



STARTUP OLÉ

DETAILED AGENDA

RELEVANT INFORMATION

VENUES



REGISTRATION: Times, dates, buildings & types of participants

Types of attendees; Startups (professional and universities), Accelerator / Incubator / Ecosystem Builder, Other, Investors/ Venture Capital, Public Administration / Embassy / Policy Maker, Corporate, Media, Universities Scientific & Tech Parks, University Startups

TUESDAY 7th September

MORNING (9:00 - 14:00)	B1. Hospedería Fonseca - All types of participants
AFTERNOON (16:00 - 20:00)	B1. Hospedería Fonseca - Startups (professional and universities) B2. Arzobispo Fonseca - Keyplayers (all types) & Media

WEDNESDAY 8th September

MORNING (9:00 - 14:00)	<p>B1. Hospedería Fonseca - Accelerator / Incubator / Ecosystem Builder, Other</p> <p>B2. Arzobispo Fonseca - Investors/ Venture Capital, Public Administration / Embassy / Policy Maker, Corporate, Media</p> <p>B3. I+D+i - Universities Scientific & Tech Parks, University Startups</p> <p>B4. Auditorio San Blas - Professional Startups</p>
AFTERNOON (16:00 - 20:00)	<p>B1. Hospedería Fonseca - Accelerator / Incubator / Ecosystem Builder, Other</p> <p>B2. Arzobispo Fonseca - Investors/ Venture Capital, Public Administration / Embassy / Policy Maker, Corporate, Media</p> <p>B3. I+D+i - Universities Scientific & Tech Parks, University Startups</p> <p>B4. Auditorio San Blas - Professional Startups</p>

THURSDAY 9th September

MORNING (9:00 - 14:00)	<p>B1. Hospedería Fonseca - Startups (professional and universities)</p> <p>B2. Arzobispo Fonseca - Keyplayers (all types) & Media</p>
AFTERNOON (16:00 - 20:00)	<p>B1. Hospedería Fonseca - All types of participants</p>

FRIDAY 10th September

MORNING (9:00 - 14:00)	<p>B1. Hospedería Fonseca - All types of participants</p>
AFTERNOON (16:00 - 20:00)	<p>REGISTRATION CLOSURE</p>

ON-LINE

6th September, Monday

DIGITAL ROUND TABLES

16:00 - 16:45 Round Table #1: Entrepreneurs and the Press: Love-Hate Relationship

- Annali Ruiz. Managing Director. PRO Magazine.
- Anna Flockett. Editor. Startup Magazine.
- Simon Cocking. Chief Editor / Cofounder. Irish Tech News.
- Fernando Trueba. CEO. True Growth Company
- Moderator: Fernanda Pintle. Journalist. Business Insider México.

16:45 - 17:30 Round Table #2: Investment Across Borders

- Héctor Shibata. Investment Director. AC Ventures.
- Alejandro González. Fund Manager. Redwood Ventures.
- Bill Reichert. Partner. Pegasus Tech Ventures.
- Argyrios Spyridis. CEO. Anthology Ventures
- Moderator: Victoria Akerman. Scouting & Strategic Alliances. Globant Ventures.

17:30 - 18:15 Round Table #3: Startups and Funds: Open Innovation and Entrepreneurial Capital as a Dynamizer of the Economy

- Eduardo Medina. Venture Capital Executive Leader. Polígono Capital.
- Patrick Menendez. Principal. Cometa.
- Francisco García. Investment Analyst. Dux Capital.
- Konrad Fernández. Head of Scouting. Chile Ventures.
- Jesús Hernández. Accessibility and Innovation Director. Fundación ONCE
- Noah Leshan. Investor. Pegasus Tech Ventures.
- Moderator: Nelli Orlova. CEO. InnMind.

