

ELAN NETWORK EVENT PERU



ELAN

European and Latin American
Technology based Business Network

“Technological solutions for an integral
urban growth”

Sustainable business Latin America-Europe

www.elannetwork.org

4-5 July 2017. Lima, Peru

#ELANnetworkPE

Version agenda 24.05



This project is funded by the European Union



ELAN Network: European and Latin American Technology Based Business Network

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

- **Business Support Organizations:** chambers of commerce, clusters, support entities for entrepreneurship, etc.
- **Entities based on Knowledge and Technology:** universities, technological centers and innovation, etc.
- **Public Sector Agents:** support agencies for 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	April 7-9, Coordinated with ExpoPYME
Argentina	Renewable Energies and Industry 4.0	June 27-28, Coordinated with Enterprise Europe Network. Industry 4.0 y Metalworking Event
Peru	Sustainable Cities	July 4-5, Coordinated with Expo Energy Efficiency-EEE 2017
Brazil	Biotechnology	October 4-5
Chile	Renewable Energies	October 23-24
Colombia	Information and Communication Technologies	November 14-15, Coordinated with 20th TCI Global Conference
Mexico	Intelligent Tourism and Automotive	4 missions throughout the year



ELAN Network Event Peru

“Technological solutions for an integral urban growth”

Sustainable business LAC-EU

4-5 July 2017. Lima, Peru

The aim of “Technological solutions for an integral urban growth” is to create spaces that promote **the generation of technology-based businesses between Europe and Latin America, as well as strategic alliances, in order to address the main challenges of the country in sustainable growth's terms.**

The event will be attended by the main actors of the private sector, the State, and academia in the field of sustainable local management, **coming from Latin America and Europe.**

In order to obtain multiplier results, this year the **ELAN Network Event Peru has signed an agreement with the Expo Energy Efficiency Fair – EEE 2017**, that will be held from 5 to 8 July. Those attending to the ELAN event can obtain a discount of 20% for the purchase of a stand (does not include furniture); if they acquire a space, they will be entitle to an exhibition for 30 to 40 minutes in the Commercial Talks of the Fair. The attendees will also have free access to the “Renewable Energy and Efficiency Forum: Innovation for Industry and Cities” organized by the EEE 2017. To know all the agreed benefits contact to: peru@elannetwork.org

Objectives

- **Identify the current situation of the country challenges** in order to development sustainable cities.
- **Promote the creation of networks between the attendees**, encouraging the technological development and the creation of strategic alliances.
- Share public and private initiatives in the country, as well as **exchange successful experiences of sustainable cities.**
- **Present the technological capabilities of European companies** that address the challenges of the country.
- Generate **bilateral meetings between potential European and Latin American partners** in order to promote the co-generation of concrete opportunities, through a Business Roundtable.

Challenges to be addressed during the Event

1. Sustainable Construction
2. Renewable Energy / Energy Efficiency
3. Territorial and Urban Planning
4. Mobility / Transport
5. Drinking Water and Sanitation
6. Waste Treatment

Organised by

Sociedad Nacional de Industrias (SNI) in collaboration with Consejo Nacional de Ciencia, Tecnología e Innovación Tecnológica (CONCYTEC), Instituto Tecnológico de Producción (ITP) and TECNALIA; and in agreement with Expo Energy Peru 2017.

Attendees from LAC and EU

- Companies interested in generating technology-based business opportunities related to the identified country challenges.
- Regional and Local governments interested in the development of sustainable cities.
- Technological Centres, Universities, Research Institutes and other knowledge-based organisations.
- Clusters, business associations and other business support organisations.



