

WHITE POINT

February 12th 2020

From 8:30 a.m. Main entrance

Accreditations

10 a.m. Importance of Technological Watch and Competitive Intelligence in the business field

Technological Watch and Competitive Intelligence systems are essential for any organisation to keep abreast of all the data generated in its environment (commercial, technological, legislative, etc.) and also to apply it in decision-making and problem-solving. It is a fundamental part of innovation processes in companies and in the detection of new ideas and solutions. This table will be organized in order to disseminate the key aspects in TW/CI services implementation, the different services of Strategic Watch and Competitive Intelligence and the importance of technology foresight studies and Technology implementation in Roadmaps. It will also analyse good business practices in this field.



Moderator:

- **Francisco Javier Rodríguez.** Innovation Manager, **Renfe**

Speakers:

- **Mariano Andrés Martínez.** Head of Technology Watch, **Adif**
- **Natalia Díaz.** Responsible for Innovation and Technology Watch, **Ineco**
- **José Antonio López de la O.** Director, Railway Innovation Hub (**RIH**)
- **Miguel Borrás.** CEO, **Antara**
- **Antonio Marqués.** Technology & Innovation Director, **Etra**

11 a.m. OPENING ACT

AUDITORIUM 2

12 p.m. Answers to when, how and why begin on the stock market listing

Provide technology companies with up-to-date answers on when, how and why they should be listed. An approach to the quotation process, who participates, what it obliges and how companies are valued. Introduction to the "Technical Listing" as a model to anticipate possible financing rounds without the need to change shareholders initially



Moderator:

- **Rafael Catalá.** Former Minister of Justice and Infrastructure

Speakers:

- **Antonio Fernández.** President of **ArmanexT**, listing sponsor.
 - Dismantling the myths of the stock market. The process of incorporation and its benefits.
- **Javier Mateos.** Partner, **PWC**
 - How a company prepares to be listed on international stock exchanges. The valuation of companies.
- **Susana de Antonio.** Head of EU Tech Hub – Spain Representative **EURONEXT**
 - Euronext: How Euronext and the markets can help technology SMEs make the leap
- **Joshua Novick.** Director, **Bondo Advisors**
 - Case study: ANTEVENIO incorporation into EURONEXT

1 p.m. AGRI-FOOD: Sustainability and digitalisation at European level

The role of innovation in the upcoming Common Agricultural Policy (CAP)

Moderator:

- **Silvia Soria.** Journalist **El Forcat**

Speakers:

- **Pedro Gallardo.** Vice-president of **ASAJA** and President of **ALAS**
- **Regina Monsalve.** President of the Association of Technical Agricultural Engineers and Graduates of Valencia and Castellón (**COITAVC**)
- **José Pereira-Palha.** President, Associação Nacional de Produtores de Cereais (**ANPOC**)
- **Pilar Gimenez.** Corporate Affairs & Regulation Director, **Syngenta**
- **José Luis Estrella.** CEO, **Hispathec**

2 p.m. Technologies and Innovation Cooperations at Airbus

AIRBUS

- **Elisa García,** VP Head of Technology Cooperations, **Airbus**

2:30 p.m.

NETWORKING LUNCH

4 p.m. GUEST COUNTRY BLOCK: CANADA

Welcome:

- **Yves Belliveau.** Trade Commissioner and First Secretary, **Embassy of Canada to Spain**

4:05 p.m. Presentation of the joint Spain/Canada research report: **Fundación Española para la Divulgación de la Ciencia y la Tecnología (FECYT)**

- **Cecilia Cabello.** Department Director (**FECYT**)

4:15 p.m. Success stories in innovation transfer: **Canadian Innovation Ecosystem presentation**

Moderator:

- **Guillermo Sánchez.** Chief Editor, **El País Retina**

Speakers:

- **Maria Aubrey.** Vice President Business and Professional Services, **NRC**
 - *R&D General Programme in Canada*
- **Kendra MacDonald.** CEO Canada's **Ocean Supercluster**
 - *Innovation Superclusters Model. Favouring innovation and technological transfer*
- **Alice Aiken.** Vice President Innovation research, **Dalhousie University**
 - *Canadian University as an innovation engine*
- **Javier Hinojal.** Business Development, Communication & Marketing Responsible, **Bombardier** in Spain
 - *Transportation Spain. Canadian company as an innovation engine*

5:10 p.m. Canada-Europe success stories: **adapting the product developed in the Canadian market to the European market**

Speakers:

