

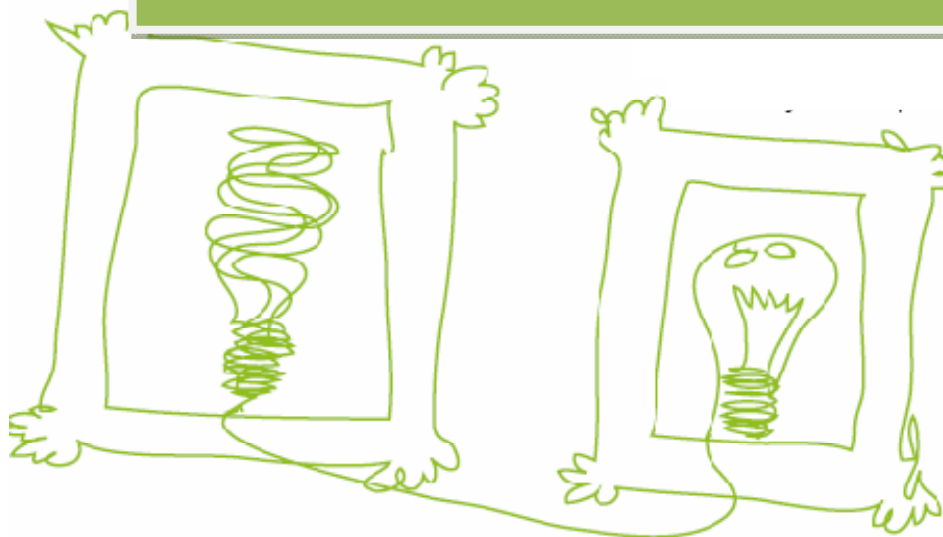


Solutions for business owners and entrepreneurs.



Open Innovation Marketplace

## Cluster & Cross-sectorial Roundtable Programme



Fira Barcelona

Montjuïc venue  
13-14 June 2012

[www.bizbarcelona.com](http://www.bizbarcelona.com)



BARCELONA DE PARCS  
CENTRES I TECNOLOGIES  
DE CATALUNYA

## Cluster and Cross-sectorial RoundTable, 14th June

The Cross-sectorial presentations are meeting point to show advanced technology versatility. Technology or Research Centers located in Science and Technology Parks of Catalonia (STP) will present the most advanced technology cases. Selected companies will present some examples of this technology application in different knowledge areas and sectors (IT, Cleantech, Media, Health). The Technology or Research Center, the companies and the public will discuss different ways to put in practice a technology in a networking session.

### Who will be in the Cluster and Cross-sectorial presentations?

#### 8:30 22@Breakfast (previous activity)

Benvinguda: Josep M. Vilà, 22@Network

Update: "Accelerating corporate Innovation", Jerome S. Engel, president de la Global Entrepreneurship Competition (GEC)

Ramon Costa, cofundador d' inPreneur i professor associat a EADA Business School

Update: "How do Corporate Entrepreneurs get involved in Startups as co-founders?", Itxaso del Palacio, cofundadora de FoundersFit.

Novetats del districte 22@Barcelona, pel Sr. Josep M. Piqué, Ajuntament de Barcelona.

Networking coffee

Confirmar assistència [aquí](#).

*Presenter: **Joan Bellavista**, Manager Director at the Network of Science and Technology Parks of Catalonia, XPCAT*



#### 10: 00 Cluster Innovation Round Table

This panel will investigate: What makes a community a cluster of innovation? What are the most effective government and private initiatives to encourage the success of such clusters?

Moderated by:



**Prof. Jerry Engel**  
University of  
California at  
Berkeley



**Wim de Waele**  
CEO, Institute for  
Broadband  
Technology



**Shigeo Kagami**  
Science  
Entrepreneurship  
and Enterprise  
Development,  
University of  
Tokyo



**Poh Kam Wong**  
Executive  
Director,  
Entrepreneurship  
Center, National  
University of  
Singapore



**Helmut Schönenberger**  
CEO, Center for  
Innovation &  
Business Creation,  
Technical  
University of  
Munich

## 11:00 Cross-sectorial Roundtable 1

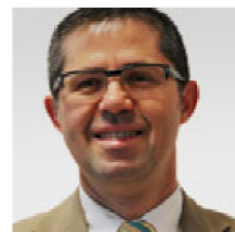


**Moderator:**  
**Marc Bigas,**  
Innovation  
Director



Parc Científic i Tecnològic  
Universitat de Girona

**Technology Center:**  
**Jaume Alemany,**  
Head of R+D+i at the Product Innovation  
Department



Catalan Institute for Water Research Foundation (ICRA), located in the Science and Technology Park of Girona, is an international reference point in the research of the integral water cycle, hydraulic resources, water quality and treatment and evaluation technologies.

### Companies cases

**ADASA Sistemas** is an Engineering services company specialised in sector-based and technological solutions for application in the management of the integral water cycle and the environment. Is a company of reference in automation and control, information and communication systems and in hydrological control, water quality and air quality networks and meteorological parameters.



