

Cabecera

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Una noche de verano para hacer negocios



17 julio 2008
 Gran Fiesta de
 Networking en
 Barcelona

Si te va la marcha y quieres aprovechar una noche de Julio para hacer negocios a la vez que te tomas una copa y escuchas los ritmos más sabrosos del verano [clicka aquí](#).

Siempre hablando del Silicon Valley, de los Estados Unidos, del modelo americano... Siempre diciendo que es cuestión de cambiar el chip, de cambiar la actitud, la manera de entender el trabajo y los negocios...

Bueno, pues ahora **la Cámara de Comercio de Barcelona y Barcelona Activa** en colaboración con Tertulia Digital **te invitan** (y además gratis) **a una fiesta de networking al más puro estilo California**.

El jueves 17, a las 8 de la tarde en una terraza de Barcelona, 100 amigos, unas copas, buena música y todo el tiempo que quieras para charlar, cambiar tarjetas y hacer negocios al ritmo de una noche de verano.

El próximo jueves 17 en la terraza de un hotel de Barcelona (aún por determinar) vamos a clonar una fiesta americana de Networking.

Que, ¿qué has de hacer?

Lo primero inscribirte [clickando aquí](#)

Después ser proactivo desde este mismo momento. Deja de leer, llama ahora mismo a un amigo/a y dile: *"El jueves 17 voy a una fiesta, si quieres venir entra en www.TertuliaDigital.com y apúntate; es gratis y van a ir más de 100 empresas..."*

Bueno y cuando estés allí ya sabes, en las fiestas de networking solo hay dos reglas:

- **La primera es hablar solo con desconocidos.** Abordarlos sin piedad ofreciéndoles nuestra tarjeta y explicándoles qué hacemos y en qué podemos serles útil.
- **La segunda regla es que al cabo de 7 minutos de hablar con ese desconocido, pasa a ser 'conocido'** y por lo tanto hemos de decirle adiós y abordar inmediatamente a otro desconocido.

No hay más.

Si quieres que tu noche de fiesta sea próspera aplícate en cumplir las reglas.

La noche del 17 te irás a dormir con un montón de tarjetas, alguna cita y tal vez un pedido, un nuevo empleo o unos cientos de miles de euros para tu nuevo proyecto.

Porque las fiestas del BCN Tech Working que organiza la Cámara de Comercio de Barcelona y Barcelona Activa en colaboración con Tertulia Digital desde hace ya tres años han demostrado ser un buen caldo de cultivo para nuevos negocios, provocar sinergias y establecer pactos y alianzas.

No te pierdas la oportunidad de cerrar el negocio de tu vida bajo las estrellas de Barcelona en una divertida fiesta mediterránea con toques del Oeste americano.

user's movements thanks to sensors and data collectors. With the information they got from the sensors, they will go on developing their device.

Within the volunteer users you find two types. There are leader users and regular users. The formers are helping to co-create the device. They can add changes and modifications. Many times, their knowledge about the specific device is higher than the engineers working in the project one. Users outline problems that technicians may not have spotted. On the other hand, users take advantage of the device and of a final product absolutely suited to their specific needs. It is a global construction process.

Concrete projects

They have started working in cultural issues. They organize jam sessions between New York City and Barcelona, Open Opera rebroadcasts plays performed at Liceu in the beach since 2001, and we are working on the creation of an open CCCB and TV3 is also interested in our model, etc.

Members of the Living Labs Project

We can find organizations like I2CAT, 22@, Fundació Barcelona Digital, TecnoCampus from Mataró, Citilab from Cornellà, Neàpolis from Vilanova or St. Cugat Town Hall.

Is Catalonia leader in this initiative?

There are people, like Ulises Cortés from the Software Department (LSI) at UPC, who are introducing Living Labs in other Spanish cities like Granada; however we could say that here in Spain, Catalonia is the leader. Esteve Almirall, a PhD student from the LSI Department, among others, is one of the Catalan precursory of this new way of understanding innovation.

Esteve Almirall and his team are in a leader group and they have created something called Cat Lab. Cat Lab is the proposal here in Catalonia. Many entities from the Catalan network Living Labs are part of Cat Lab. They started this initiative a long ago that is why now we have part of the job done. They have intensively worked the methodology part of the project, now they want to spend our effort in developing it in several scopes like culture, health, etc.

The European answer to it

There is a European Network ENOLL (European Network of Living Labs). There are many different European projects Co Labs in order to reinforce this European network of Living Labs.

Past technology versus the enlightened despotism

We must be very conscious that innovation does not make sense without society. In the past, innovation was a very technological issue so they used to forget about people. It was everything for the people, but the people.

More and more, innovation is becoming a social event. Technology is not just something useful to do faster and better things we were used to do without it. Nowadays technology does not solve concrete problems; it has become a Universal tool. Computers are the universal tool by excellence; they are machines that process any kind of information. With these versatile devices experimentation is very important, and people help us with this experimentation.

With a social innovation, we have reached a point where it is impossible to ignore the people. Now protecting ideas is not that important anymore. The same idea belongs to different people and companies all over the world. Now, the important issues are to know how to be attractive for users, to be able to try things, fast testing situations in real settings. We must open our research models because closed research models are obsolete.