BREAK

18:30 - 19:15 Round Table #4: El Papel de los Gobiernos y Embajadas en el Ecosistema

- Sebastián Pillado. Director in Spain. ProChile
- José Gabriel Aguilar. General Director for Productive Development. Ministry of Economy. Productive Development Unit. Government of Mexico
- Francisco Noguera. Conexion and Experiences VP. iNNpulsa Colombia
- Mariela Balbo. Sub-secretary of entrepreneurs. Ministerio de Desarrollo Productivo. Gobierno Argentino.
- Moderator: Verónica Galán. Editor-in-Chief. Business Insider México

19:15 - 20:00 Round Table #5: Futuras Tendencias en Programas de Aceleración

- María Fernanda Andrés. Directora de Negocios y Relaciones Internacionales. Aceleradora Litoral.
- Cristian Campomanes. Gerente. IncubatecUFRO
- Félix López. Director. SEK Lab EdTech
- Fernando Weyler. Expansión. MentorDay
- Representante de Beta-I
- Moderator: Juan Domingo Palermo. Director General. El Observatorio del Trabajo.

20:00 - 20:30 Round Table #6: Incentivos a la Inversión: el Papel de las Agencias Internacionales

- Santiago Paz. Investment Director. Agencia Argentina de Inversión y Comercio Internacional.
- Beatriz Herrera. Investment Promotion Officer. Investchile
- María Pilar de Miguel. Delegation in Brazil. CDTI.
- Moderator: Ana Beatriz Pires. Head of International Partnerships. Softex.

7th September, Tuesday

DIGITAL ROUND TABLES

9:00 - 9:45 Round Table #7: Cruz Roja I | Social Entrepreneurship With Real Success Stories

- Juan Domingo Palermo. General Director. El Observatorio del Trabajo.
- Javier Camin. Responsible for Self-Employment. Fundación NANTIK LUM.
- Rosa Siles. CEO. Fundación Andalucía Emprende
- Moderator: Javier Pérez. Entrepreneurship Projects Coordinator. Cruz Roja Española.

9:45 - 10:30 Round Table #8: Cruz Roja II | When Artificial Intelligence and Voice Assistants Help in Reducing the Digital Divide.

- Ana Millán. Managing Director. Fundación Accenture
- Carlos Fernández.. Country Manager. Alexa Spain (Amazon)
- Moderator: Álvaro Sánchez. Project Engineer. Fundación TECSOS

10:30 - 11:15 Round Table #9: Innovation and Startups in China - Attract More Projects and Young People to China

- Fang Zeng. President of Beijing Deeheng Group, Chairman of PILC, member of the Foreign Affairs Committee of CPPCC
- Simon Jones, CEO of Aurora Borealis Foundation, Special Adviser of Chime Group
- Lei Zhu. Investor, Founding Partner of Taiyi Fund, Director of China MBA Development Forum Committee, Co-Executive Chairman of PILC
- Moderator: Yan Sun. Investor, Founding Partner of Taiyou Fund, Co-Executive Chairwoman of PILC

11:15 - 12:00 **Round Table #10: REInA | Innovation in Rural Areas: An Exception or a Must?**

- Tasos Vasileiadis. Founder. Institute of Entrepreneurship Development.
- Dr. Bryonny Goodwin-Hawkins. Senior Research Fellow. National Innovation Centre for Rural Enterprise.
- John Breslin. Professor. National University of Ireland. NUI Galway.
- June Bolneo. Learning Experience Design Lead. Grow Remote.
- Justin Casimir. Project Manager. RISE
- Moderator: Sara Lerota. Vice President of Strategic Partnerships. Ministry of Programming.

12:00 - 12:45 **Round Table #11: REInA | The Challenges and Necessities of Rural Innovation: The Emerging Challenges of Rural Innovation**

- Marion Eckardt. President. ELARD
- Dr. Andy Zynga. CEO. EIT Food (*TBC*)
- Alessandro Rainoldi. Head of Unit. JRC (Joint Research Center) - European Commission (*TBC*)
- Moderator: Toma Šutić. Member of the Cabinet of the Vice President for Democracy and Demography

12:45 - 13:30 **Round Table #12: REInA | The Role of bioeconomy at the International Level**

- Ilaria Bonetti. Head of Innovation and Project Unit. Innovhub SSI.
- Ilaria Re. EU Project Office Director. Consorzio Italbiotec.
- Moderator: Isidro Laso. Senior Member of the Cabinet of Commissioner Mariya Gabriel.

