

OPEN INNOVATION AND ENTREPRENEURSHIP, DISRUPTIVE TECHNOLOGIES AND GLOBALISATION, IN THE SPOTLIGHT AT TRANSFIERE 2018

The seventh edition of the European Meeting on Science, Technology and Innovation, Transfiere takes place on the 14th and 15th of February in Málaga, positioned as the leading Spanish event on R&D. The aim of the event is to bring together researchers and companies to promote the transfer of knowledge. In 2018, networking continues to be at the heart of its content and there is a new space included dedicated to open innovation for newly-created companies. The analysis of disruptive technologies by international experts or opportunities for internationalisation in the field of innovation are gaining ground

Experts like Robert Nagle - founder of Interactions LLC, recognized by Forbes magazine as one of the twenty-five start-ups with most potential - or the Spanish Eduardo Domínguez-Puerta, CEO of A³ by Airbus Group - a consultancy firm specialising in innovation as applied to the aeronautical sector and established in Silicon Valley -, will come to Málaga on the 14th and 15th of February to take part in the seventh edition of Transfiere, the European Meeting on Science, Technology and Innovation. Transfiere is recognised by companies and public administrations as the main Spanish event for R&D, turning Andalusia into an international meeting point for two days for professionals and public representatives linked to innovation

It is expected that more than 4,000 participants will gather at a forum whose essence lies in bringing together researchers and companies by means of working groups in order to promote knowledge transfer around sectors of strategic importance for the Spanish economy and their convergence with the international market. As a result, those registered for Transfiere can, by means of an online tool, contact suppliers or seekers of technological capabilities divided into sectors such as public administrations and public procurement of innovation, aeronautics and aerospace, innovative business clusters, agrifood, energy, industry, infrastructure and transport, the environment, Spanish technology platforms, health and information and communication technologies.

OPEN INNOVATION AND PUBLIC MARKET CONSULTATION

Among the main novelties in 2018, the creation of the Open Innovation Area is worth highlighting, a space backed by FECYT - Spanish Foundation for Science and Technology, - which focuses on the promotion of open innovation, that is to say, the pooling of R&D needs of consolidated companies with the offer of related projects from newly created companies and research groups. As a result, within the framework of this initiative, Transfiere has been chosen by Aertec Solutions, Endesa and Fundación Repsol as the hunting ground for innovative solutions to some of their current technological challenges. During the course of the event, representatives from these companies may hold bilateral meetings with those responsible for the candidate projects after selection by the organisation.

As part of this approach, it should also be mentioned that Transfiere 2018 is the first event to include processes of public market consultation, that is to say, the launching of a specific request to meet a need in the field of innovation by means of a public service. Specifically, the meeting is attended by the Servicio Extremeño de Salud [Extremadura Health Service] (SES), the Servicio Andaluz de Salud [Andalusian Health Service] (SAS) and the Universidad de Córdoba. In addition, representatives from the Universidad de Murcia will attend to present the success story of the Hercules project, for which the consultation took place in 2017.

DISRUPTIVE TECHNOLOGIES AND GLOBALISATION

The forum structures its program of conferences and round tables around the *International Innovation Programme*, in which more than 180 international speakers - among them the previously mentioned Robert Nagle and Eduardo Domínguez-Puerta - will put forward the main

innovative agenda in the main sectors and areas of work. Robotics and artificial intelligence; automation and the 'machine-human' relationship, digital transformation applied to health, tourism, agriculture or urban management; the configuration of innovative ecosystems such as *Silicon Valley* - the so-called *Digital Innovation Hubs* -, the circular economy, or the irruption of new disruptive environments, such as *Blockchain* technology - will all be analysed. These panels will share the limelight with financing opportunities - both public and private - new investor profiles, or the keys to technology intelligence for companies.