ELAN Network Event Peru, 4-5 July 2017

Day 1

8:30 – 9:00	<p>Registration</p>
9:00 – 9:30	<p>ELAN Network Event Opening ceremony</p> <p>Highlight the ELAN Network Project as a tool to promote strategic alliances and technology based business between Europe and Latin America and Caribbean; and the event itself as a generator of meeting spaces between complainants of sustainable solutions and Latin American and European suppliers.</p> <p><i>Andreas von Wedemeyer, President, National Society of Industries, Peru</i> <i>Irene Horejs, Head of Delegation, Delegation of the European Union to Peru</i> <i>Representative of National Council for Science, Technology and Technological Innovation, Peru</i> <i>Iván Castillejos, Executive Director, Technological Institute of Production, Peru</i> <i>Naiara Uribe, Representative of ELAN Network, TECNALIA, Spain</i></p>
9:30 – 11:30	<p>Challenges facing Peru to achieve integral urban growth</p> <p>Identify the current landscape of the country's challenges in sustainable construction, renewable energy and energy efficiency, territorial and urban planning, mobility/transport, drinking water and sanitation and waste treatment.</p> <p><i>Representative of Ministry of Environment, Peru (to be confirmed)</i> <i>Francesca Mayer Martinelli, CEO, Peru Green Building Council, Peru</i> <i>Arturo Caballero Luna, General Manager, A2G Carbon Partners, Peru</i> <i>Nicanor Boluarte Zegarra, General Manager, SENCICO, Peru</i> <i>Gustavo Guerra García, Member, DEE Consultores, Peru</i> <i>Mariela Sánchez Guerra, Executive Director, AQUAFONDO, Peru</i></p>
<p>11:30 – 11:50 Coffee-break</p>	
11:50 – 13:30	<p>Challenges from the perspectives of municipalities</p> <p>Know the prioritized plans and projects from the Municipalities focused on developing and integral urban growth in their jurisdictions. Also identify the main technological challenges that projects presuppose and that can be addressed by European and Latin Americans attendees at the event.</p> <p><i>Jorge Muñoz Wells, Mayor, Municipality of Miraflores, Peru</i> <i>Juan Sotomayor García, Mayor, Municipality of Callao, Peru (to be confirmed)</i> <i>Francis Allison Oyague, Mayor, Municipality of Magdalena, Peru (to be confirmed)</i> <i>Alejandro Franco, Director Ejecutivo, Ruta N Medellín, Colombia</i></p>
<p>13:30 – 14:30 Lunch</p>	
14:30 – 16:00	<p>Elevator pitches of EU company capacities</p> <p>Making short presentations by the European companies in attendance, where they present their technological capacities to address the challenges of country identified.</p> <p><i>European companies assistants</i> <i>Moderator: Unai Calvar, ELAN Network Business Opportunities Coordinator, TECNALIA Ventures, Spain</i></p>
16:00 – 18:00	<p>Co-creation session</p> <p>Identify the assets/competencies of European and Latin American companies and entities that may be useful to solve the innovation challenges of Peruvian companies, resulting in the identification of potential business opportunities.</p> <p><i>Moderator: Unai Calvar, ELAN Network Business Opportunities Coordinator, TECNALIA Ventures, Spain</i></p>



ELAN Network Event Peru, 4-5 July 2017

Day 2

8:30 – 9:00

Registration

9:00 – 12:30

Bilateral meetings

Establish bilateral meetings between national and european institutions, with the aim of enhance Technology – based partnerships, the agreements and the next actions to materialize.

To **schedule bilateral meetings**, register first to the event, and after that enter to the matchmaking tool.

<http://matchmaking.elannetwork.org/identificate.php?lang=en>

12:30 – 14:00 Lunch

14:00 – 15:00

Programs and services to support the generation of ONBT´s

Identify existing tools in Peru to support companies in the development of technology - based business opportunities, around the challenges posed for the Event.

After the session, the speakers will be available to the attendees to comment specific questions and solve their doubts in the **Funding Fair: Ask the expert (15:00 – 16:00)**.

