OUT

CHARGING STATION

€7,5K

PSL ACCESSIBILITY

€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 session on the Future Voices Stage, 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

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 (up to 30sec)

Sponsors' video (up to 30sec), 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

Logo on the Congress website

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 (up to 30sec)

Sponsors' video (up to 30sec), 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

VISION PARTNER

Organisation of a session on the Future Voices Stage, 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

Logo on the Congress website

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 (up to 30sec), played on a loop during breaks across both days

Sponsor's logo on the photo wall

EXHIBITION

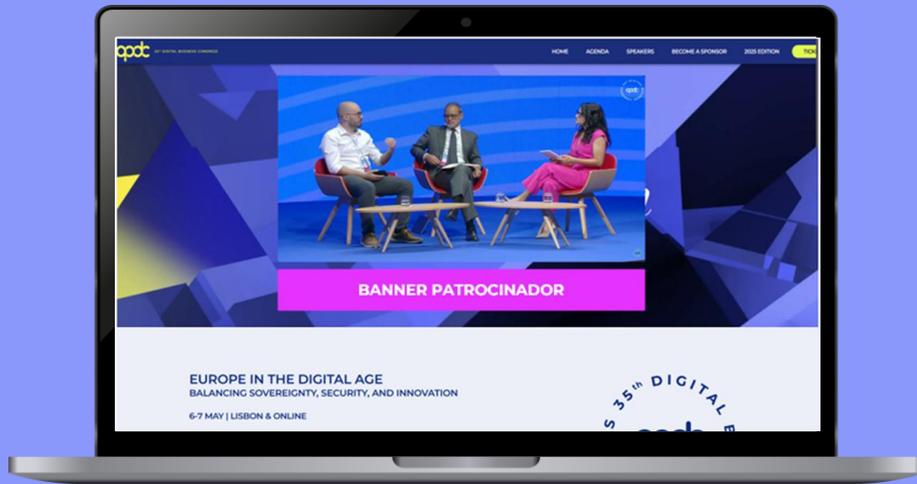
3 sqm stand in the exhibition area

POST-CONGRESS

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



DIGITAL SPONSOR



10.000€ (+VAT)

EXCLUSIVE

A rotating banner on the Congress website homepage, displayed below the live stream window during the two days of the congress

PARTICIPATION

30 Live event registration

2 Invitations for reserved lunches

VISIBILITY

Logo in all the Congress' communication material

Logo on the Congress website

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

SOLD OUT

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

Logo in all the Congress' communication material

Logo on the Congress website

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

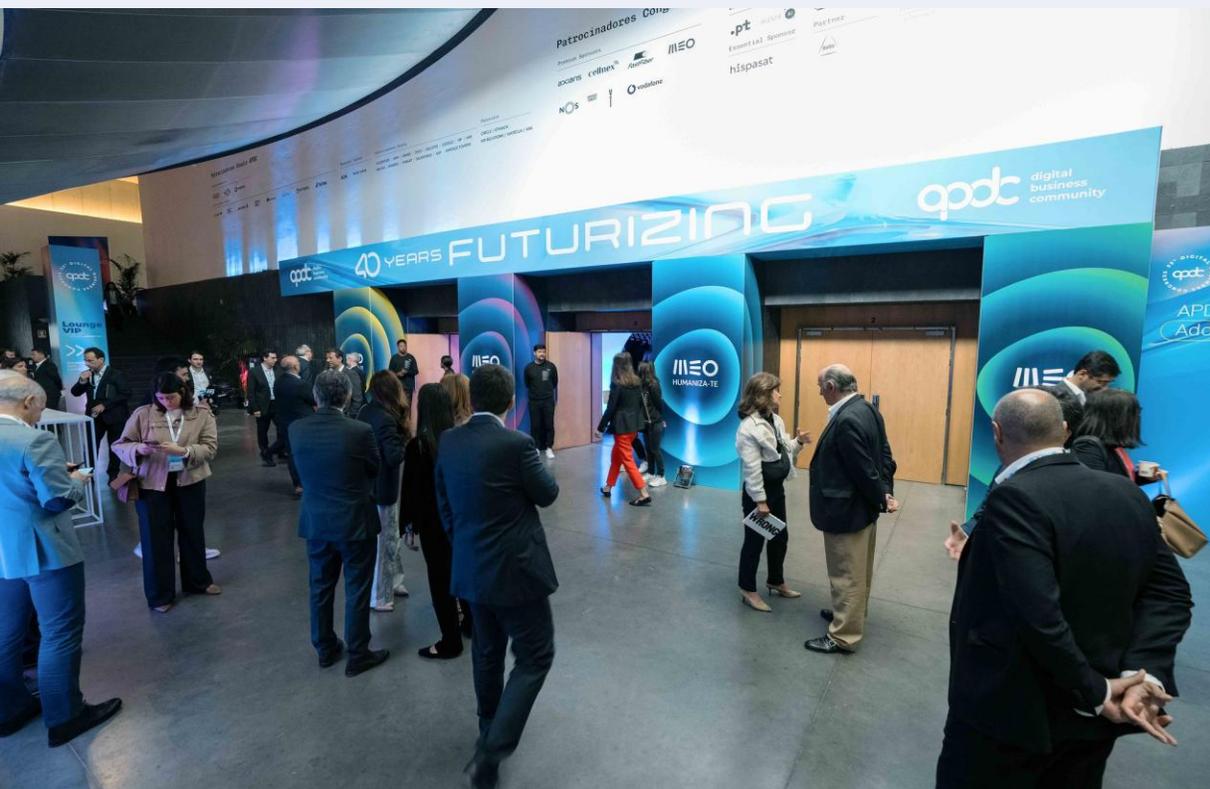
Video-loop with sponsors' logos in between sessions

