



ELAN

European and Latin American
Technology based Business Network

www.elannetwork.org

#ELANnetworkCO

**ELAN Network Event
Bogotá, COLOMBIA
14-15 November 2017**

*The ICTs roll in the productive development
agenda of Colombia especially in Bogotá -
Cundinamarca.*

Program Version to : 07/08/2017



This project is funded by the European Union



ELAN Network: European and Latin American Technology Based Business Network

ELAN Network is a collaborative space, cogeneration and development of business opportunities based on technology between Europe and Latin America as well as strategic alliances multiplier generator between different actors in the innovation ecosystem of both continents. ELAN Network is composed by a proactive and participatory organizations network:

- **Business Support Organizations:** Chambers of commerce, clusters, support entities for entrepreneurship, etc..
- **Entities based on Knowledge and Technology:** Universities, technology and innovation centers, etc.
- **Public Sector Agents:** Agencies supporting internalization and / or boosting technological innovation, regional development agencies, etc.

ELAN Network is focused on the following sectors:

- Renewable energy
- Biotechnology & Bioeconomics
- Environmental Technologies
- Health
- New Materials
- Information and Communication Technologies (ICT)
- Nanotechnology

2017 ELAN Network EVENT CALENDAR

APRIL						
Mo	Tu	We	Th	Fr	Sa	Su
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

MAY						
Mo	Tu	We	Th	Fr	Sa	Su
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

JUNE						
Mo	Tu	We	Th	Fr	Sa	Su
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

JULY						
Mo	Tu	We	Th	Fr	Sa	Su
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30/31

OCTOBER						
Mo	Tu	We	Th	Fr	Sa	Su
1/2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

NOVEMBER						
Mo	Tu	We	Th	Fr	Sa	Su
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

Country	Sector	Date
Costa Rica	Biotechnology, ICT and Renewable Energies	7-9 April, in coordination with ExpoPYME
Argentina	Renewable Energy and Industry 4.0	27-28 June, in coordination with Enterprise Europe Network Event in Industry 4.0 and Metalworking
Perú	Sustainable Cities	4-5 July, in coordination with Expo Energy Efficiency-EEE 2017
Brasil	Biotechnology	5-6 october
Chile	Renewable Energy	23-24 october, in coordination with ExpoERN 2017
Colombia	Information and communication technologies	14-15 November, in coordination with Cluster Software & TI Bogotá
México	Intelligent Tourism and Automotive	4 missions throughout the year



ELAN Network COLOMBIA Event 2017:

The ICTs roll in the productive development agenda of Colombia especially in Bogota - Cundinamarca 14-15 de Noviembre

The Chamber of Commerce of Bogotá and Tecnia Colombia organise this space for articulating opportunities for collaborative work based on innovation, as support for the implementation of the Productive Development Policy, within the framework of which will be the regions who decide where Focus their efforts. In the case of the Bogotá - Cundinamarca region, the approach is based on two axes : First, an Intelligent Specialization Strategy on five areas that respond to the productive vocation of the region (i. Creative Region, ii. Biopolo, iii. Business Services, iv. Advanced Knowledge Hub, and v. Sustainable city Region) Second, An Agenda of Clusters of Bogota - Cundinamarca led from the Chamber of Commerce.

The event will focus on Software and Information Technology services as enabling technology to respond to high impact regional needs within the framework of the Bogotá - Cundinamarca Intelligent Specialisation Strategy.

Objectives

- Build a collaborative workspace for innovation in the Bogotá-Cundinamarca region by promoting intelligent specialisation in five strategic areas.
- Articulate the cluster agenda for Bogotá-Cundinamarca region in the five strategic areas: creative region, biopolo, business services, knowledge hub and sustainable city region.
- Focus on the immersion and involvement of stakeholders to identify networking opportunities, aimed at closing technological gaps through ICT as an enabling factor.



Activities

As it is characteristic of the ELAN Events will be counted on three types of main activities:

- Conferences related to the event focus sector and opportunities for articulation with other sectors.
- EU-LAC* co-creation sessions on previously identified challenges.
- Meetings one by one under the business model.

Europe, Latin America and the Caribbean target audience:

- Companies and groups of companies (Medium and Large Enterprise).
- Universities.
- Technological Development Centers.
- Entities of Support and Government.



*LAC: Latin America and Caribbean
EU: Europe Union



The ICTs roll in the productive development agenda of Colombia especially Bogota - Cundinamarca