13:30 - 14:00 **Round Table #13: SEUN | Outplacement Support for Doctorates in Emerging Areas**

- María Díaz. CEO. IDImás.
- Irena Lovrenčič. Researcher. University of Maribor.
- Dr. Bend Spiegelberger. COO. ITQ
- Moderator: M^a Jesús Santos. Expert in soft skills. USAL

BREAK

DIGITAL PITCH COMPETITION (15:15 - 17:15)

BREAK

IBEROAMERICAN ECOSYSTEM FORUM

17:30 - 17:40

Round Table #14: Introducción: Iberoamerican Ecosystem Forum

- Marcos Pinta. Ibero-American Deputy Secretary General. SEGIB.
- Esteban Campero. Head of SMEs & Entrepreneurship. SEGIB.
- Emilio Corchado. CEO Startup OLÉ.

17:40 - 18:20

Round Table #15: Interconnecting Ibero-American Entrepreneurial Ecosystems: the Role of Startups Associations

- Agustín Baeza. Director of Public Affairs. Spanish Startup Association
- Felipe Matos. President. ABSTARTUPS.
- Bernardo Brugnoli. Executive Director. ASEA.
- Javiera Araneda. Corporate Network. Start-up Chile.
- Simon Schaefer. President. Startup Portugal
- Moderator. Emilio Corchado. CEO. Startup OLÉ.

18:20 - 19:00

Round Table #16: Más y Mejores Empresas Globales Desde Iberoamérica. Desarrollando la Industria del Capital Emprendedor

- Liliana Reyes. General Director. AMEXCAP.
- Juan Manuel Executive Director. ARCAP.
- Jose Zudaire. Managing Director. ASCRI
- Magdalena Guzmán. Executive Director. ACVC
- Paula Delgadillo. Executive Director., ColCapital
- Humberto Matsuda. Chair of VC Committee. ABVCAP.
- Pedro Cerdeira. Member of the Board. Investors Portugal
- Irene Arias. CEO. BIDLab.
- Moderator: Emilio Corchado. CEO. Startup OLÉ.

DIGITAL MATCHMAKING (17:30 - 20:45)



VIP PARTY (ONLY WITH INVITATION)

ON-SITE

8th September, Wednesday

PITCH COMPETITION (9:30 - 14:30) - B1, MainStage / B1, Minor Lounge

NETWORKING COCKTAIL (14:30 - 15:45) - B2, CLOISTER

WELCOME COFFEE (15:45 - 16:15) - B2, CLOISTER

EXCLUSIVE ACTIVITIES



• **Investor Forum**



• **Embassies / Public Administrations**
(STARTUP EUROPE NATIONS HIGH LEVEL GROUP)




• **Accelerators / Incubators**
(ACCELERATOR ASSEMBLY NETWORK)



• **Universities / Scientific Parks**
(SEUN - STARTUP EUROPEAN UNIVERSITY NETWORK)

ACCELERATOR ASSEMBLY / REVERSE PITCH


 Building 1 - Main Stage

- 16:30 - 17:00** **Round Table #17: Collaborations Between Corporates and Startups**
- Emilio Martínez. Head of Entrepreneurship & Open Innovation. Enagás.
 - Óscar Cantalejo. Investment Manager. Iberdrola.
 - Jorge Gómara Casasolas. Business Responsable. Business Factory Auto (BF Auto)
 - Alberto Fernández Wyttenbach. Market Segment Leader. EUSPA.
 - Marcos Ros Martín. Open Innovation Scouter & Analyst. ACCIONA
 - Moderator: Óscar Baza. Head of Project Coordination of the Innovation Centre. RTVE.
- 17:00 - 17:30** **Round Table #18: Accelerator Advices for Startups**
- Bernardo Martínez. Business Development Manager. IVC.
 - Miguel Moneo. CEO. Grupo El Campus 360.
 - Francisco Pizarro. Business Development Director. FUNDECYT-PCTEX.
 - David Antelo. Director. Alcobendas HUB.
 - Lalo García. CEO. Conector
 - Moderator: Quino Fernández. CEO. AticcoLab.
- 17:30 - 18:00** **Round Table #19: EUSPA | Innovative Solutions Driven by Space Data**
- Participants of MyGalileo competitions
 - Moderator: Katerina Strelcova. Market Development Innovation Officer. EUSPA