With respect to globalisation, Argentina will be the guest country at this edition. A delegation from this country - the first Ibero-American country to attend - following the attendance at previous editions of Israel, South Korea and Portugal - will travel to Málaga to analyse its innovation system and allow Spanish companies and professionals to identify opportunities for cooperation there.

In addition, Transfiere will host a mission of technological and business cooperation between Andalusia and Tunisia organized by the Agency of Innovation and Development of Andalusia (IDEA) in collaboration with the United Nations Office for Project Services (UNOPS) in Tunisia and the Tunisian Agency for the Promotion of Industry and Innovation (APII). The mission will allow Andalusian businesspeople and professionals to establish contact with a delegation made up of representatives from public and private entities and companies from that country in order to investigate opportunities for collaboration in the field of the 'green' economy. Continuing with international technological cooperation, in this case with Ibero-America, participants from the CYTED-Iberoeka programme, among others, will present their practical experience and the lessons they have learned as part of this scheme, serving as inspiration to professionals and researchers interested in taking part in global initiatives. Together with this, EXTENDA - the Trade Promotion Agency of Andalusia, will carry out a reverse mission with representatives from companies linked to strategic sectors from countries such as Germany, Chile, the United Arab Emirates, France and Poland.

SUPPORTING THE COMMUNICATION AND SHARING OF EXPERTISE

Foro Transfiere also emphasises the role of communicators and disseminators responsible for transferring scientific knowledge to society as part of the transfer process. For the past three years, it has held the annual 'Foro Transfiere' Journalism Awards for the Support of Scientific, Technological and Innovative Dissemination, which aim to recognise the work carried out by journalists and other disseminators to publicise the technological innovation developed in Spain and its convergence at an international level. This award is worth 3,000 euros, distinguishing between written and audiovisual work. This third edition has the largest number of participants so far, at a total of 63. The winners will be announced on Tuesday the 13th of February as the prelude to the event.

With this objective in mind, and as a something new in 2018, the forum is also organising, together with the Asociación Española de Comunicación Científica [Spanish Association of Scientific Communication] (AECC), the 1st Foro Transfiere Scientific Communication Conference: 'Spreading science, technology and innovation', which will take place in the morning on the 15th of February. This training action will bring together a group of journalists specialising in the field of science and research in order to offer the attendees guidelines, tools and keys that will allow them to work towards more efficient communication of their initiatives and projects.

Given the current rate of registration, company attendance at the 2018 edition is expected to exceed one thousand - with the networking area being especially active this year in terms of participation, where the more than 5,000 working meetings in 2017 will be greatly expanded upon - and 1,600 concurrent technological projects in the various spaces around the forum. In total, more than thirty countries and fifty universities will be represented. Around one hundred public and private entities that will offer innovative products and services have already confirmed their presence in the exhibition area.

Transfiere is aimed at representatives from public administrations, business associations, European business and innovation centres, technology centres, clusters, large companies,



startups, SMEs and micro-SMEs, foundations, large scientific and technical facilities, technological institutes, public research bodies, science and technology parks, universities and investors.

The meeting is organised by the Trade Fairs and Congress Center of Málaga. The City Council of Málaga, the Department of Economy and Knowledge of the Andalusian Autonomous Government and the Ministry of Economy, Industry and Competitiveness are all promoters of the event. A major partner in the event is the Agencia Andaluza del Conocimiento [Andalusian Knowledge Agency] - Department of Economy and Knowledge. Airbus, Santander, Telefónica and the Universidad de Málaga (UMA) are all Golden Partners of the event. The following are acting as Silver Partners: Argos, the Delegation of Human Resources and Quality of Málaga City Council, the Provincial Council of Malaga, the Empresa Municipal de Aguas de Málaga [Municipal Water Company of Malaga], the Escuela de Organización Industrial (EOI), Limasa and Parcemasa.

All the details of the forum can be viewed at www.forotransfiere.com, on the [Facebook](#) page and on the Twitter profile, @ForoTransfiere