Day 1

8:00 – 9:00	Participants Registration.
9:00 – 9:30	<p>ELAN Network Opening Ceremony <i>Ana Paula Zacarías, Ambassador, Delegation of the European Union in Colombia (TBC)</i> <i>Daniel Quintero, TIC Deputy Minister, Colombia (TBC)</i> <i>Marco A. Llinás Vargas, Vice President of Competitiveness and Shared Value, Bogota Chamber of Commerce, Colombia</i> <i>Maika Gorostidi, Coordinator of the ELAN Network Project, TECNALIA</i></p>
9:30 – 10:30	<p>Country challenges in the Information and Communication Technologies (ICT) sector <i>Its purpose is the presentation and identification of country challenges, generating an overview of the ICT sector, as well as identifying specific technology needs, niches or potential business opportunities.</i> Speakers: <i>Marco Llinás (Strategy of Intelligent Specialization), Clúster TIC (Observatory of Digital Economy)</i> <i>Augusto Rafael Gutiérrez (Ecosystem of ICT Innovation of Cundinamarca)</i> Moderator: <i>Brigitte Mayorga, General Manager, Tecnalia Colombia.</i></p>
10:30 – 10:50	<p>Technology-Based Business Opportunities Support Tools <i>Colombian tools presentation to promote the creation and scaling of Technology-Based Business Opportunities</i> Speakers: <i>INNpulsa, Colciencias</i></p>
10:50 – 11:20 Coffee break	
11:20 – 12:00	<p>European Support Entities <i>European instruments presentation to promote the creation and scaling of Technology-Based Business Opportunities</i> Speakers: <i>HOLLAND HOUSE (Netherlands), CDTI (Spain), DUE (Colombia)</i></p>
12:00- 13:30	<p>Elevator pitches for EU participants capabilities <i>Short presentations by the European companies in attendance, where they present their technological capabilities to address the challenges of the country identified and presented.</i> Moderator: <i>Unai Calvar, Business Opportunities Coordinator ELAN Network, TECNALIA Ventures, Spain</i></p>
13:30 - 14:30 Lunch Break	
14:30- 16:00 (it includes coffee-break)	<p>Co-creation Sessions <i>Identify and understand the assets / competencies of European and Latin American companies and entities that may be useful to solve the innovation challenges of Colombian companies, resulting in the identification of potential business opportunities.</i> Moderator: <i>Unai Calvar, Business Opportunities Coordinator ELAN Network, TECNALIA Ventures, Spain</i></p>
16:00– 17:30	<p>Business Innovation Program <i>Session aimed at presenting the business innovation program and the resulting projects, with potential to generate collaborations between European and Colombian companies.</i> Speaker: <i>Alicia Garavito, Colciencias (TBC)</i></p>

19:30 Social Event: Dinner



The ICTs roll in the productive development agenda of Colombia especially in Bogota - Cundinamarca

Day 2

8:00 – 08:30	Registration	
08:30 – 9:00	Introduction to the workshops and review of the agenda's day	
09:00 – 10:30	<p>Matchmaking technological offer from European Technology Centers with the Bogotá Chamber of Commerce</p> <p>Identify the potential of articulation between the programs and strategies of the European Cluster and knowledge allies initiatives.</p> <p><i>Speaker:</i> Marco Llinás (<i>Estrategia de Especialización Inteligente</i>)</p> <p><i>Aimed to:</i> European Technology Centers</p>	<p>Bilateral meetings between EU and LAC companies</p> <p>Networking and bilateral space for meetings between European and Colombian participants, with the objective of promoting technological-based collaborations, agreements, and concrete actions between them.</p> <p>Activity with previous registration through the matchmaking tool of ELAN Network in the following link: http://matchmaking.elannetwork.org/identificate.php</p>
10:30 - 11:00 Coffee Break		
11:00- 12:40	<p>Training module: Horizon 2020</p> <p>Training module to explain the scope and opportunities for joint development presented by the EU's Horizon 2020 Program. Best practices for program participation.</p> <p><i>Speaker:</i> Mikel Emaldi, <i>Tecnalia Research and Innovation</i></p> <p><i>Aimed at:</i> European and Colombian companies.</p>	<p>Innovation Workshop on Business Model</p> <p>Colombian and European space for companies and business associations to explore Technology-Based Business Opportunities (TBBOs) through Business Model analysis strategy.</p> <p><i>Speaker:</i> Javier Ruiz, <i>Tecnalia Research and Innovation</i></p> <p><i>Aimed to:</i> European and Colombian companies.</p>
12:40 - 14:00 Lunch Break		
14:00- 17:00	Bilateral meetings between EU and LAC companies	
17:00-17:30	Conclusions and event closure	



Bogotá- COLOMBIA ELAN NETWORK Event , 14- 15 Noviembre 2017:

General Information

About the Country	The Republic of Colombia is located in the northwestern region of South America, constituted by a democratic, social and unitary state in which its form of government leads it to be presidential. It is composed and organized in 32 decentralized departments in which important cities such as Medellín, Cali, Barranquilla, Cartagena, Bucaramanga, Cucuta, Manizales, Ibagué, Neiva, Popayán and Pasto stand out. The seat of the national government and Capital District is Bogotá.
About the CAPITAL	Bogotá D.C is the capital of the Republic of Colombia, a modern city with a great variety of tourist places and a high cultural and artistic programming. www.bogota.gov.co
Airport	El Dorado International airport www.eldorado.aero The State of flights can be consulted in http://www.conrac.co/BOG/
Travel airport / hotel	A taxi from the airport to the hotel costs approximately 8 euros
Transportation	Transportation will be provided from the host hotel to the venue of the event in the morning and back in the afternoon, as well as for social events.
Place of the even	The event will be held at the Chapinero Headquarters and Business Center of the Bogota Chamber of Commerce Address; Street 67 # 8-32 / 44. Bogota, Colombia
Embassies in the country	The representation of your country can be found in: www.bogotamiciudad.com/Directorio/LasListas/TodasLasEmbajadasDeBogota.aspx
Hotels	Information pending
Health issues	Health risk is low. www.consulado.gov.co/viajar/recomendaciones
Visa	For more information: www.migracioncolombia.gov.co
B2B meetings tool	Please register in the B2B meeting tool which will allow you to schedule one-on-one meetings and support networking at the event. Please register for the event first! http://matchmaking.elannetwork.org/identificate.php
Questions and info	info@elannetwork.org ; Colombia@elannetwork.org
Inscription	https://docs.google.com/forms/d/e/1FAIpQLSeRM5RWYOhEYEHZJC5CoxuV4PDokbAw9DFD1LuDqR74ogx07A/viewform



ELAN Network Member and Organiser



Colombia@elannetwork.org

ELAN Network Coordinator and Co-organiser



info@elannetwork.org

ELAN Network members in Colombia



In cooperation with



With the support of



This project is funded by the European Union