18:00 - 20:30 REVERSE PITCH

- Emilio Martínez. Head of Entrepreneurship & Open Innovation. Enagás.
- Javier González. Open Innovation Manager. Acciona.
- Óscar Baza. Head of Project Coordination of the Innovation Centre. RTVE.
- Álvaro Castro. Counselor and Supervisory Director of BME Growth. BME.
- Miguel Ángel López. Technical. Business Factory Auto
- Enrique de Miguel. Iberia Field Service Lead | Oracle for Startups Ambassador.
- Katerina Strelcova. Market Development Innovation Officer. EUSPA
- Virgilio Díaz. Director Entrepreneurship and Innovation Support Service. UC3M
- Agustín Baeza. Director of Public Affairs. Spanish Startup Association (AES).
- Pilar Román. Institutional Promotion and Territorial Cooperation Department. CDTI
- Marta Gil-Delgado. Communication. Enisa.
- Representante ICE
- Anto Recio. Project Manager. FUNDECYT-PCTEX.
- David Antelo. Director. Alcobendas HUB.
- Andy Hurt. Deal Flow Manager. Conector Startup Accelerator.
- Miguel Moneo. CEO. ElCampus360
- Quino Fernández. CEO. AticcoLab.
- Joseba Sagastigordia. Director of Business Development. Mondragón.
- Representante Startup Portugal (TBC)
- Félix López. Director. SEK Lab EdTech Accelerator
- Rubén Delgado. President. Softex.

INVESTOR AND OPEN INNOVATION FORUM

 Building 1 - Minor Lounge

- 16:30 - 16:40** **Investor and Open Innovation Forum Opening**
- Keynote. Bill Reichert. Partner. Pegasus Tech Ventures. (Online)
 - Moderator: Emilio Corchado. CEO. Startup OLÉ.
- 16:40 - 17:10** **Round Table #21: Fund of Funds and Other Public/Private Funds (Powered by ICO-AXIS).**
- Pedro Da Silva. Chief Financial Officer. Enisa
 - Jesús González. Managing Director. BME- MAB.
 - Javier Martínez de Irujo. Principal Investment Division. Axon Partners.
 - Christian López-Baillo. EIF Representative for Spain and Portugal. EIF European Investment Fund.
 - Andrés Ubierna. Head of Department. CDTI / INNVIETE
 - José Zudaire. Managing Director. ASCRI
 - Moderator: Guillermo Jiménez. General Director. ICO-AXIS.
- 17:10 - 17:40** **Round Table #22: Open Innovation with High Impact on Energy/Mobility and Infrastructures Verticals**
- Elena de Benavides. Open Innovation & Entrepreneurship Lead. Red Eléctrica y de Telecomunicaciones, Innovación y Tecnología.
 - Emilio Martínez. Emprande General Manager. Enagás
 - Óscar Cantalejo. Investment Manager. Iberdrola.
 - Javier González. Open Innovation Manager. Acciona.
 - Erika Escolar. Venture Capital Director. Capital Energy
 - Moderator: Luca Zurlo. Managing Partner. Voluntres VC

17:40 - 18:10

Round Table #23: Change to be more sustainable

- Rubén Carricondo. Responsible of 2030 Agenda. UN Global Compact Spain
- Aida Rodríguez. Managing Director. Accenture
- Gema Sara Ventin. Gema Sara Ventin. Member of the CSR and Sustainability Committee. Bureau Veritas Spain.
- Isidora Díaz. Chief HSE and Sustainability Officer. Parques Reunidos
- Eva María Serrano. Abertis (*TBC*)
- Moderator: Damián Martínez. Research Director for Spain, Portugal and Israel. Accenture

18:20 - 18:25

Speech: Diputación de Huelva

- Maria Eugenia Limón. President. Diputación de Huelva.

18:25 - 18:55

Round Table #24: Open Innovation: What It Is and Future Trends

- José Luis Serrano. Head of Innovation. Hispasat.
- Joseba Sagastigordia. Director of Business Development. Mondragón.
- Representante Renfe. (*TBC*)
- Moderator: Rodrigo del Prado. Founder. BQ

18:55 - 19:25

Round Table #25: Investing in the Trends that Will Shape the Future

- Fernando Moroy. President of Madrid Chapter. Keiretsu Business Angels Network.
- Luis Ruano. CEO. Ricari Venture Capital.
- Rodolfo Carpintier. Business Angel and Founding Partner. ElCampus360
- Bruno Dureux. CEO. Innoventures Capital.
- Tomás Pérez. General Partner- CEO. Noso Capital.
- Moderator: Maite Ballester. Managing Founding Partner. Nexus.

