

08:30 – 09:00 h. Reception of attendees.
09:00 – 11:30 h. Inspiring talks



Support models

09:00 – 10:15 h.
Cristina Andrés Urarte - *Marketing and Innovation, Parque Tecnológico de Euskadi*
Álvaro Simón de Blas - *Managing Director BIC Euronova*
Josep M. Pique - *Executive President La Salle Technova Barcelona and Vice-President Apte*
→ Moderator: Amalia Morales - *Associate Professor at University of Malaga*



Investments and business attraction

10:15 – 11:30 h.
Guillermo Dorronsoro - *Management Board Advisor ZABALA Innovation Consulting*
Verónica Ramírez - *Director of Eurecat Malaga*
Rafael Tirado- *Andalucía Trade*
→ Moderator: Amalia Morales- *Associate Professor at University of Malaga*

11:30 – 12:00 h. Coffee break
12:00 – 14:30 h. Inspiring talks



Public policy and regulation

12:00 – 13:15 h.
Daniele Archibugi - *Professor and Italian National Research Council*
Alicia Izquierdo García - *Deputy Mayor Innovation and Promotion Malaga*
Johan Stierna - *Researcher at the European Commission's Joint Research Centre (JRC)*
→ Moderator: Rafael Ventura - *Professor at University of Málaga*



Where to evolve

13:15 – 14:30 h.
Patries Boekholt - *Director Innovation Policy Matters*
Ezequiel Navarro Pérez - *Chairman Ricardo Valle Innovation Foundation*
Felipe Romera Lubías - *General Director Andalusia Technology Park (PTA)*
→ Moderator: Rafael Ventura - *Professor at University of Malaga*

14:30 – 15:30 h. Catering.
15:30 – 16:45 h. Inspiring talks:



Ecosystem specialisation

15:30 – 16:45 h.
Dominique Foray - *Professor at Ecole Polytechnique fédérale lausanne*
Hector Montes - *CCO & Co-Founder and VP Sales at Tupl Inc.*
Santiago Manuel López - *Professor University of Salamanca*
→ Moderator: Alberto Albahari - *Associate Professor at Universidad de Málaga*

16:45 – 17:00 h. Coffee break
17:00 – 18:15 h. Inspiring talks:



Measuring results

17:00 – 18:15 h.
Andrés Barge Gil - *Professor of Complutense University of Madrid*
Jordi Molas-Gallart - *Research Professor at INGENIO (CSIC-UPV)*
Alicia Shelley - *Director of Partnerships & Operations at IASP. Certified Innovation Associate and Professional.*
→ Moderator: Alberto Albahari - *Associate Professor at Universidad de Málaga*

18:15 -18:45 h. Manifesto and closing of the conference.