



Reino de los Países Bajos



## 8<sup>th</sup> edition of Start-Up Spain GLOBAL CHALLENGES: DUTCH AND SPANISH SOLUTIONS

Madrid, 23<sup>rd</sup> April 2014  
Rafael del Pino Auditorium - C. Rafael Calvo, 39, 28010 Madrid)

Start Up Spain is a living laboratory of startups, venture capital and entrepreneurship in Spain. In the framework of this forum, the Embassy of the Kingdom of the Netherlands, the Rafael del Pino Foundation and ESADE, jointly organise the event "Global Challenges: Dutch & Spanish solutions".

In response to positive feedback on previous editions, Start Up Spain is continuing to foster a better understanding of other entrepreneurship models. At this upcoming session, inspired by TEDxBinnenhof 2014 held in The Hague, the Dutch model will be examined and compared to that of Spain. By engaging in dialogue we will enable both countries to learn from each other's ecosystems of start-ups, innovation and venture capital. We will ask two questions to the panellists: Do you think your country has any clear advantages or disadvantages when it comes to entrepreneurship and investment? What changes should be made to the entrepreneurial ecosystem to make it more effective?

### 5.30pm Welcome

**Enrique Verdeguer**, Director of ESADE Madrid

**Cornelis van Rij**, Ambassador of the Netherlands to Spain

### 5.50pm Keynote speech

**Anne-Wil Lucas**, Member of the Netherlands Parliament, StartupNL

### 6.15pm Panel discussion: Leading entrepreneurship: Dutch & Spanish startups

*Moderated and introduced by:* **Jan Brinckmann**, Associate Professor in the Department of Strategy and General Management ESADE Business School and business angel

*Panellists:*

**María Fanjul**, CEO of Entradas.com

**Hanneke Stegweg**, founder of iLost

**Marcos Alves**, co-founder and CEO of Eltenedor.es

**Peter van Overloop**, co-founder and CEO of Mobile Canal Control

**Alfredo Ouro**, founder and CEO of Hall St.

**Eiso Kant**, co-founder and Managing Director of Tyba

### 7.15pm Panel discussion: Do's & Dont's in the ecosystem of startups

*Moderated and introduced by:* **Javier Santiso**, Associate Professor of Economics at ESADE, Vice President of ESADEgeo and founder of Start-Up Spain

*Panellists:*

**Robert Verwaayen**, co-founder of RoBen Partners

**Ángel García**, founding partner of Lanta Digital Ventures

**Oscar Kneppers**, founder of Rockstart Accelerator

**Aquilino Peña**, Founding Partner of Kibo Ventures

**César Gallo**, Vice-Chair of the Repsol Foundation

**Hendrik Halbe**, Director of ECE Start Up Campus

**8.15pm Concluding remarks**

**Vicente Montes**, Director of the Rafael del Pino Foundation

**8.30pm Networking**

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Venue:

Rafael del Pino Auditorium · C. Rafael Calvo, 39, Madrid

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