- **Gordon Roxon.** Director of Sales, **MindBridge AI**
 - *Adapting Canadian innovations to the European market: challenges and opportunities*

- **Eric Holdrinet.** Deputy National Project Coordinator (EUREKA). **National Research Council de Canadá**
 - *Canada-Spain business-to-business collaboration under the Eurostars and EUREKA programmes*
- **Antonio Venutelli.** Strategic Account Manager, **Geotab**
 - *A Canada-Spain innovation success story in telematics: Geotab*

5:30 p.m. **New LEO Constellations: The Next Revolution in Global Communications?**



The Federal Communications Commission of the USA has given permission for the launch of thousands of Low Orbit satellites in different orbits and operated by different companies. These new satellites will incorporate technological characteristics similar to those of 5G, optimizing the use of resources and providing, in a similar way, enormous bandwidths with very reduced latencies, with the advantage of providing global coverage. Over time, they are expected to converge with future 5G and 6G networks, which will be the future revolution in global communications

Moderate:

- **Silvia Martínez.** Head of Software Architecture, **CPS Group**

Speakers:

- **María Graña.** Innovation and Technology Director, **INSTER**
- **Carlos Montesano.** Head of R&D, **Airbus DS Space Systems**
- **Juan José Redondo.** Head of the Scientific, Technical and Commercial Cooperation Area, **INTA**

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09 a.m.

Talent Woman Breakfast Meeting

Women in the innovation field

Telefonica

EMPRESAS



**talent
woman**[®]
España

AIRBUS

Moderator:

- **Loreto del Valle.** General Director Digital Economy and Innovation, **Regional Government of Andalusia**

Speakers:

- **Otilia Santa Tecla,** Director of Small and Medium Enterprises Southern Spain and Canary Islands, **Telefónica**
- **Silvia Lazcano.** National Rep Technologies, **Airbus**
- **Alice Aiken.** Vice-president Innovation Research **Dalhousie University, Canada**
- **Ana Paula Grijó.** President, **TecParques Portugal**
- **Victoria Galán-Muros.** Research Director, Global Institute on Innovation Districts (**GIID**)
- **Paloma Domingo.** CEO, Spanish Foundation for Science and Technology (**FECYT**)

11 a.m. **Artificial intelligence: Artificial Intelligence revolution in real world**

Atos

Presented by:

- **José Esteban.** Head of Innovation at **Atos** Iberia
- **Daniel Calvo.** Artificial Intelligence Coordinator at **Atos** Research and Innovation

Moderator:

- **Daniel Calvo.** Artificial Intelligence Coordinator at **Atos**

Speakers:

- **David Carrera.** Data centric computing group manager at Barcelona Supercomputing Center (**BSC-CNS**)
- **Jordi Llinares.** Deputy Director General for the Digitisation of Industry and Collaborative Environments of the Ministry of Industry, Trade and Tourism (**MINCOTUR**)
- **Pablo Carlier.** Cloud Partner, Engineering Manager, Southern Europe & Emerging Markets at **Google**
- **José Esteban.** Head of innovation at **Atos** Iberia

12 p.m. **Rural Tourism and Collaborative Economy
Platforms**



SECRETARÍA DE ESTADO
DE TURISMO



Moderator:

- **Eduardo Gutiérrez.** Director of Business Development and New Technologies, **Segittur**

Speakers:

- **Enrique Martínez.** President, **Segittur**
- **Tania Marcos.** Quality and Smart Cities Chief, Asociación Española de Normalización (**UNE**)

- **Beatriz González.** Sales Director, **Correos**

1 p.m. **Open CHALLENGE:** Aerospace Sector: **AIRBUS Development of reinforced injection materials for application in the aeronautical industry**

AIRBUS

The potential implementation in the aeronautical industry of the manufacturing process by means of injection of short fiber reinforced plastics is being studied in parts of low structural responsibility as hulls belonging to the horizontal and vertical stabilizers due to its attractiveness in recurrent costs and its production rate widely demonstrated in the automotive industry. The main challenge that arises during the activity is the development of a material, suitable for the production process, that presents the ideal balance between its properties of rigidity, as well as the resistance to impacts that this type of parts can suffer during the operational life of the aircraft

- **Diego Lastra.** Stress Engineer, **Airbus**

2 p.m. **Clean Sky 2 Active Cockpit Demonstrator: Technologies to reduce pilots workload**

AIRBUS

Speaker:

- **José Antonio Urbano.** R&D Chief Engineer -Military Aircraft- at **Airbus**