



IA Generativa para Innovar en la Empresa: casos reales y herramientas para su implementación



Through case stories, advanced tools and interactive sessions, participants will gain insights into the benefits, challenges and best practices for effectively and sustainably implementing these technologies within their organizations.

10.Sep 2025

Cod. Z22-25

Mod.:

Face-to-face

Edition

2025

Activity type

Summer course

Date

10.Sep 2025

Location

Miramar Palace

Languages

Spanish

Academic Validity

10 hours

Organising Committee



Fundación
BBVA



Description

Generative artificial intelligence is revolutionizing the way businesses innovate and optimize their processes.

This Summer Course offers a practical and strategic perspective on how generative AI can be applied in key sectors. Through case stories, advanced tools and interactive sessions, participants will gain insights into the benefits, challenges and best practices for effectively and sustainably implementing these technologies within their organizations.

The course combines talks, discussion panel and a practical session focused on Retrieval-Augmented Generation (RAG) and Fine-Tuning techniques. Additionally, critical aspects such as data sovereignty, environmental impact and dependency on large technology providers will be discussed.

Objectives

Understand the impact of generative AI in various sectors and its role in digital transformation.

Explore case stories of its application in Basque companies and technology centers.

Identify barriers and risks in adopting generative AI, such as data sovereignty, regulation and sustainability.

Learn key concepts of RAG and Fine-Tuning, and their applicability in business environments.

Encourage innovation: Providing tools and knowledge for participants to apply these technologies in their own business contexts, fostering a continuous innovation environment.

In collaboration with



Program

10-09-2025

08:45 - 09:00

Registro

09:00 - 09:15

“Apertura: IA Generativa y su Impacto “

Jon Kepa Gerrikagoitia Arrien | BRTA - Responsable científico-tecnológico

09:15 - 10:00

“Bloque 1: Impacto y Oportunidades de la IA Generativa“

Josu Bilbao | IKERLAN - Director de la unidad de Tecnologías Digitales e Inteligencia Artificial

Diana Manjarres Martinez | TECNALIA - Core IA Teams Leader

Cómo está transformando industrias clave (industria, energía, salud, etc.)

Retos y oportunidades en la adopción de estas tecnologías (coste, regulación, sostenibilidad)

Barreras y riesgos en la adopción de la IA Generativa

- Dependencia de players globales (OpenAI, Google, Meta... ¿riesgo o ventaja?). - ¿Dónde está nuestra información? Privacidad, soberanía del dato y riesgos legales. - Impacto en la sostenibilidad ambiental: consumo energético y huella de carbono. - Costes ocultos y desafíos en la escalabilidad de estas soluciones.

Round table: “¿Cómo podemos aprovechar mejor la IA generativa en Euskadi?”

Patxi Iriarte | VICOMTECH - Investigador en el Departamento de Análisis de Vídeo de Seguridad Inteligente

Diana Manjarres Martinez | TECNALIA - Core IA Teams Leader

10:30 - 11:00

Coffee break

11:00 - 12:30

“Bloque 2: Aplicación Práctica (cómo se hace)“

Diana Manjarres Martinez | TECNALIA - Core IA Teams Leader

Jon Imaz | IKERLAN - Big Data and Machine Learning

Tips prompting. Como comunicarnos con la IA

Introducción a RAG y Fine-Tuning: Conceptos clave explicados de manera accesible

Herramientas clave: LangChain, LlamaIndex, OpenAI, Hugging Face.

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Demo interactiva: Ejemplo práctico de implementación de RAG o Fine-Tuning

12:30 - 13:30

“Bloque 3: Aplicaciones reales (qué hemos hecho) --Casos reales en empresas y centros -- Desafíos y mejores prácticas en la adopción de estas tecnologías.“

Patxi Iriarte | VICOMTECH - Investigador en el Departamento de Análisis de Vídeo de Seguridad Inteligente

Pedro Antonio Moreno Sánchez | TECNALIA - Investigador senior de IA
Ane Blazquez | IKERLAN - Investigadora en Inteligencia Artificial

“Conclusiones y debate abierto. · Reflexión final: ¿Cómo impulsar la adopción responsable y sostenible de la IA? · Interacción con el público: Preguntas y respuestas, próximos pasos.”

Jon Kepa Gerrikagoitia Arrien | BRTA - Responsable científico-tecnológico

Directed by



Jon Kepa Gerrikagoitia Arrien

BRTA

Ph.D. in Computer Science. Science and Technology Manager at BRTA (Basque Research and Technology Alliance). His professional career of more than 20 years has been developed jointly in the academia and manufacturing industry fields, tightly linked to Computer and Data Science within the framework of Business Intelligence based in Internet, combining the scientific and technology vision.

Teachers



Josu Bilbao



Ane Blazquez



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Jon Imaz



Patxi Iriarte



Diana Manjarres Martinez



Pedro Antonio Moreno Sánchez

TECNALIA Research & Innovation

Registration fees

FACE-TO-FACE	UNTIL 30-06-2025	UNTIL 10-09-2025
joug fee	25,00 EUR	34,00 EUR
General	-	48,00 EUR
Reduced fee regular	-	41,00 EUR
Registration exemptions	-	34,00 EUR

Place

Miramar Palace

Pº de Miraconcha nº 48. Donostia / San Sebastián

Gipuzkoa