

Start Up Spain

Madrid, 18th April 2013

Auditorio Rafael del Pino
C/ Rafael Calvo, 39, 28010 Madrid

The Start Up Spain Forum is a living laboratory for start-ups, venture capital and entrepreneurship in Spain, promoted by ESADE Business School and the Rafael del Pino Foundation.

Haute cuisine and leisure have become two of the hallmarks of Spain. Accordingly, the first round table debate in the fifth edition of Start Up Spain will be comprised of Spanish chefs whose culinary creations are the perfect synthesis of tradition and innovation. We will also be joined by corporate executives from the leisure and tourism sector who have successfully reinvented our country's main industry. And we will be putting two questions to them: What led them to innovate and how can we develop this trend in Spain? Does innovation lie behind their companies' recent successes?

We will also be joined, in a second session, by renowned professionals who have demonstrated their commitment to innovation, new technologies and entrepreneurship, along with entrepreneurs and investors who have developed start-ups based on university spin-offs. We will also put two questions to them: Is education geared towards entrepreneurship in Spain? What can we do to promote a denser public-private investor ecosystem around these initiatives?

5.00 Welcome address

María del Pino, President of the Rafael del Pino Foundation
Eugenia Bieto, Director General of ESADE

5.20 Round table: 'Gastronomy, leisure and tourism: Between innovation and technology'

Moderated and presented by: **Javier Santiso**, Professor at ESADE Business School and Vice-President of ESADEgeo (ESADE Center for Global Economy and Geopolitics). Founder of Start Up Spain.

Panel:

Marcelo Tejedor, Chef at Casa Marcelo
Paco Roncero, Director and Head Chef at Madrid Casino
Ramon Freixa, Chef at Ramon Freixa Madrid
Manuel Domínguez, Chef at Lúa
Federico González, CEO of NH Hotels
Ignacio Pérez, founder of Pyro Studios & Ilion Animated Studios and co-Chair of ZED Group
Mauricio Prieto, Co-founder of eDreams

6.40 Round table: 'University Spin-offs'

Moderated by: **Luisa Alemany**, Director of ESADE Entrepreneurship Institute and Professor at ESADE Business School

Panel:

Cristina Garmendia, ex-Minister of Science and Innovation, partner of Ysios Capital and Member of the Professional Council of ESADE

Anna Birulés, ex-Minister of Science and Technology and Member of the Professional Council of ESADE

Senén Barro, former Rector of the University of Santiago de Compostela and President of RedEmprendia

Javier López, Director General of the Barrié Foundation

Tatiana López, Co-founder of NANOGAP

Sindhu Joseph, Co-founder and CEO of Cognicor

Javier García, Co-founder of Rive Technology

Javier Ulecia, Founding Partner at Bullnet Capital and Vicepresident at ASCRI

8.00 "Gastronomy and Innovation"

Introduced by **Javier Santiso**

Keynote speech: **Andoni Luis Aduriz**, Chef at Mugaritz

8.20 Closing address

Eugenia Bieto, Director General of ESADE

Vicente J. Montes, Deputy Director of the Rafael del Pino Foundation

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Venue:

Auditorio Rafael del Pino · c/ Rafael Calvo, 39, Madrid

For more information:

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If you are interested in our program ***New Venture Creation: From the Own Experience to the Own Company*** follow this [link](#)