19:25 - 19:55

Round Table #26: The Future of Investment in Startups

- Carlos Blanco. CEO. Encomenda Smart Capital
- Jaime Gil-Delgado. Investment Associate. Swanlaab.
- Luis Castañeda. Principal. Axon Partners Group
- Javier Villaseca. CEO. Segó Finance
- Ian Noel. Investor.
- Moderator: René de Jong. Owner. René de Jong Inversiones S.L.

19:55 - 20:25

Round Table #27: Globalisation of Investment

- Erik Díaz. CEO & General Partner. Blakshipp VC.
- Brian Marrinan. General Director. Team ABC
- Rubén Delgado. Presidente. Softex
- Moderator: Alberto Sanz. Director of Financing and Investor Relations . ICEX INVEST IN SPAIN

PUBLIC ADMINISTRATION & MEDIA & OTHERS

 B2 - Fireplace Lounge

16:30 - 17:15 Round Table #28: Relevancia de las Startups Para los Países

- Carlos Midence. Ambassador. Embassy of Nicaragua in Spain.
- Luis Moura. Economic and commercial advisor. . Aicep - Embassy of Portugal in Spain.
- Guillermo Barbosa. Counselor. Embassy of Brazil in Spain.
- Pilar González. Institutional Promotion and Territorial Cooperation Department Manager. CDTI
- Guillermo Hirschfield. Advisor Production Investment. Argentina Embassy in Spain
- Moderator: Esteban Campero. Head of SMEs and Entrepreneurship. SEGIB

17:15 - 18:00 Round Table #29: Las Startups, Objetivo de los Gobiernos Locales Españoles Como Vía Para Dinamizar la Economía

- Juan José Sánchez. Concejal. Ayuntamiento de Salamanca.
- Roberto Fraile. Concejal Delegado de Innovación, Transformación Digital y Desarrollo Económico. Ayuntamiento de Alcobendas.
- Juan Antonio García. Vice-President for Economic and Social Innovation. Diputación de Huelva
- Antonio Labrador. Deputy for Employment and Rural Development. Diputación de Salamanca
- María del Pilar González. Head of Alliances and Investment. Alto Comisionado España Nación Emprendedora
- José Francisco Diego Calvo. Territorial Director of Salamanca. ICE JCyL.

BREAK

- 18:25 - 19:10** **Round Table #30: El Valor Añadido de los Medios de Comunicación en el Ecosistema Emprendedor**
- Yovanna Blanco. Editora Jefe. Business Insider España. Axel Springer España S.A.
 - Isabel Garrido. Journalist. Dirigentes Digital. *(TBC)*
 - Federico Durán. Periodista. Yo La Cuento
 - Moderator: Esther Molina. Journalist. EFE, Forbes, Innovadores, El Club del Emprendimiento.
- 19:10 - 19:55** **Round Table #31: How Can Communication Help Startups?**
- Efrén Miranda. President. El Club del Emprendimiento
 - Mariló Sánchez. President and Founder. Grupo ElCampus360.
 - Juanma Romero. Presenter and Director. RTVE Empeñe.
 - Moderator: Andrés Dulanto. Redactor Jefe de Economía y Empresa. Ok Diario
- 19:55 - 20:25** **Round Table #32: Innovative Rural Development Through Networks on Partnerships**
- Carles Marcos i Guàrdia, Country Head QONTO
 - Sergio Kvaternik, General Manager Spain. viafintech
 - Antonio García. CEO. Pecunia Cards
 - Moderator: Pablo Zalba. Head of Regulation & Public Policy and Managing Director EU Policy Center. Deloitte.

UNIVERSITY PAVILION

 B3 - RTD Stage

- 16:30 - 17:00** **University Pavilion Opening**
- Antonio Alonso. President. AEEN.
 - Pedro Pérez. Vice chancellor. Universidad de Jaén.
 - Javier González. Economy Vice chancellor. Universidad de Salamanca
- 17:00 - 17:30** **Round Table #34: El Papel de las Universidades Públicas en el Ecosistema Emprendedor**
- Raúl Mata-Campos. Director of the Secretariat for Student Employability and Entrepreneurship. Universidad de Jaén.
 - José Manuel Sánchez. General Manager Entrepreneurship. UCA
 - Moderator: Emiliana Pizarro. Director. SIPPE-Usal Emprende. USAL
- 17:30 - 18:00** **Round Table #35: Mitos y Realidades en la Formación Superior de Postgrado y Directivos**
- Flor Arroyo. CEO. SMAT Business School.
 - Jaime Medel. General Director. EOBS
 - Francisco Santos. General Director. ENyD
 - Francisco Lamamie. Director General. CEUPE
 - Arturo de las Heras. President. CEF
 - Moderator: Marlon Molina. Certification Officer. Computerworld University