Sponsor's logo on the photo wall

POST-CONGRESS

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

AUDITORIUM ENTRANCE



EXCLUSIVE

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

PARTICIPATION

30 Live event registration

2 Invitations for reserved lunches

VISIBILITY

Logo in all the Congress' communication material

Logo on the Congress website

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

10.000€ (+VAT)

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

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

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 LUNCHES



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

VISIBILITY

Logo in all the Congress' communication material

Logo on the Congress website

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

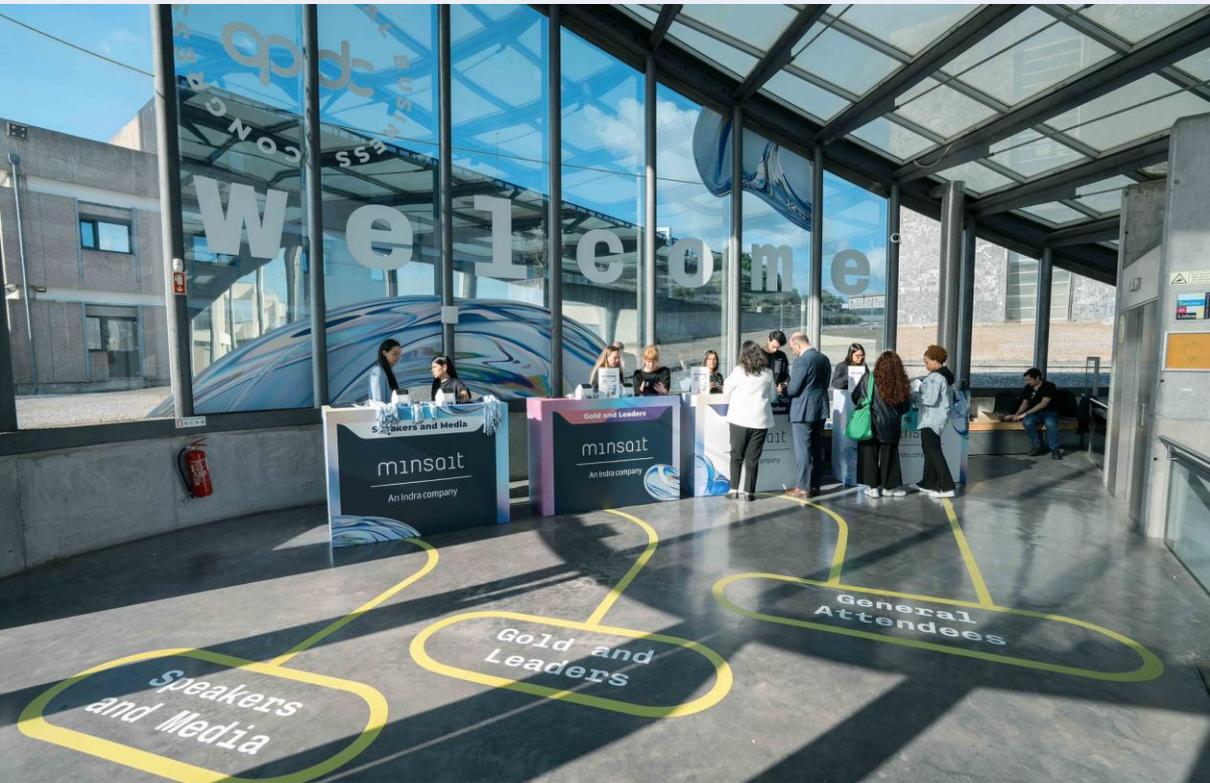
Video-loop with sponsors' logos in between sessions

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

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

CHARGING STATION SPONSOR



7.500€ (+VAT)

EXCLUSIVE

Dedicated phone charging area available to all congress participants

High visibility in a high-traffic area located at the main access to the auditorium

