



DRIVING INNOVATION AREA

Wednesday 16th February 2022

from 08:30 h. Accreditation



Organizer



Junta de Andalucía
Consejería de Transformación Económica,
Industria, Conocimiento y Universidades
Agencia Andaluza del Conocimiento

Main Hall

10:00 – 10:30 h. **Presentation and launch of the "From Idea to Product" Programme to promote talent and entrepreneurship in the university environment**

Moderate: **Rocío Díaz**. General Director of Digital Economy and Innovation of the Ministry of Economic Transformation, Industry, Knowledge and Universities at **Regional Government of Andalusia**

Speakers:

- **Rogelio Velasco**. Regional Minister of Economic Transformation, Industry, Enterprise and Universities at **Regional Government of Andalusia**
- **Joaquín Segovia**. Southern Territory Director at **Telefónica**
- **Rocío Díaz**. General Director of Digital Economy and Innovation of the Ministry of Economic Transformation, Industry, Knowledge and Universities at **Regional Government of Andalusia**
- **Juan Gómez**. Rector of the University of Jaén (**UJA**)

10:40 – 11:00 h. **Successful case in knowledge transfer at Enterprise Europe Network (EEN)**
Coordinate by: Andalusian Knowledge Agency (**AAC**)

- **Óscar Johannes**. Co-founder at **AOS Group**

11:00 h. **Opening ceremony. Transfiere 2022**

Auditorium

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12:00 – 13:30 h. **II Interactive Webinar on the Spatialization Strategy S4 Andalucía**

Speakers:

- **Pablo Cortés**. General Secretary of Business, Innovation and Entrepreneurship of the Ministry of Economic Transformation, Industry, Knowledge and Universities of the **Regional Government of Andalusia**
- **Carmen Sillero**. Economic and Policy Senior Analyst B7 Knowledge for Finance, Innovation & Growth Joint **Research Centre European Commission**





13:30 – 14:00 h. **Public funding initiatives for the promotion of R&D&I in Andalusia**

Moderate: **Rosa Ríos**. General Secretary of Universities, Research and Technology of the Ministry of Economic Transformation, Industry, Knowledge and Universities at **Regional Government of Andalusia**

Speakers:

- **José Carlos Gómez Villamandos**. Rector at University of Cordoba (**UCO**) and President of the research sector at Andalusian Public Universities (**AUPA**)
- **Margarita Paneque**. Institutional Delegate at Spanish National Research Council (**CSIC**) for Andalusia and Extremadura
- **Sebastián Chávez**. Director of Evaluation and Accreditation of Andalusian Knowledge Agency (**AAC**), Ministry of Economic Transformation, Industry, Knowledge and Universities at **Regional Government of Andalusia**
- **Noe Fernández-Pozo**. Institute of Subtropical and Mediterranean Horticulture "La Mayora", Consejo Superior de Investigaciones Científicas **IHSM - CSIC - UMA**
- **Manuel Dote**. University of Granada (**UGR**)

14:30 h.

WORKING LUNCH

16:00 – 17:00 h. **Initiatives in support of Andalusian start-ups**

Coordinated by: Andalusian Knowledge Agency (**AAC**)

16:00 – 16:10 h. **Programme for attracting investment in technology-based start-ups**

- **Beatriz Feichtenberger**. Promotion of Foreign Direct Investment in **Extenda**, Ministry of Presidency, Public Administration and Interior at **Regional Government of Andalusia**

16:15 – 16:25 h. **AceXHealth: Accelerator of companies in the health sector**

- **Lourdes Núñez**. CEI BIOTIC of the **Health Technology Park Foundation**

16:30 – 16:40 h. **AIR Andalusia: ecosystem to support companies in the process of digitalisation through Artificial Intelligence and Robotics**

- **María Ros**. University of Granada (**UGR**)

16:45 – 17:00 h. **Andalucía Agrotech DIH: Real opportunities for the digital transformation of the agri-food sector. Hub Iberia Agrotech (HIBA): Multiregional ecosystem for the digitalization of the Spanish-Portuguese agri-food sector**

- **Ana Cabezas**. Deputy Coordinator at **Andalucía Agrotech** Digital Innovation HUB





17:10 – 18:25 h. Opportunities for Public-Private Collaboration: Public Procurement of Innovation in Regional Government of Andalusia