*Elizabeth Peñaloza, Specialist Development Unit, CIENCIACTIVA, Peru
Marice Salvador, Ecoefficiency Specialist, Grupo GEA, Peru
Carlos Salazar, Head of Unit Evaluation and Selection, Innovate Peru, Peru
Analí Alvarez, Executive Director, CITE Energy, Peru (to be confirmed)
Carolina Moreni, Coordinator, Center for Innovation, Science, and Technology, EEN Project, Peru*

15:00 – 16:00

Discover Clients for your Technological Ideas!

Identify potential customers, outlines how to interview them efficiently, hypothesis formulated on their needs, and on functionalities of greater value for them.

Aimed at companies, business support organizations and entrepreneurs.

Training module: Horizon 2020

Training module to explain the scope and opportunities for joint development presented by the EU's Horizon 2020 Program. Best practices for participation in the program.

16:00 – 16:30 Coffee-break

16:30 – 17:30

Thematic Workshop: the role of intermediary organizations supporting SMEs in the innovation ecosystem

Workshop to discuss the role of different types of intermediary organizations, what should their ideal profile be and identification of possible ways to increase their impact in the ecosystem.

Aimed at business support organizations, knowledge-based and Technology organizations, and the public sector.

Training module: Horizon 2020

(Cont.)

17:30 – 18:00

Closing ceremony

*Carmen Gloria Cárdenas, General Manager, Sociedad Nacional de Industrias, Perú
Naiara Uribe, Representative of ELAN Network, TECNALIA, Spain*