BREAK

- 18:15 - 18:45** **Round Table #36: Talento y Transferencia: el Papel de las Universidades y las Escuelas de Negocio en el Emprendimiento**
- Rafael García. General Director. MSMK University
 - Pablo J. Cárdenas García. Director of OTRI. Universidad de Jaén.
 - Rocio Álvarez-Ossorio. Director EAE Emprende y EAE Lab. EAE
 - Moderator: Félix López. Director. SEK Lab EdTech.
- 18:45 - 19:15** **Round Table #37: Cátedras de Innovación y Emprendimiento**
- Representante UPM (*TBC*)
 - Representante US (*TBC*)
 - Representante UC3M (*TBC*)
 - Representante UAB (*TBC*)
 - José Carlos Sánchez. Director of the Chair of Entrepreneurs. USAL.
 - Moderator: Representante Cátedra RTVE-USAL (*TBC*)
- 19:15 - 19:45** **Round Table #38: Emprendimiento en los Parques Científicos y Tecnológicos**
- José González. Managing Director. Madrid Activa
 - Pilar Gil, CEO. Fundación Parque Científico de Madrid
 - Francisco Pizarro. Business Development Director. PCTEX
 - Cristina Andrés. Head of Corporate Marketing. Parques Tecnológicos del País Vasco
 - Moderator: Soledad Díaz. Managing Director. APTE
- 19:45 - 20:00** **University Pavilion Closing**
- Antonio Alonso. President. AEEN.

NETWORKING COCKTAIL (20:45 - 22:00) - B2, CLOISTER



VIP PARTY (ONLY WITH INVITATION)

9th September, Thursday

VIP BREAKFAST (8:45 - 9:45) (ONLY WITH INVITATION)

PRESS CONFERENCE (9:45 - 10:15)

SEUN PITCH COMPETITION (8:45 - 10:15) - B3, RTD Stage

OPENING

 B1 - Main Stage
11:00 - 12:00

- Emilio Corchado. CEO. Startup OLÉ. (Welcoming words)
- Dubravka Šuica. Vice-President of Democracy and Demography. European Commission.
- Victor Negrescu. Vice-Chair of Culture and Education Committee. European Parliament.
- José Bayón. CEO. ENISA
- José Carlos García de Quevedo. CEO. ICO-AXIS.
- Marcelino Oreja. CEO. Enagás
- Francisco Javier Iglesias. President. Diputación de Salamanca
- Carlos G. Carbayo. Major. Salamanca City Council
- Ricardo Rivero. Rector. USAL

- Mariya Gabriel. Commissioner for Innovation, Research, Culture, Education and Youth. European Commission

CEOs y Presidentes de Corporaciones y Fondos de Inversión

 B1 - Main Stage

12:15 - 12:55 Round Table #40. CEOs and Presidents of Corporations and Investment Funds

- José Carlos García de Quevedo. CEO. ICO-AXIS.
- José Bayón. CEO. Enisa.
- Marcelino Oreja. CEO. Enagás.
- Juan Lasala. President. Capital Energy
- Francisco Velázquez. President. Axon Partners
- Aquilino Peña. President. ASCRI
- Moderator: Maite Ballester. Managing Founding Partner. Nexxus Iberia Private Equity

12:55 - 13:10 Speech: Francisco Polo about España Nación Emprendedora (ENE)

PRIVATE ACTIVITY

 Fireplace Lounge

12:35 - 13:00 Press Conference: Ms. Mariya Gabriel, Commissioner for Innovation, Research, Culture, Education and Youth.

