

# 27 February

IMAGINA Centre Audiovisual, Building  
Avinguda Diagonal, 177  
08018 Barcelona

Organice by:



Knowledge  
innovation  
marketbcn



Ajuntament de Barcelona  
Promoció Econòmica



## KIM CONFERENCE

### “NEW INNOVATION AND KNOWLEDGE MARKET”

09:00 ACCREDITATION

09:30 WELCOME

**Eusebi Cima**, President of Knowledge Innovation Market Barcelona

10:00 KIMBCN

**Antoni Paz**, Executive Director of Knowledge Innovation Market Barcelona

10:10 PRESENTATION “OPEN INNOVATION”

**Josep Miquel Piqué**, Economic Advisor of 22@Barcelona

10:20 15 QUESTIONS FOR HENRY CHESBROUGH, THE FATHER OF “OPEN INNOVATION”

Key persons of the Barcelona Innovation System will formulate question for **Henry Chesbrough**

11:30 OPEN INNOVATION AND CORPORATE ENTREPRENEURSHIP

**Henry Chesbrough**, Executive Director, Center for Open Innovation Institute of Management, Innovation & Organization

13:30 OPEN INNOVATION AND CORPORATE ENTREPRENEURSHIP CLOSURE. INNOVATION AND KNOWLEDGE MARKET

**Havier Ferràs**, Director of Centre de Innovació Empresarial ACCIO CIDEM.

**Marcel Prunera**, Director of economic stimulus of the economical department, Catalonia Government

**Havier Ricart**, Assistant Manager of economical department of Chamber of Comerç of Barcelona.

14:00 COCKTAIL NETWORKING