



INNOVATION ROOM

Co-organizes:

Wednesday 16th February 2022

from 08:30 h. Accreditation



Main Hall

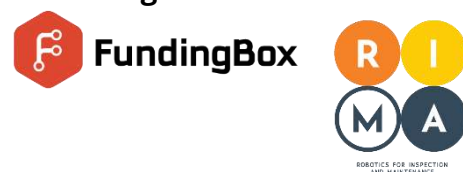
09:15 – 09:50 h. Innovation Room Opening Session

- **Miguel Rodrigo.** Head of Regulatory Framework and Corporate Strategy, Institute for Energy Diversification and Saving (**IDAE**)



10:00 – 11:00 h. Cascade Funding: an innovative mechanism for digital transformation

Moderate: **Mayte Carracedo.** Partner & Business Development Responsible at **FundingBox**



Speakers:

- **Graciela Garrido.** Business Development Manager at **FundingBox in Spain**
- **José Luis Andrade.** Research Transfer Engineer at University of Seville (**US**)
- **Cristina Sosa.** Project Manager at **Soologic**
- **Patricio Alemany.** Business and Innovation Director at **Rovimática**

11:00 h. Transfiere 2022 Opening ceremony

Auditorium 1

12:00 – 13:00 h. Recovery, Transformation and Resilience Plan “España Puede” - Ecological Transition

Moderate: **María Cobo.** Coordinator of the Area for the management and monitoring of the Recovery Plan at the Ministry for Ecological Transition and the Demographic Challenge (**MITECO**)



Speakers:

- **Miguel Rodrigo.** Head of Regulatory Framework and Corporate Strategy, Institute for Energy Diversification and Saving (**IDAE**)
- **Miguel Aymerich.** Deputy Director General for Biodiversity and the Natural Environment of the Ministry for Ecological Transition and the Rest of Demography (**MITECO**)





13:10 – 14:30 h. Recovery, Transformation and Resilience Plan “España Puede” - Digital transformation



Moderate: **Eduard Martín**. CIO & Intelligent Connectivity Director at **Mobile World Capital Barcelona**

Speakers:

- **Luis Cueto**. Adviser at the Ministry of Economic Affairs and Digital Transformation (**MINECO**)
- **Izabel Alfany**. Chief Operating Officer at **EIT Health**
- **Laura Delgado**. Director of European Funds **Deloitte Legal**
- **Juan Álvarez**. Provincial Deputy for Technological Development and European Resources at **Provincial Council of Malaga**
- **Gerardo Jiménez**. Director at **Tecnalia Andalucía**
- **Rocío Díaz**. Managing Director for Digital Economy and Innovation of the Regional Ministry for Economic Transformation, Industry, Knowledge and Universities at **Regional Government of Andalusia**

14:30 h.

WORK LUNCH

16:00 – 17:00 h. Communicating in the innovation sector

Presents: **Inma Aguilar**. Director General at Spanish Foundation for Science and Technology (**FECYT**)



Keynote speaker: **Esther Paniagua**. Freelance journalist and author specializing in technology, innovation and science

Moderate: **Carlos Centeno**. Head of the Scientific Dissemination Area of the Communication Management Office of the University of Granada (**UGR**)

Speakers:

- **José Manuel López**. Vice-Rector for Science Transfer and Dissemination at University of Murcia (**UM**)
- **Pilar Fernández**. Technical coordinator of Scientific Culture Unit at Polytechnic University of Madrid (**UPM**)
- **Carmen Guerrero**. Scientific Culture and Citizen Science Project Coordinator at Spanish National Research Council (**CSIC**)





17:05 – 18:15 h. 5 Keys to Entrepreneurship and Innovation Ecosystems

Moderate: **Juan Marcelo Gaitán**. Head of innovation ecosystem development at **Telefónica**



Speakers:

- **José Diestro**. General Manager of the Ceuta Development Company (**PROCESA**)
- **Agustín Aretio**. Head of Innovation and Digital Province at **Provincial Council of Cáceres**
- **Antonio Quirós**. Coordinator of **National Pole of Digital Content**
- **Rocío Díaz**. Managing Director for Digital Economy and Innovation of the Regional Ministry for Economic Transformation, Industry, Knowledge and Universities at **Regional Government of Andalusia**
- **Ulises Gamero**. Head of the Digital Transformation Service of the **Provincial Council of Badajoz**

18:20 – 19:00 h. Specific innovation policies

Moderate: **Paco Marín**. Vice-President of the Forum of Innovative Companies (**FEI**)



Speakers:

- **Luis Fernando Álvarez-Gascon**. General Manager Secure eSolutions at **GMV** and President of the Forum of Innovative Companies (**FEI**)
- **Ezequiel Navarro**. CEO at **Premo Group** and President at Ricardo Valle Institute - **INNOVA IRV**
- **Ignacio García Fenoll**. Deputy Director of Innovation Coordination. Ministry of Science and Innovation (**MICINN**)
- **Marcos Pérez**. Technical Advisor to the General Secretariat for Enterprise, Innovation and Entrepreneurship of the Ministry of Economic Transformation, Industry, Knowledge and Universities at **Regional Government of Andalusia**





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09:00 – 10:00 h. Recovery, Transformation and Resilience Plan “España Puede” - Gender equality

Moderate: **Inma Aguilar**. Director General at Spanish Foundation for Science and Technology (FECYT)

Speakers:

- **Esperanza Casquete**. Head of Training and Development, Equality Agent at **CaixaBank's** Eastern Andalusia Regional Management
- **Mar López**. Founder and Vice-President at Women4Cyber Spain (**W4C Spain**) and Senior Manager at **Accenture Security**
- **Jara Pascual**. Co-founder and Managing Director of the **Wominvest Observatory** and Founder and CEO of **Collabwith**
- **Cristina Aranda**. Co-founder of **MuejresTech** and cofounder y CBDO of **Big Onion**
- **Noelia Escobar**. Member of the Coordinating Committee of the Women's Innovation Network (**AMIT-MIT**) and Institutional Manager at **INCOTEC**

10:10 – 11:10 h. European funds: Current events and developments in the new generation EU and their relevance to the R&D ecosystem

Moderate: **Gerard Brinquis**. Strategy & Grants Director - Head of Next Generation EU at **FI Group**



Speakers:

- **Carlos Franco**. Technical of Institutional Promotion and Territorial Cooperation Department at Centre for the Development of Industrial Technology (**CDTI**)
- **José Antonio Pascual**. Head of the Innovation Unit at Agency for Innovation and Development of Andalusia (**Agencia IDEA**)
- **Fabián Varas**. Technical Director at Technological Corporation of Andalusia (**CTA**)
- **Jesús Manuel Amores**. Head of European R&D centre at **Vodafone**





11:20 – 12:20 h. Digital Transformation, new technologies, investment, and transfer

Moderate: **Sandra Extremera**. Director of Technological Development and European Resources at **Provincial Council of Malaga**



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Speakers:

- **Natacha Rivas**. Second Vice-president at **Provincial Council of Malaga**
- **Silvestre Barroso**. Mayor of **Benarrabá**
- **Antonio Rodas**. President at Andalusian Association of Graduates and Technical Engineers of Telecommunications (**AAGIT**)
- **Xavier Foz**. Partner at **Roca Junyent**

12:30 – 13:25 h. Malaga, a technological centre of reference: Fundación Instituto Ricardo Valle de Innovación

Moderate: **Ezequiel Navarro**. CEO at **Grupo Premo** and president at Ricardo Valle Institute of Innovation - **INNOVA IRV**



Speakers:

- **Antonio de la Prieta**. General Manager Leader at **Accenture's** Advanced Technology Centre and Vice President of Artificial Intelligence at Ricardo Valle Institute of Innovation - **INNOVA IRV**
- **Belén Jurado**. Representative of **ESesa MFI**, collaborating entity of the Ricardo Valle Institute of Innovation - **INNOVA IRV**
- **Pedro Mier**. President at **AMETIC** and Board Member at Ricardo Valle Institute of Innovation - **INNOVA IRV**

13:30 – 13:55 h. New projects and initiatives in Malaga as a benchmark city in innovation

Speakers:



- **Alfonso Palacios**. Industrial Engineer in the Innovation and Urban Digitalisation Area at **Malaga City Council**
- **Víctor Solla**. Director General for Innovation and Urban Digitalisation at **Malaga City Council**
- **Clemente Palacios**. Head of Singular Projects at Municipal Water Company of Malaga (**EMASA**)





14:00 – 15:00 h. **New Paradigm: COLLABORATION; Business 4.0-University 4.0-Partnership 4.0-Administration 4.0**

Moderate: **Francisco Baeza**. Business Development Director at **SISTEM**



Speakers:

- **Juan Manuel Corchado**. BISITE director at University of Salamanca (**USAL**)
 - **Jorge Alfonso Kurano**. Researcher and projects manager at Universidad Politécnica de Madrid (**UPM**)
 - **Iván Aitor Lucas**. General Director of Innovation, Research and Digital Transformation of the **Government of the Principality of Asturias**
 - **Javier López**. Vice Chancellor of Company, Territory and Digital Transformation of the University of Malaga (**UMA**)
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