



ELAN Network
Event in Costa Rica
San José, 19th – 21st September 2016



ELAN

European and Latin American
Technology based Business Network

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#ELANnetworkCR

*ICTs in environment, health and high
performance computing as key for
technological business opportunities*

Preliminary Program



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ELAN Network: European and Latin American Technology Based Business Network

The ELAN Network is a space for collaboration, co-generation and development of technology based business opportunities between Europe and Latin America. It brings together key European and Latin American research and innovation actors (R&I), who promote technology based transformation processes and economic growth, in order to:

- Promote the generation of technology based business opportunities between European and Latin American SMEs, enhancing R&D results with a business model that responds to market demands.
- Promote the exchange of knowledge, technology transfer and co-creation processes to foster the competitiveness of SMEs and an equitable and sustainable socio-economic development.
- Accompany innovative SMEs in their efforts to transfer technology to new geographical markets.

The ELAN Network is focused on the following sectors:

- Renewable Energies
- Biotechnology & Bioeconomy
- Environmental Technologies
- Health
- Information and Communication Technologies (ICT)
- Nanotechnologies
- New Materials

2016 ELAN Network EVENT CALENDAR

MARCH						
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		

APRIL						
Mo	Tu	We	Th	Fr	Sa	Su
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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
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9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

SEPTEMBER						
Mo	Tu	We	Th	Fr	Sa	Su
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5	6	7	8	9	10	11
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19	20	21	22	23	24	25
26	27	28	29	30		

OCTOBER						
Mo	Tu	We	Th	Fr	Sa	Su
					1	2
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24	25	26	27	28	29	30
31						

NOVEMBER						
Mo	Tu	We	Th	Fr	Sa	Su
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21	22	23	24	25	26	27
28	29	30				

Belgium	Technical Mission in Brussels for European and Latin American Innovation Ecosystems
Netherlands	Technical Mission in Netherlands. Sustainable energy and bio-economy in the Circular Economy
Argentina	Technology and Innovation for the generation of business opportunities with Argentina
Finland	Technical Mission in Finland: Sustainable business from Bioeconomy, Renewable Energy and Digitalisation
Costa Rica	ICT for Environment, Health and High Performance Computing
Peru	Sustainable cities: achieving efficiency in the city
Colombia	Biotechnology, a space for articulation of challenges, skills and ICT
Chile	Health & well-being: A new way of eating
Brazil	Renewable Energy, ICT & Health (in collaboration with Low Carbon)



Event in Costa Rica

ICTs in environment, health and high performance computing as key for technological business opportunities

19th – 21st September 2016

ICT is one of the most dynamic technological areas in Costa Rica. It includes more than 900 companies, 95% of which are SMEs, becoming an interesting sector which **important challenges related to international collaboration and partnership**.

Joining this strategic sector with national priorities and international demands, ELAN Network Costa Rica 2016 will be **focused on ICT solutions for Health, Environment and High Performance Computing**.

This event is a unique opportunity for European and Latin American SMEs, governments and academia, focused on these specific issues, where they can **interact and generate concrete business opportunities based on technology**.

During the event, attendees will find both **new international partners to create strong networks and durable relationships** and business opportunities characterized by being technology and innovation related.

This event will run in parallel to the [7th Workshop on Green Chemistry and Nanotechnologies in Polymer Chemistry](#), focused on environment high technologies.

Objectives

- Identify, within the state of the art of selected topics, business opportunities and technological challenges.
- Consolidate areas of collaboration in the development of business opportunities based on technology.
- Create a space where participants seek the right partners to address market challenges in generating new jobs, diversification of existing businesses or to address new markets.
- Provide a forum for the government, academia and business sectors to discuss the challenges and opportunities of bringing innovations to the market and the most suitable strategies to overcome them.

Activities

- Presentation of ICT trends, key players and the new international initiatives between the EU and Costa Rica.
- Identification of challenges to enter the LAC ICT market for EU companies and how to overcome them. Including sessions on relevant aspects of technology transfer to other countries: Business Services for EU companies - [ELAN Biz](#) and IP protection in Costa Rica - [Latin American IPR Helpdesk](#).
- Elevator pitches to showcase ICT challenges in Costa Rica and technological capacities.
- B2B meetings.
- Business opportunity co-creation sessions to generate business opportunities, identifying synergies based on the strengths of the participating companies (in principle from various sectors).