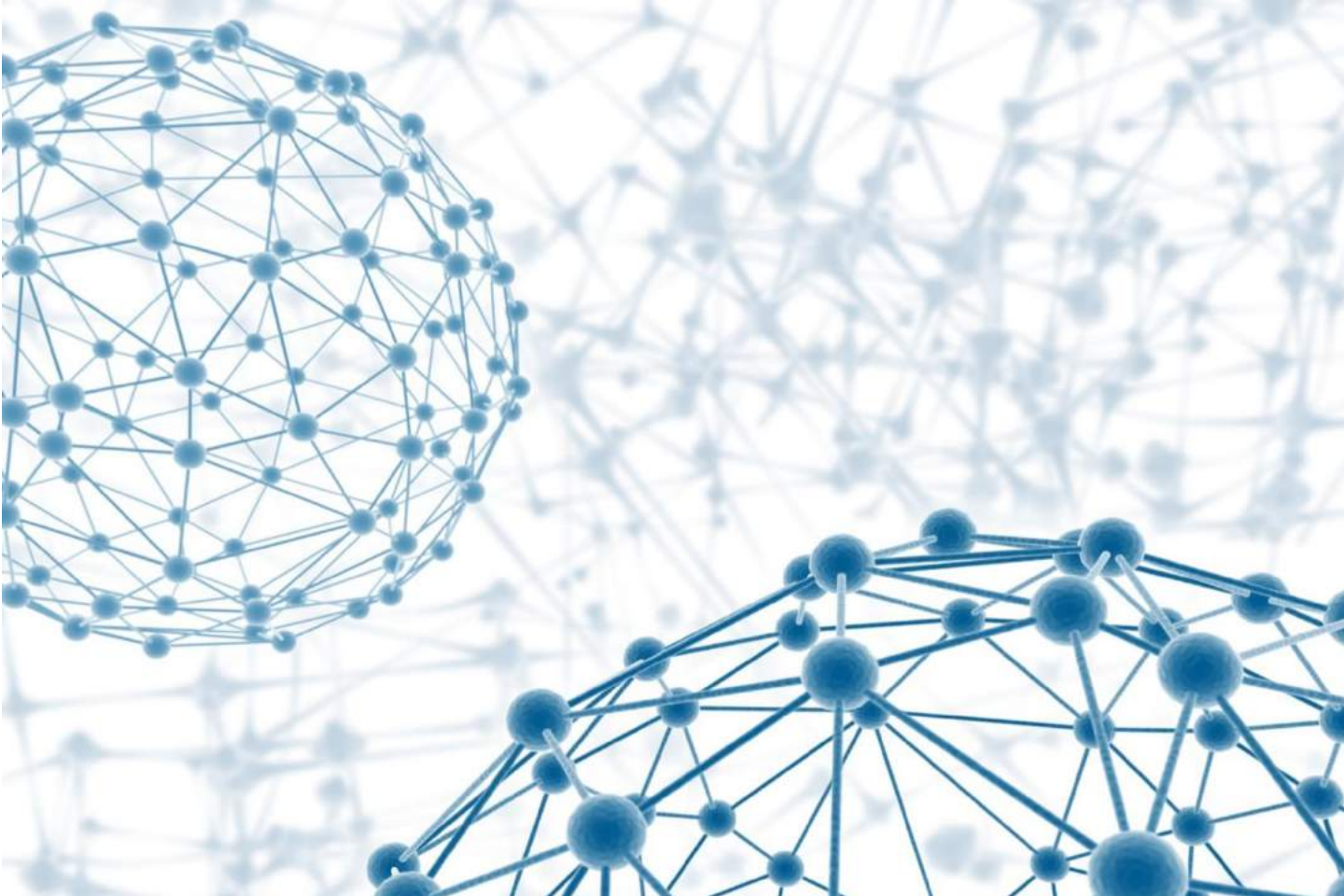
SOCIAL EVENT



ELAN Network Event Peru, 4-5 July 2017

General information

About Peru	Peru is located in the central west coast of South America, with a territorial extension of 1 million 285 thousand 215 square kilometers. It has 24 regions and one constitutional province. http://www.peru.travel/en-us/
About Lima	Lima is situated in the central cost of the country, on the Pacific Ocean. http://www.peru.travel/en-us/where-to-go/lima.aspx
Airport	Jorge Chavez International Airport https://www.lima-airport.com/eng
Transport	The transportation system of the city of Lima is composed not only on the buses of several companies, but also from the buses of the Metropolitan service and the Lima Metro http://www.metropolitano.com.pe/ http://www.lineauno.pe/
Event Venue	The event will take place on the Sociedad Nacional de Industrias Address: Los Laureles 365, San Isidro – Lima. http://www.sni.org.pe/
Your embassy in Peru	Information about the representation of your country at Peru, can be found in: http://www.rree.gob.pe/Documents/Guia_Diplomatica_2016.pdf
Hotel	Regarding the accommodation, we reached an agreement with “Casa Andina Standard Miraflores San Antonio” (75 dollars/ room without taxes) until May 30 , located at 28 de Julio Avenue 1088, in the tourist district of Miraflores (close to Kennedy Park, Larcomar, Miraflores Seafront), with quality services, near the coast and places that will complement your visit in the country. To have access to the corporate rate, please contact the corporate reservation area at: reservascorporativas@casa-andina.com indicating that you attend the ELAN event . Any doubt locate them at 511 391 65000, or write us directly to peru@elannetwork.org http://www.casa-andina.com/en/destinations/miraflores/standard-miraflores-san-antonio/
Visa	The requirements to obtain the visa to travel to Peru are in: http://www.peru.travel/en-us/plan-your-trip/entering-peru.aspx
Tourist information	Peru has an information and assistant system for travelers that offers : (i) oficial turist information on attractions, rutes, destinations and companies providing tourism services; and (ii) Guidance and advice when tourist services where not provided to what was offered by operators, offering users the ideal channel to send their queries and dissatisfactions. For more information consult : http://www.peru.travel/en-us/
Matchmaking tool	It establishes bilateral meetings with institutions according to your interests. Please register first for the event. http://matchmaking.elannetwork.org/identificate.php?lang=en
Send questions to	peru@elannetwork.org
Registration	http://www.elannetwork.org/content/2017-peru-event



ELAN Network member & event organiser



peru@elannetwork.org

ELAN Network coordinator & co-organiser



info@elannetwork.org

ELAN Network members in Peru



In cooperation with



This project is funded by the European Union