Sponsor logo featured on the signage

Opportunity for additional brand visibility in the area

PARTICIPATION

20 Live event registration

2 Invitations for reserved lunches

VISIBILITY

Logo in all the Congress' communication material

Logo on the Congress website

Mention on social media

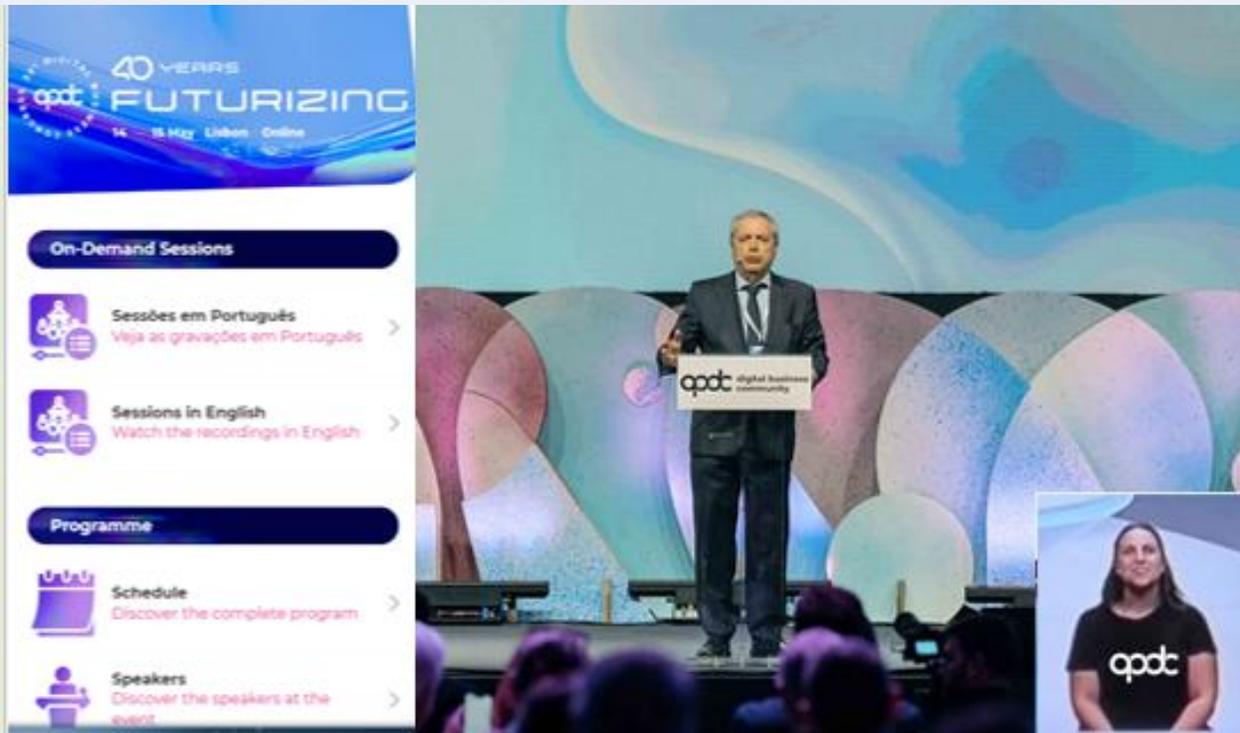
Video-loop with sponsors' logos in between sessions

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

Mention on social media

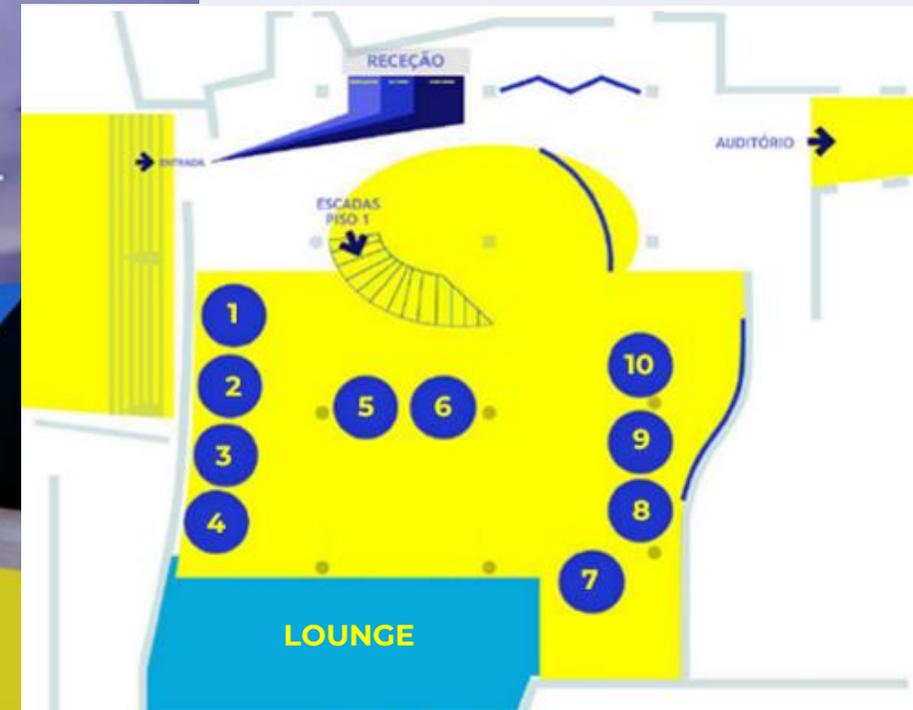
Video-loop with sponsors' logos in between sessions