Moderate: Andalusian Knowledge Agency (AAC)

17:10 – 17:25 h. Use of unmanned aerial vehicles for the simplification of actions in the field

- **Encarnación Martínez.** Agricultural and Fisheries Management Agency of Andalusia, Ministry of Agriculture, Livestock, Fisheries and Sustainable Development at **Regional Government of Andalusia**

17:30 – 17:45 h. Energetic optimization and circular economy for the purification in medium-sized towns

- **Jorge Delgado.** Department of Agriculture, Livestock, Fisheries and Sustainable Development at **Regional Government of Andalusia**

17:50 – 18:05 h. Near Zero Energy Industrialized Sheltered Housing System. NZEISHB (Near Zero Energy Industrialized Social Housing Building)

- **Francisco Campuzano.** Housing and Rehabilitation Agency for Andalusia of the Ministry of Development, Infrastructures and Territorial Planning at **Regional Government of Andalusia**

18:05 – 18:20 h. iProcureSecurity: Solutions for Emergency Medical Services

- **Carmen Porrás.** 061 Health Emergency Centre of Ministry of Health and Families at **Regional Government of Andalusia**

18:30 – 18:45 h. Interregional Innovation Investment Instrument. Thematic partnership Traceability and Big Data in the agri-food value chain

- **Noemí Molina.** Ministry of Agriculture, Livestock, Fisheries and Sustainable Development at **Regional Government of Andalusia**
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DRIVING INNOVATION AREA

Thursday 17th February 2022

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09:30 – 10:30 h. **Asian Development Bank: Financing projects in Southeast Asia**

Presented by: **Arturo Bernal**. CEO at **Extenda** of Ministry of Presidency, Public Administration and Interior at **Regional Government of Andalusia**

Speaker:

- **Alberto Cerdán**. Alternate Executive Director Board of Directors Asian Development Bank

10:40 – 12:20 h. **Results of research projects on SARS-COV-2 in Andalusia**

Presented by: **Teresa Serrano**. Director General for Research and Knowledge Transfer of the Regional Ministry of Economic Transformation, Industry, Knowledge and Universities of the **Regional Government of Andalusia**

10:45 – 10:55 h. **Lab-on-Chip device Highly integrated analysis system**

- **Álvaro Morales**. University of Seville (US)

11:00 – 11:10 h. **Deep Learning for COVID-19 diagnosis**

- **Jose Manuel Benítez**. University of Granada (UGR)

11:15 – 11:25 h. **REACT, Tool for the management of a hospital emergency department with COVID patient**

- **Ángela Núñez**. University Hospital Virgen del Rocío - FISEVI
- **David Gómez**. University Hospital Virgen del Rocío - FISEVI

11:30 – 11:40 h. **Intelligent estimation of risk levels of arrhythmia occurrence caused by the combination of drugs in the treatment of COVID-19**

- **Sebastián García**. University of Jaen (UJA)

11:45 – 11:55 h. **COVID-19 e inmunosenescence**

- **Alejandra Pera**. IMIBIC - University of Cordoba (UCO)





12:00 – 12:10 h. **Alterations in immune system populations during and after SARS-COV-2 infection**

- **Concepción Marañón.** Oncology Research Centre (**GENYO**)

12:30 – 12:45 h. **RECICLAND Project. Demonstration and information activities for the management of solid waste derived from protected horticulture**

- **María del Mar Téllez.** IFAPA, Ministry of Agriculture, Livestock, Fisheries and Sustainable Development at **Regional Government of Andalusia**

12:50 – 13:05 h. **Incorporation of telematic companies PAE Point**

- **Manuel Jesús Villalobos.** Entrepreneurship technician of Andalusia Emprende, Ministry of Employment, Training and Self-Employment of the **Regional Government of Andalusia**

13:15 – 13:30 h. **The book “AI Knowledge Transfer from the University to Society Applications in High-Impact Sectors”, a successful case of knowledge transfer**

Speakers:

- **Marina Rosales Martínez.** Head of the Service of the Secretariat for Knowledge Transfer and Entrepreneurship of the University of Seville (**US**)
 - **Milica Lilic.** Head of the R&D Project Management and Entrepreneurship at the Secretariat for Knowledge Transfer and Entrepreneurship of the University of Seville (**US**)
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