**Speaker: Jordi Cros, Director R+D**

### Aqualogy

**Speaker: Carlos Montero, Aqualogy**



## 11:40 Cross-sectorial Roundtable 2



**Moderator:**  
**Francesc**  
**Martos,**  
Director



**Technology Center:**  
**Agustí Chico,**  
Director R+D



The ASCAMM Technology Center is located in the Vallès Technology Park. Since the beginning of the 90s, Ascamm has been developing a growing applied research activity orientated towards the generation of first level knowledge in the industrial technologies area.



## Companies cases:

**Modelporex, SL** is a company dedicated to the construction and making of models in Polystyrene, Polieuterano high density and pasta master for the automobile sector, mechanical pieces, prototypes, decoration, presentations, stands, etc.

*Speaker: **Claudia Pi**, Manager at Modelporex SL*

**Aquiles Robotic Systems** offer tailor made Robotic solutions to our customers. Aquiles commitment consists in developing high technology in non industrial robotics for people, companies and institutions, promoting R+D+I and add value creation.



*Speaker: **David Agustín**, Director Aquiles Robotic Systems.*

## 12:20 Networking

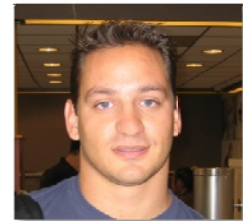
## 12:35 Cross-sectorial Roundtable 3



*Moderator:*  
**Jordi Marquet**,  
CEO



*Technology Center:*  
**David Rotger Muñoz**,



The Computer Vision Centre is a non-profit institution and leading research and development centre in the Computer Vision field. Created by the Generalitat de Catalunya and the UAB with the purpose of generating quality knowledge in the field and transferring added-value technology to the industry and to society. It is located in the UAB Research Park.



**Technology:** Pattern Recognition Systems based on Computer Vision.

**Companies cases:**

**Inspecta** provides Business Solutions based on Computer Vision Technologies in Industrial, Retail and Health Care environments. Our Industry Solutions group has several products focused on the Cork Sector and customers in Spain and Portugal. For Retail we have developed solutions oriented to recognize shopper behavior at point of sale and, similarly, for the Health Care sector we are currently developing new products for UCI patient monitoring.



*Speaker: Caterina Font Brugart, Inspecta*

**Boston Scientific:** the company strategy is to lead global markets for less-invasive medical devices by developing and marketing innovative products, services and therapies that address unmet patient needs, provide superior clinical outcomes and demonstrate proven economic value.



*Speaker: Joan Rigla, Boston Scientific*

**Oblong Europe SL** (subsidiary European of Oblong Industries LTD): their technology transforms the way you work, create, and collaborate. The era of one human, one mouse, one screen, one machine is giving way to what's next: multiple participants, working in proximity and remotely, using a groundbreaking spatial interface to control applications and data spread across every display. This is what Oblong builds.



*Speaker: Germán León, Oblong Europe*

## 13:15 Cross-sectorial Roundtable 4



**Moderator:**  
**Josep Miquel Piqué,**



Barcelona Digital Technology Centre (BDigital) is an advanced technology centre specializing in the application of Information and Communication Technologies (ICTs) in the fields of Healthcare, Security, Mobility, Energy, and Food and Environment. BDigital promotes the growth of the ICT sector and the businesses transformation toward the new digital society through research and development of new products and services with high added value it is located in the 22@Barcelona.

*Technology Center:*  
**Carles Sans,**  
*Business Development Manager*





## Companies cases:

**ILIMIT** is a company that offers Cloud and Telecom services. ILIMIT's core services are Cloud solutions, connectivity, VoIP and critical environment infrastructure management. In recent years Ilimit has specialized in the management of cloud platforms and services for telecommunication companies, with a very clear position: solvency, proximity and innovation.



*Speaker: **Xavier Martin Alemany**, Partner/ Deputy Director at Ilimit*

**Lavinia** is within the top interactive companies in Spain and provides more than 15 years of experience as an interactive agency and technological consultancy on ICT. The company has led and participated in several R&D projects either as coordinator or as project partner. The most relevant on-going R&D projects are: MIREIA (Distribution of Contents through Intelligent Recommender Engines adapted to Social Networks), CAVA (Automatic Categorization of Advanced Video), ASKS (Advanced Social Knowledge Search) and REHABILITA (Disruptive Technologies for the Rehabilitation of the Future).



*Speaker: **David Mira**, Chief Innovation Officer at Lavinia Interactiva*

**Abertis telecom** is the telecommunication infrastructures operator of the abertis group. It possesses its own land network of more than 3,200 sites, and has also strengthened its position in the satellite communications sector, through its participation in the Hispasat company and as a partner of the Eutelsat company. Abertis telecom has led the deployment of DTT in Spain. Now it continues working on the development of DTT, strengthening the high definition, the new DTT services in mobility and Connected TV.



*Speaker: **Raúl González**, Abertis Telecom*

## 14:00 Networking Lunch

## 15:00 Catalan Association of Research Centres



The Catalan Association of Research Centres (ACER) is an independent association of institutions with legal personality located in Catalonia which count research as their principal mission.