Sponsor's logo on the photo wall

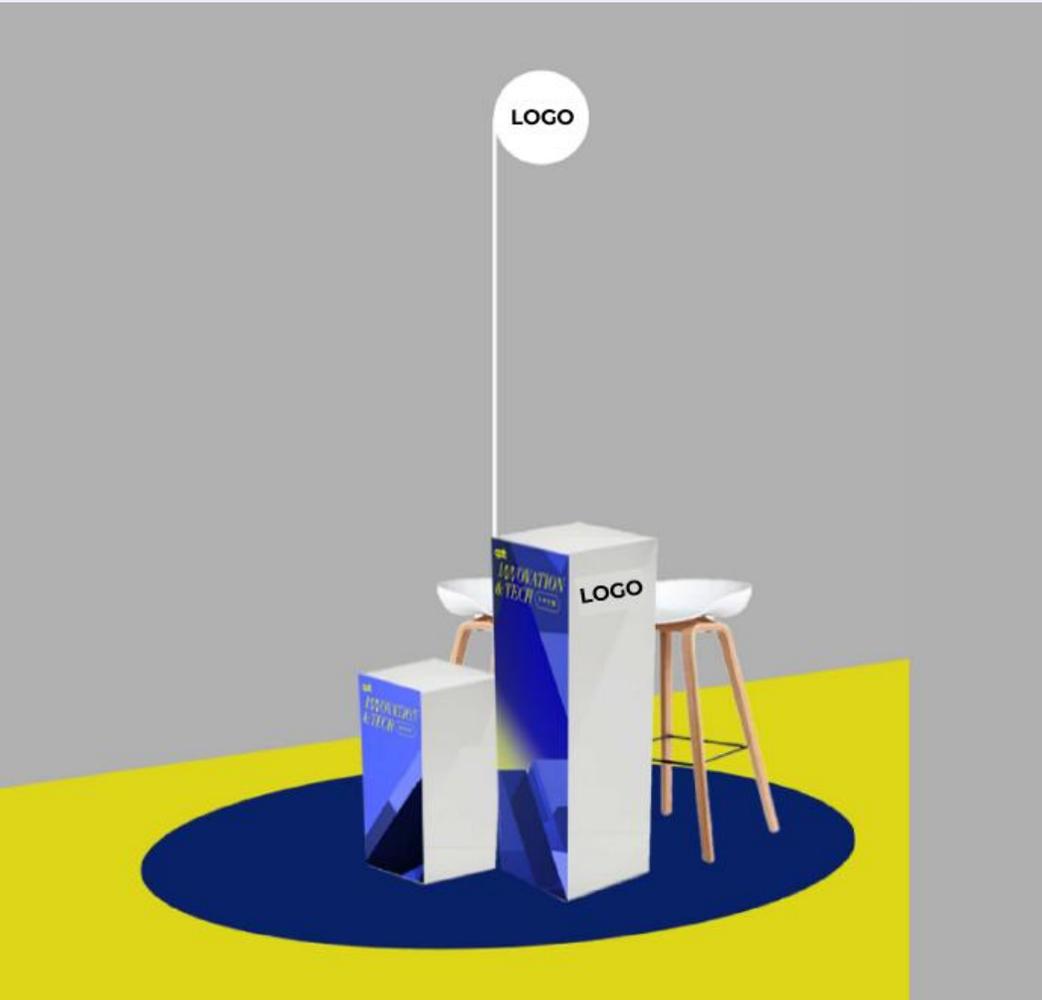
POST-CONGRESS

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EXHIBITION AREA



EXHIBITOR



BOOTH

Circular stand (2 m diameter, ~3.14 sqm)

Includes:

- blue carpet
- 2 high stools
- 2 pillars/columns
- logo signage
- 1 light point

PARTICIPATION

20 Live event registration

3.000€ (+VAT)

GOLD SPONSORS



SILVER SPONSORS



TALENT PARTNERS



INSTITUTIONAL SPONSOR



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

