

## **Fundación Cepsa's Digital Training Course Begins for Companies and the Self-Employed in Campo de Gibraltar**

- **The regional delegate for Employment of the Andalusian Government in Cadiz, Alberto Cremades, kicks off the course given by Cepsa CDX.**
- **The program offers an itinerary on new technologies and ways of working related to digital transformation.**

The Digital Trekking training program, taught by CDX (Cepsa Digital eXperience) and funded by Fundación Cepsa, got underway today with an event held in the Millán Picazo auditorium. Participants in this opening session included the regional delegate for Employment, Training, Self-Employment, Economic Transformation, Industry, Knowledge and Universities of the Andalusian Government in Cadiz, Alberto Cremades; Algeciras Bay Port Authority (APBA) Chairman Gerardo Landaluce; Cepsa's head of Digital Transformation, Joaquín Abril-Martorell; and the head of Fundación Cepsa in Campo de Gibraltar, Estrella Blanco.

The regional delegate of Employment said that “the results are better if we work together towards a common goal, each with their own skills and capabilities. Today we are talking about a program that has come about through public-private collaboration, the result of the working group Logistics Innovation and Industry 4.0 Hub of Algeciras Bay. Cepsa started the work, and then the Port Authority and the IDEA Agency designed this program, which today is a reality.”

Gerardo Landaluce, meanwhile, remarked that digitalization and innovation, along with sustainability, “are fundamental pillars of APBA's business strategy, and this work has been recognized by the European Sea Ports Organization (ESPO), which has recognized our collaboration with a Start Ups award. Now we are very excited about this Digital Trekking program, which is one more step to further empower our companies, ensure our competitiveness and continue to create wealth for our region.” The APBA Chairman took the opportunity to announce the launch of the 3rd APBA *Innovation Trekking* Ideas Contest, encouraging those attending the course to submit their initiatives.

Cepsa's head of Digital Transformation stated that "digital training must be ongoing and at all organizational levels of any company. We are really excited to be able to help in digital training for Andalusian companies and SMEs through our experience. The path towards a sustainable and digital future will require continuous experiential training, tackling it with optimism, passion and humility." Finally, Estrella Blanco highlighted "Fundación Cepsa's commitment to training in Campo de Gibraltar with educational programs that have been conducted for years with primary and secondary schools, as well as through the Fundación Cepsa Chair at UCA and now with this innovative initiative aimed at companies and the self-employed."

The CDX *Digital Trekking* program for digital transformation, which will benefit more than 30 companies in Campo de Gibraltar and more than a hundred people, including self-employed workers, is developed within the framework of the Logistics Innovation and Industry 4.0 Hub of Algeciras Bay. It also has the support of the IDEA Agency, an entity attached to the Ministry of Economic Transformation, Industry, Knowledge and Universities of the Andalusian Government.

This program puts forward an itinerary for participating companies containing everything related to new technologies and ways of working in the realm of the digital transformation of companies and people. The aim of the program is for participants to acquire the necessary knowledge to advance in the digital transformation of their company. Fundación Cepsa's commitment has made it possible for this CDX program to be offered free of charge.

The full program is composed of three main phases: a general phase of basic concepts and two phases of specialization. Currently, the inaugural edition of the program is focusing on the first phase of a more complete itinerary designed to delve further into in some of the topics related to the digital transformation. This phase deals with the basic concepts, at which point the participant can decide whether to undertake the subsequent phases (in planning) or not, according to their interests and capabilities. The first phase of the program, aimed at raising the level of knowledge and skills of employees and the organization in the fields of digital transformation and innovation, begins today and is scheduled to end on December 13. It will be a total of 80 hours taught online.

The aim of CDX is to equip professionals with the skills associated with the digital transformation. Through training, employees are scaling new technologies and ways of working to accelerate the transformation. This initiative enables people to put all their potential at the service of this transformation and thus be prepared for all the changes that the digital era brings with it.

The differential value of CDX lies in its experience-based programs and in the experts in the different disciplines and topics of these programs, who are responsible for transmitting knowledge and accompanying the participants in the experience to ensure that they make the most of this training model.

**Fundación Cepsa** is a general interest, nonprofit entity whose aim is to carry out initiatives that serve the needs and priorities of the local communities where its founder, Compañía Española de Petróleos S.A. (Cepsa), conducts its activities. The areas of action for Fundación Cepsa are social, environmental and scientific-educational.

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