



To be held at:

División de Ingenierías
 Universidad de Guanajuato
Campus Irapuato-Salamanca
 Salamanca, México

Dates:

May 16th and 17th, 2018

Purpose:

The main aim of the Symposium 2018 is to propose solutions for satisfying the need for technological and social development of the regions through close collaboration between the key actors of development: universities, industry and government. This collaboration should be directed towards innovation that impacts significantly on the development of social welfare. The HEIs require to reinvent themselves and become innovation centers so the link between HEIs, industry and social sectors is strengthened to generate added value –both social and economic-. The first challenge is to meet each other and to recognize each other.

Program:

May 16th

09.30 – 10.00

Registration

10.00 – 10.30

Opening ceremony

10.30 – 11.30

Plenary: “Technology transfer: options and challenges in Mexico” by Luis Alberto Muñoz-Ubando (President Southeast CANIETI, MX).

12.00 – 13.00

Plenary: “Management of science, technology and innovation in HEIs: towards building sustainable futures” by Ronald Cancino-Salas (Universidad de la Frontera, CH).

13.30 – 14.30

Start the dialogue: “Experiences of industrial research: How do we start the collaboration?”

Panelist: Luis Alberto Muñoz-Ubando (CANIETI, MX), Alejandra Lopez-Juárez (UG-DCI), Carlos Villaseñor-Mora (UG-DCI)

Moderators: Lorena Álvarez & Víctor Ayala

May 17th

08.30 – 10.30

Linking: UST Global, Wolters Kluwer & UG (GTO Inland Port, MX) by Lorena Álvarez & Víctor Ayala.

10.00 – 13.00

Workshop: Research methods to study the technological transfer by Ronald Cancino-Salas (Universidad de la Frontera, CH).

13.00 – 14.00

Plenary: “Technology-based entrepreneurship: experiences of an entrepreneur in Guanajuato” Heriberto Zazueta (CEO IDEAZ Co., MX)

16.00 – 17.00

Plenary: “Global labs on innovation: possibilities in Guanajuato” by Rogelio Rocha (Vice-President for Mexico & Latin America in UST Global).

16.00 – 17.00

Road show UST Global & Wolters Kluwer: “Technology Capabilities in DICIS Labs” by Rocio Lizarraga & Juan Pablo Ramirez (UG-DICIS)

17.30 – 18.00

Conclusions and Farewell





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Speakers

Alejandra López-Juárez. After graduating from University of Guanajuato, she obtained a master's Degree on Neurobiology from UNAM. Then, very excited with the idea to pursuit a scientific career, she traveled to France, where she prepared a PhD on Cellular and Molecular Biology at the National Museum of Natural History, in Paris. During her PhD, she was focused on the study of *thyroid hormones* and their role of adult brain neurogenesis. This project gives her the opportunity to work during 3 years with Polypus-Transfection Company developing new technologies for nucleic acids transfer into adult mouse brain. She counts as well with 3 years of experience in academic field at Aix-Marseille University in France as Research Associate. Since this January-2018, she is back in Mexico to join again the University of Guanajuato as a Professor Associate at the Department of Chemistry, Electronic and Biomedical Engineering. Her research field is to analyze the potential of neurogenesis activation in adult brain as alternative therapy for neurodegenerative diseases.

Carlos Villaseñor-Mora is an Electronics Engineer, Master Sciences in Electronics Engineering and Doctor Science in Optics. Certified Level II Thermographer by The Infrared Training Center. Research in *Biomedical Optics and Bioelectronics*, developing noninvasive diagnostic techniques, biomechanics, microelectronics, sensors for plants physiological activity and soil, and digital signal and image processing. He is a Titular Professor in the Sciences and Engineering Division of The University of Guanajuato campus Leon, foundational member and responsible of the group of biomedical engineering, he has several internal and external financed research projects, two of these have begun the process of the patent register. For more than twelve years, he has conducted research about diabetic foot and developed techniques to diagnose arterial peripheral disease, peripheral neuropathy and AGE's accumulation.

Luis Alberto Muñoz-Ubando, President Southeast CANIETI. He received the B.S. degree in electronic and control systems engineering from ITESM-Campus Estado de México in 1993 and the D.E.A. and Ph.D. degrees in robotics from ENSIMAG, Grenoble, France, in 1994 and 1999, respectively. His doctoral dissertation focused on the real-time control of dexterous manipulation with robotic hands, applied to the generation of robust fine motion tasks. He was a Postdoctoral Research Fellow with the Department of Engineering Science, University of Oxford, Oxford, U.K. and when he returned to Mexico in 2000 he administered the applied math, computer science, and engineering section of the Knowledge and Innovation Program of the Mexican Research Council (CONACYT) until 2002. He moved to Mérida in Yucatán to work at the UADY's Math Faculty. In 2005 he accepted an invitation to Austria and started offering consulting services in Innovation and Technology Transfer for several companies. During 2006 and 2009 he was CTO at UNAM in Sisal, Yucatán. In 2008 founded "The Robotics Institute of Yucatán".

Rogelio Rocha, Vice-President for Mexico & Latin America in UST Global and President CLUTIG. He is a multicultural leader with 20+ years of proven track record of high performance in sales, customer relationship management and consistent performance of Global Operations in the IT industry. During his professional career, he has been recognized as an effective team builder, strategist and decision maker. Results-oriented leader with proven global business experience and a strong background in the areas of Sales, Information Technology, Logistics and Manufacturing has achieved goals such as: 70% revenue increase in five years as Global Account Director (~100M Revenue); Eight-(8) digit annual revenue goals met and exceeded, with average annual growths of 15%; Responsible for defining a global teams focused on specific segments of business, industries and regions, led by Global Account Directors, to stimulate accelerated revenue generation from a new sales perspective, and organic growth. He comes from Softtek where he performed as Business Relations Manager, Business Relationship Director and VP – Global Account Director for their largest client. Prior to that, he has held various leadership roles in GE Ddemesis where he performed as Customer Relationship Manager, in GS Comunicaciones where performed as Information Technology Director, and GEUSA-Pepsi where he performed as Corporate IS Director.

Ronald Cancino-Salas, Researcher in Social Research Centre of Universidad de la Frontera, Chile. He is leader of the research group: Complexity, Culture, Science and Technology. His areas of specialization are: *Scientific and Technological Prospective and Planning*, he has experience in the design and implementation of technological and scientific prospective processes (building of future scenarios). He has developed a methodological approach with methods of systemic modeling and citizen participation to the prospective process. *Models of Strategic Planning and Knowledge Management in Higher Education and Scientific and Technological Research Centers*, he has developed studies and consultancies in the curricular design and redesign of educational programs, planning of research centers and models for the evaluation of scientific productivity and social impact of science, technology and innovation. *Innovation systems and complexity*, he is a theoretical and methodological expert about the systemic analysis of technological innovation, planning and management of science, technology and innovation. *Qualitative and Quantitative Methods and Techniques of Social Research* in technological transfer and rural development, sociocultural diagnosis, analysis and evaluation of educational programs, analysis and design of communication systems in organizations, planning and management of science and technology, among others.