*Speaker: **Emilià Pola**, Catalan Association of Research Centers (ACER)*



15:30

## Cross-sectorial Roundtable 5



**Moderator:**  
**Elisabeth Jordà,**  
Business  
Development  
Management



**Technology Center:**  
**Antoni Álvarez, CIT UPC**



**Josep Lluís Larriba, Centre Dama**



The UPC Technology Center (CIT UPC) is dedicated to applying university research capabilities to innovation in business. CIT UPC is formed by multidisciplinary teams dedicated to optimising the technology offered in various strategic sectors, thus providing a comprehensive and specialised response to companies and government bodies. The main technology areas are Material, Energy and Environmental, ICT, Chemical and Food Industry, Advance Manufacturing and Biomedical Engineering. Located in Parc UPC.

**Technology:** CIT UPC will present Data Management System of large volume of information in a network or high-efficiency graf

### Companies cases:

**MPG** is an international media service group with more than three decades of experience, dedicated to establishing relevant points of contact between brands and consumers in order to obtain optimal business results.



**Speaker: Gloria Andreu, Corporate Development Manager**

**Bmat** combine technology and music to create innovative and value services.



**Speaker: Johannes Lyda, Senior Software Engineer**

16:15

## Networking



16:30

## Cross-sectorial Roundtable 6



*Moderator:*

**Ramon Palacio,**  
Director



*Technology Center:*  
**Marc Masa, Project Manager**



LEITAT is a Technological Center, located in the Science and Technology Park of Terrassa- Orbital 40, that aims to collaborate with companies and institutions by adding technological value both to products and processes, and focuses its activity on research, development and industrial innovation (R+D+2i).

**Technology:** LEITAT will present nanobiosensors technologies fast detection and acute pathology.

### *Companies cases*

**SOM Biotech (SOM)** is a company established at the Barcelona Science Park with the mission to discover and develop new indications of already known drugs (repositioning) through a profitable private company committed to its shareholders, employees and society. Our proprietary virtual screening platform is based on an *in-silico* computerized approach and the drug development is driven by a dedicated team of experts and strategy advisors.



*Speaker:, Raúl Insa, Chief Executive Officer*

**IUCT-Plasmia** is a high technology company that is dedicated to discovering, creating, developing and exploiting new knowledge with the aim of transferring or licensing it to chemical, pharmaceutical and biotechnology industries. This knowledge is gained through a self pipeline of new products, processes and technologies, as well as a collection of technology and knowledge transfer services offered to specialized companies



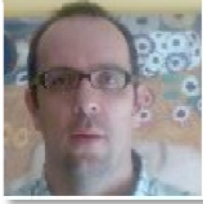
*Speaker: Roberto Horcajada, EU Project subdirector at IUCT*





17:10

## Cross-sectorial Roundtable 7



**Moderator: Léonard Janer,** director of Strategy



*Technology Center:  
Ferran Soldevila, Valorization director*



**Baldomer Aymà,** Marketing and Technology Transfer director,



Cetemmsa is a technology centre located in TecnoCampus Mataró-Maresme with over 19 years' experience in carrying out applied research on Smart Materials and Smart Devices.

**Technology:** CETEMMSA will present Printed Electronics Market: sectors and applications. Flexible electronics (also known as printed electronics and organic electronics) refers to the manufacture of electronic components and circuits on flexible substrates using printing techniques.

### Companies cases:

**Innovalley Inc.** is a Silicon Valley-based innovation company. Inspired by the creative energy of our cities, Barcelona and San Francisco, the passion for design and an intense desire to innovate, we started this factory of real ideas: the ones that dare to grow up and to become smart, beautiful, sustainable and happy products.



*Speaker: Ariadna Mateu, Innovalley*

**Institut Guttmann** is a leading hospital in the medical treatment, surgery and full rehabilitation of patients with spinal cord injury, acquired brain damage or any other serious neurological disability.



*Speaker: Josep M<sup>a</sup> Tormos, Institut Guttmann*



17:50

## “Challenges and Opportunities for Innovation and Entrepreneurship must manage Professional Colleges”

*Speakers:*



**Joan Vallvé**, Dean of the College of Industrial Engineers of Catalonia.



**Gian-Lluís Ribechini**, member of Business Management Commission at College of Industrial Engineers of Catalonia.



**Ferran Amago**, Dean of the College of Technical and Communications Engineers of Catalonia.



**Bizbarcelona** is the meeting point for entrepreneurial proposals and support initiatives concerning the creation, growth and internationalization of companies and business ideas. This tremendously successful event is **the key to propelling your company further forward and strengthening its position** within a sector that's on the up and up. Bizbarcelona 2011 main figures:

**14.072** visitors

**87** exhibitors

**22.300** m2 exhibition space

**1.800** meetings

**152** speakers

**991** consulting sessions

**875** investment contacts

**54** private investment funds and business angels

**102** event partners

## Bizbarcelona 2012

*Join us!*

*13<sup>th</sup> and 14<sup>th</sup> June*

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Online registration [here](#)



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With the collaboration of:



**Cross-sectorial Bizcommunity:**