Attendees from LAC and EU

- Companies, especially SMEs.
- Technological development centres.
- Entrepreneurs.
- Government entities.
- Business associations and clusters of Europe and Latin America



ELAN Network Event in San José, COSTA RICA, 19th-21st September 2016

Day 1

08:00-09:00 Registration

09:00-09:30 Opening ceremony

Welcome and introduction to ELAN Network, whose aim to foster technology based business opportunities between European and Latin American SMEs and which is funded by the European Union.

DUE Representative

CeNAT Representative / local authority

TECNALIA Representative

(Comparing Protocol with DUE)

09:30-10:00 Coffee break

10:00-11:00 Challenges and trends for the ICT sector in Costa Rica with a focus on Health, Environment and High Performance Computing applications

Introduction to the Costa Rican ICT ecosystem in terms of strategic planning, capacities, priority sectors and technologies, needs and future challenges, which pose a potential for EU-LAC collaboration.

Speaker: Oto Rivera (CAMTIC President)

11:00-11:30 Market challenges: How to do ICT business in Costa Rica?

ELAN Biz will provide participants with specific information on the regulatory environment, financing mechanisms, framework conditions, etc. in Costa Rica regarding ICT business and how to effectively access this market.

Ms. Grabiela Couto, ELAN Biz

11:30-13:00 Lunch

13:00-14:30 Elevator pitches of EU company capacities

The aim of this session is that EU companies participating in the event present their capacities to address the ICT sector challenges in Costa Rica

EU companies participating in the event will present in 5 minutes their competences.

Moderator: To be defined

14:30-15:00 Coffee Break

15:00-17:00 ICT business opportunity co-creation

Workshop to identify the assets / capacities of European participants and how these can contribute to overcome the innovation challenges and interests of Costa Rican companies, with the aim to generate potential business opportunities.

LAC and EU participants.

Moderator: To be defined

Networking cocktail



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Day 2

08:30-09:00 Registration

09:00-10:30 Bilateral meetings

Networking space for B2B meetings arranged prior to the event between EU and LAC participants.

This activity requires registration on the ELAN Network matchmaking tool for one-to-one meetings: <http://matchmaking.elannetwork.org/identify.php>

10:30-11:00 Coffee break

11:00-12:30 Bilateral meetings (cont.)

12:30-14:00 Lunch

14:00-15:00 Managing IPR in Latin America in the ICT sector

Training topic to be agreed with the Latin American IPR Helpdesk

Latin America IPR Helpdesk

Public-private initiatives to boost opportunity generation for SMEs in the ICT sector

Round-table on how to establish a constructive dialogue between public and private actors who collaborate in supporting technology based business opportunity generation

Speakers to be defined

15:00-15:30 Coffee break

15:30-16:30 Building successful EU-LAC alliances

Workshop on how to design a successful alliance from the beginning, building trust and overcoming conflicts and cultural misunderstandings. Presentation of a management framework for international alliances and recommendations for implementation.

Speaker to be defined

Training for intermediary organisations supporting SMEs in innovation business

Workshop to perform a benchmark of participants against the “ideal” intermediary profiles, exchange of experiences and identification of possible activities and / or itineraries on their roadmap towards that ideal profile.

Moderator to be defined

Networking social event

Day 3

08:30-09:00 Registration

09:00-10:30 Bilateral meetings

Networking space for B2B meetings arranged prior to the event between EU and LAC participants

Ask the expert

Dialogue with ELAN Biz and Latin America IPR Helpdesk experts to address specific questions or doubts.

10:30-11:00 Coffee break

11:00-12:30 Bilateral meetings (cont.)

Ask the expert (cont.)

12:30-13:00 Closing ceremony

Networking lunch



ELAN Network member & event organiser



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ELAN Network coordinator & co-organiser



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ELAN Network members in Costa Rica



In cooperation with



ELAN
European and Latin American
Business Services



LATIN AMERICA
IPR SME Helpdesk



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