

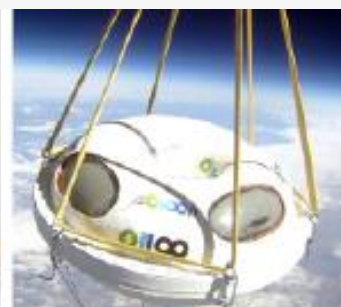
# Smart Materials into Action

ENGINEERING AND DESIGNING NEW PRODUCTS

MAY · 8 th · 2014  
TECNOCAMPUS MATARÓ-MARESME - BARCELONA

## Thursday 8 May

- 09.00 to 09.30 h** Arrivals & Registration
- 09.30 to 10.00 h** Opening: **Miquel Rey**. President of CETEMMSA. **Susana Figueredo**. Project Manager, Sociedade Portuguesa de Inovação
- 10.00 to 10.45 h** **Smart Materials, Smart Solutions** . **Marta González**. Professor of materials at ELISAVA Design University. **Iván Rodríguez**. MaterFAD.
- 10.45 to 11.30 h** **Open Innovation Tools: from Research to Market**: **Jeff Butler**. R&D, design and innovation manager
- 11.30 to 11.45 h** *Coffee Break*
- 11.45 to 12.30 h** **Research & Technological Centres as resources to support business Innovation**, Best Practices in this field: **Ferran Soldevila**. Valorisation Manager at CETEMMSA. Business and Technology Transfer
- 12.30 to 13.15 h** **Design Universities as resources to support business Innovation**. Best Practices in this field: **Horge Pérez**. Director I+ED Lab. Design division. (Innovation –Education)
- 13.15 to 15.15 h** *Networking Lunch*
- 15.15 to 16.15 h** **Business and Materials: Company presentations**  
**José Mariano López-Urdiales**. **Zero2infinity**, aeronautical engineer, Near-space flying solutions  
**Xavier Flores**. **Lekué-compeixalaigua**, designer, silicone in new applications  
**Valentí Rodon**. **RGB Medical Devices**, Engineer, business developer, sensorized medical devices  
**Borre Akkersdijk**. **BB suit**, Founder & designer of ByBorre, textile & wearables projects.
- 16.15 to 17.15 h** **Round table discussion with companies, R&T Centers and Design University representatives**. Moderator: **Alessandro Rancatti**. dirección creativa.es. Architect and design thinking consultant.
- 17.15 to 17.30 h** *Coffee Break*
- 17.30 to 18.30 h** **Workshop general brief: trends, platforms, innovations**. **Laura Clèries**. Clèries Consultancy, materials PhD, designer & trends researcher
- 18.30 to 19.00 h** **Feedback and conclusions**. **All together**



No Attendance Fee  
Limited Places Available  
Info: [training@cetemmsa.com](mailto:training@cetemmsa.com)

[REGISTRATION](#)

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InnoMatNet aims to advance the goal of an innovative society by developing a flexible approach that establishes teams of innovators which link materials labs with industry (particularly the creative industry), as well as other innovation actors, providing support to help them bring new products and processes to market.  
[www.innomatnet.eu](http://www.innomatnet.eu)



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