Monday, November 4th, 2019

9:00-9:30  Inauguration
9:30-12:30  Entrepreneurship and digital business - Dr. Alfonso Ávila Merino
            Entrepreneurial education for different domains of knowledge is key to develop impact either economic, social or commercial. Participants from different fields and degrees can be benefited from the acquisition of entrepreneurial tools that allow them to create a larger contribution to the society they are inserted in.

12:30-13:00  Concluding remarks
13:00-15:00  LUNCH
15:00-18:00  What can we learn from Implementation Science? - Dr. James Cornford
            A key sticking point for many innovations has been implementation. Many businesses find that it is costly and time consuming to get new ideas and technologies to work in context. This session will be focused on how to speed up and increase the success rate of projects for the implementation of complex interventions

18:00-18:30  Concluding remarks /surveys’ application

Tuesday, November 5th, 2019

9:00-11:00  From insight to innovation - Dr. Andrew Peter Fearne
            Looking at the use of (big) data to help identify opportunities for new product introductions and improved product performance. The ‘who buys my food’ project at UEA, now in its 15th year has involved over 700 small food and drink producers and the exploitation of loyalty card data from the UK’s largest supermarket, Tesco

11:00-13:00  Ideation session. Hands-on activities to generate ideas or to innovate products/processes. - Grupo BIMBO

13:00-15:00  LUNCH
15:00-17:00  Round Table Discussion on opportunities for innovation projects and industry-academia networks - Local Industry/Government/Academics Session

17:00-17:30  Concluding remarks /surveys’ application
17:30-18:00  Presentation of artistic and cultural representatives-UDLAP

Closure

Invited Speakers from the University of East Anglia (UK)

Dr. James Cornford  -  His research and teaching is concerned with multi-agency organisational change in the public sector, organisational change associated with information and communication technologies, regional development processes and management. He has been principal investigator or co-investigator on research projects for the Economic and Social Research Council (ESRC), the Engineering and Physical Sciences Research Council (EPSRC), the European Commission, the European Investment Bank and a number of UK government departments, development agencies and local authorities.

Dr. Alfonso Ávila-Merino  -  leads within the Norwich Business School (NBS) in the creation of start-ups created by students in collaboration with other entrepreneurs, company owners, and government officials in Norfolk and other counties in England. This entrepreneurial activity developed by students is not exclusive of IT related projects but covers a large variety of fields and/or industrial sectors. For instance, medicine, oil/gas exploration, robotics, entertainment and manufacturing and service delivery. Prior to joining the NBS, He worked for four years for the United Nations Industrial Development Organization (UNIDO) based on Austria and Italy. He mainly was in charge of designing and implementing technological projects in the fields of Information and Communication Technologies (ICTs), Renewable Energy and food cooking/processing technology in Africa, Asia and Latin America.

Dr. Andrew Peter Fearne  -  His expertise area is focused on applied research in the area of sustainable food chain innovation, working at all stages of the food chain, from primary production to retailing, with global corporation and artisanal producers, government agencies and NGOs.

Founding editor of the International Journal of Supply Chain Management with over 100 publications in the area of food chain collaboration, inter-organisational relationships and sustainable innovation management and the 14th Adelaide Thinker in Residence.