

Fundación Cepsa launches a digital training program for professionals in Huelva

- **Fundación Cepsa organized the program alongside the Department of Economic Transformation, Industry, Knowledge, and Universities of the Andalusian Regional Government through the IDEA Agency, the Port Authority of Huelva, and AIQBE.**
- **The CDX course is open for enrollment until February 25 and will begin in March.**

Cepsa has launched the CDX (Cepsa Digital eXperience) *Digital Trekking* program on Digital Transformation, aimed at professionals, freelancers, and students with the support of Fundación Cepsa.

This program will offer two possible paths on new technologies and ways of working related to the **digitization** of companies and people. The aim of the program is for participants to acquire the necessary knowledge to advance the digital transformation of their company. **Fundación Cepsa's participation in this CDX initiative allows the program to be offered free of charge.**

Each of the training paths is designed for different types of students. The ***Digital Trekking*** program is aimed at all **technical** employees of the Huelva business network who want to learn and expand technical and technological knowledge related to the digital transformation of companies. These topics are: knowing how to use new work methodologies such as agile practices; learning the basic concepts of programming and the use of each of the languages; understanding the importance of data and learning how to harness and extract information from company data to optimize processes; knowing what Artificial Intelligence is and learning how to use some tools to extract value from data; and acquiring skills to automate simple tasks and processes that improve the day-to-day productivity of employees.

The other program, called ***Awareness Trekking***, is aimed at **non-technical** employees of the business fabric of Huelva who want to acquire a pool of knowledge to draw from in technological issues related to the digital transformation of companies. These topics are: becoming familiar with new work methodologies such as agile practices; becoming familiar with the programming languages most demanded by companies and what each of them is used for; understanding the importance of data and being a data-driven company; knowing what Artificial Intelligence is and how it will affect the future of companies; and learning about process automation.

The programs last four months and allow participants to work on aspects of digital transformation (agile, technology, artificial intelligence, etc.) and innovation (digital tools and design thinking).

Both paths are designed to raise the level of knowledge and skills of employees, as well as the organization to which they belong, in the areas of digital transformation and innovation and will have a total duration of 80 hours held online.

Employers, employees, and freelancers who are interested in acquiring the digital competencies and skills offered by this course can send an email before February 24, the final date for registration, to the following address digitalexperiencia@cepsa.com

This program features the essential collaboration of the **Ministry of Economic Transformation, Industry, Knowledge, and Universities** through the **Innovation and Development Agency of Andalusia (IDEA)**, the Port Authority of Huelva (APH), and AIQBE.

The aim of **Cepsa Digital eXperience** (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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