Startup Olé's Success Cases Round Table

 B1 - Main Stage

13:25 - 14:00 Round Table #41. Startup OLÉ Success cases

- Javier González. Open Innovation Manager. Acciona
- Fernando Impuesto. Enagás Empeude General Manager. Enagás
- Moderator: Joe Haslam. Professor. IE University

NETWORKING COCKTAIL (14:00 - 15:50) - B2, CLOISTER

MATCHMAKING (16:00 - 20:45)

RURALIZABLE PITCH COMPETITION (16:00 - 20:45) - B3, RTD Stage

REInA (Rural European Innovation Area)

 B1 - Main Stage

16:00 - 16:30 Rural European Innovation Area Opening

- Frances Xavier Boya. General Secretary for Reto Demográfico. Ministerio para la Transición Ecológica y el Reto Demográfico.
- Antonio Labrador. Deputy for employment and rural development. Diputación de Salamanca
- María Eugenia Limón. President. Diputación. Huelva
- Alessandro Rainoldi. Head of Unit. JRC (Joint Research Center) - European Commission (TBC)

16:30 - 17:00 Round Table #43: El Papel de las Instituciones Públicas en la Innovación Rural

- Víctor Montoro. 5th Vice President and Delegate for European Programs and e-Government. Diputación de Córdoba.
- Arturo Pascual. Internet and new technologies area. Diputación de Burgos
- María Eugenia Limón. President. Diputación de Huelva
- Antonio Labrador. Deputy for employment and rural development. Diputación de Salamanca

- 17:00 - 17:30 Round Table #44: Young Rural Talent.**
- Luis de Cristóbal. CEO & Founder. RePueblo.
 - Moisés de la Calle. Cofounder. Puebloo.
 - Juan Martínez. Cofounder. Proyecto Arraigo.
 - Nerea Moreno. Coordinator. Celemín Taller Digital
 - Moderator: Enrique Collada. President. Rumbo Rural.
- 17:30 - 18:00 Round Table #45. Dinamizar Áreas Rurales Incentivando el Comercio con Tecnología**
- Raúl Serapio. Founder & CEO. Neuromobile.
 - Jorge González. Director for Spain. Prestashop.
 - Ernesto Bravo. CEO. Familiados.
 - Estela Gil. Marketing Director for Spain and LATAM. Opiniones Verificadas
 - Moderator: Esther Molina. CoFundadora y CEO. WILD.com
- 18:00 - 18:30 Round Table #46: Instituciones Públicas que Brindan Servicios en las Zonas Rurales**
- Representante Guardia Civil (*TBC*)
 - Adela Gimeno. Communication and Promotion. Enisa
 - Representante RTVE (*TBC*)
 - Francisco Fernández. DG. SODECO.
 - Moderator: Mariano Navarro. Head of ICT. TRAGSA
- BREAK**
- 18:45 - 19:15 Round Table #47: La protección de las Sociedades Tecnológicas**
- Enrique Ávila. Director of the Center for Analysis and Prospects. Guardia Civil
 - Fernando Mairata. President. PETEC
 - Lola Rebollo. Deputy Director of Industry Boost and I+D+i. INCIBE
 - Carlos Callejero. Responsable. Digitanimal.
 - Moderator: José Luis González. Commander. Guardia Civil.

- 19:15 - 19:45** **Round Table #48: Technological Centres Feeling the Rural Environment**
- Pablo Priesca. General Director. CTIC
 - Francisco Pizarro. Business Development Director. FUNDECYT-PCTEX
 - Eduardo Remírez. CEO. JMP Ingenieros
- 19:45 - 20:15** **Round Table #49: Great Rural Initiatives.**
- Carlos Manrique. Director. Cohope.
 - Fuensanta Martín. Co-founder. Ruralízate.
 - Cristina Merino. Manager. ADECOAR.
 - Nieves Alonso. State Coordinator.. FADEMUR.
 - Alberto Esteban. Fundador. Ruralizable.
 - Lara Rodríguez. RIS Project Manager. EIT Food.
- 20:15 - 20:45** **Round table #50: Innovación en Espacios Transfronterizos en La Raya**
- Álvaro Sánchez. Deputy for the Area of Demographic Challenge, Sustainable Development, Youth and Tourism. Diputación de Cáceres
 - Patricia Mora. CEO. Innogestiona Ambiental
 - Rosa Méndez. Project Advisor. FUNDECYT-PCTEX
 - Moderator: Laura Corchado. Cofounder. Ruralízate.

PANELS

 B1 - Minor Lounge

- 16:30 - 17:00** **Round Table #51: International Entrepreneurship: Challenges and Prospects**
- Marcin Lewandowski. Venture Deals Manager. Kaiku
 - Viktorija Vanage. Founder. Profitus.
 - Avijit Sarkar. CEO. CapOne Research SL.

- Moderator: Matt Kuppers. CEO & Founder. Startup Manufactory

17:00 - 17:30 Round Table #52: Emprendimiento Rural: Espacios Innovadores de Aceleración e Incubadoras

- Iván del Caz. Cofounder and Partner. BIKConsulting.
- Julio de la Torre. Director. Instituto de Paz, Desarrollo Personal y Liderazgo.
- Daniel Suárez. CEO. Zapiens.ai
- Moderator: Fuensanta Martín. CoFounder. Ruralizate

17:30 - 18:00 Round Table #53: Corporaciones Públicas y Privadas y su apoyo al Ecosistema

- Esteban Mayoral. Deputy Director. RTVE Innovation Center
- Gloria Lorenzo. Co-Leader. Oracle for Startups Spain HUB
- Natalia Díaz. Head of Innovation and Technology Watch. Ineco
- Moderator: Isaac Chocron. Business Development Director Iberia. OurCrowd

18:00-18:30 Round Table #54: GUARDIA CIVIL | La Compra Pública Innovadora como Instrumento de Desarrollo Tecnológico

- María López de Andrés. Technological Innovation and Information Security Service Engineer. Guardia Civil

BREAK

18:45 - 19:15 Round Table #55: Tecnologías Disruptivas: Su Influencia en la Sociedad del Siglo XXI

- Miguel Peco. Business Director. Blocknitive
- Óscar Chabrera. CFO, CRO, COO. Starflow S.L.
- Moderator: Soledad Díaz. Managing Director. APTE

19:15 - 19:45 Round Table #56: ADIGITAL | La futura Ley de Startups: retos y oportunidades para el ecosistema emprendedor

- César Tello. General Director. ADIGITAL
- Moderator: Juanma Romero. Presenter and Director. RTVE Emprende.

19:45 - 20:15 Round Table #57: DIGIS3 (Digitalización Inteligente, Sostenible y Cohesiva)

- Juan Manuel Corchado. Director of BISITE and President of AIR Institute
- José Francisco Diego. ICE - Institute for Business Competitivity of Castilla y León Territorial Director of Salamanca

20:15-20:45 Round Table #58: Gamifying of the home

- Sigurður Árnason. CEO. Overture.
- Lyubomyr Matsekh. Head of Strategic Technology Consulting. ELEKS GmbH.

NETWORKING COCKTAIL (20:45 - 22:00) - B2, CLOISTER

10th September, Friday

PANELS

 B1 - Main Stage

- 10:00 - 10:30 Round Table #59: Tendencias en la manera de trabajar**
- José Carlos Cortizo. CMO. Product Hackers and PsychoGrowth
 - Silvia Rivela. CEO. Cohesion.ist
 - Sandra Besga. Talent Garden
 - Moderator: Esther Molina. Co-founder and CEO. WILD.com
- 10:30 - 11:00 Round Table #60: Contribuciones de los GAL y otras iniciativas para la Innovación Rural**
- Juan Manuel García. Manager. ADEZOS
 - Juan Bautista Alonso. Manager. ADRISS.
 - Javier Bajo. Gerente. Nordeste de Salamanca.
 - Moderator: Rafael García Employment and rural development technician. Diputación Salamanca.
- 11:00 - 11:30 Round Table #61: REInA (powered by AgroTech España)**
- Vincent Rosso. Founder. BlaBlaCar & Consentio
 - Moderator: Ivan Lütolf. President. AgroTech España.

PRIVATE ACTIVITY

 B1 Building

10:00 - 14:30 Jornada de Programa de Formación de INCIBE

FINAL PITCH COMPETITION (11:30 - 13:00) - B1, MainStage

13:00 - 13:30 **Speech: Yo sí voy al psiquiatra**
- Juanma Romero. Director of "Emprende", TVE program

STARTUP OLÉ, AWARDS & CLOSING CEREMONY (13:30 - 14:30)

NETWORKING COCKTAIL (14:30 - 16:30) - B2, CLOISTER