Technological revolutions bring social revolutions

If we want the society to participate in the innovation process we need an innovative society. Is the Catalan society this way? In my opinion we could be much more innovative. That is the reason why I believe that initiatives like this one can work as a social changing tool. They can raise us to become a society where research has incorporated into normal life and it has become one of their principal vectors of the country's growth.

<http://www.livinglabs-eu.eu/>

Irene Lapuente - 07/07/2008

systems are not able to get a solution.

- Extended Logic. Classical logic works in a dual system, either it is true or it is false; however we all know that reality is more complex than that and grey is the colour. Thanks to extended group theory we can fix the value of our parameters with different levels of possibility. Working this way our calculations are closer to reality and they can solve, not just ideal models, but also real situations.

There is something else we have to take in consideration, too. Working on paper, we may think that every time something is not working is due to one specific mistake with a unique solution. Again, reality overcomes idealization. In the majority of cases we have to face a multiple breaking down situation where mistakes have been stored up. This represents a higher complex and challenging situation.

Scientists are hunters of new realities and challenges. That is why I am very pleased with my job.

Getting closer to reality represents one of my main satisfactions although it is not the only one.

Working with real problems spring up theoretical questions related to space and time. Working with the data temporary dependence is something very enriching and satisfying, too.

Therefore you are scientist able to work with many perspectives, theoretical and practical ones. Have you thought about commercializing these techniques?

Yes, some researchers from LEQUIA research group at University of Girona and I created an intelligent drainage company called Sanejament Intel·ligent (SISLTech) that commercializes the atl_EDAR system introduced in several water purifying factories in Catalunya some time ago.

However, we could go even further with our computing architecture because we have designed it as general as possible so it could be used in other environmental issues: Intelligent Environmental decision support systems.

'Environmental Modelling and Software'

Environmental issues are not just water purifying factories, nor just water treatments... there are also other issues like land management or atmospheric pollution.

It is peculiar to analyze the research done all over the world because you can spot different tendencies depending on the part of the globe. On one hand Europe seems worried about water resources and management. On the other hand, countries like United States of America seem more focus on land management, atmospheric pollution or risk preventing. We all live in the same planet with same needs; however I guess each country lacks of a specific natural resource.

We are dealing with a very global subject. Are there any international meetings to talk about environmental issues and software?

Yes, sure! Within the framework of Artificial Intelligence they organize European Conferences every two years (ECAI). Our group, with Professor Ulises Cortés collaboration, has been organizing workshops (BESAI) related to Artificial Intelligence applied to environmental issues for the last eight years.

However, this year we are going to miss our date because we have a bigger project in hands. What are you preparing?

With Joaquim Comas support, I am preparing the fourth International Conference on Environmental Modelling and Software.

In 2000 the Environmental Modelling & Software Society was born in Canada. This initiative brought many scientists working on environmental issues together. From 2002 and every year from then, the environmental Modelling & Software Society has been organizing conferences every two years. In 2002 Switzerland was the host country. In 2004 it was Germany's turn. Two years ago it was held in United States of America and this year we are proud of being the host country for such a unique event. When and where we will be able to take part on the conference?

The Conference will start the 7th of July and it will last until the 10th of the same month. We will be able to attend many speeches by visiting professors, as well as to participate in several workshops. All this will be set here, in the Campus Nord of UPC.

Why are these events special?

Obviously, one of the main characteristics of the Conference is that it is a multidisciplinary and international meeting and this is incredible interesting. Everybody participating in it, it is someone with similar interests with very different perspective. therefore it is a unique opportunity to see what other

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Tertulia Digital Silicon: un éxito de participación y un esperanzador resultado



Con un lleno hasta la bandera ayer tuvo lugar en Barcelona la Tertulia Digital sobre 'el Secreto del Silicon Valley', aprovechando el reciente Puento Tecnológico y de Innovación que aún se encontraba fresco en las memorias de los ponentes.

Como novedad el anuncio de la creación del KIM (el Knowledge Innovation Market) que nos presentó **Raquel Egea** y el anuncio de un acuerdo de colaboración con Tertulia Digital.

La Tertulia de ayer consiguió reunir en un mismo escenario a 200 asistentes y a nada menos que a Xavier Ricart, de la Cámara de Comercio de Barcelona; **Alicia Romero**, presidenta del Tecnocampus de Mataró; **David Massó**, de Futurlink; **Óscar Chabrera**, director de Gigle Semiconductor; **Martí Manent**, de derecho.com; y **Miquel Valls**, que asistía en calidad de business angel. Obligaciones institucionales de último momento impidieron la asistencia anunciada de **Jordi Williams Carnes** y **Jordi Portabella**.

El evento empezó con una marcada autocrítica sobre las posibilidades de Barcelona comparado con el Silicon Valley, para tomar un rápido ascenso *in crescendo* en optimismo. Algunas visiones al principio del evento fueron incluso algo extremas: **Alicia Romero** llegó a bromear con que 'si comparas es para echarse a llorar'. El optimismo llegaba de la mano de **Miquel Valls**, que citaba una conversación con uno de los fundadores del Silicon Valley: 'el 50% del Valley es la calidad de vida de California. Aquí ese 50% lo tenéis'. Al fin y al cabo, se ha recreado el Silicon Valley en otras partes del mundo, no? Por qué no en Barcelona...

Oyendo a los ponentes hablar de cultura empresarial da la impresión de que California es otro planeta: David Massó insiste en 'lo extremo de la competitividad', ya que en el Valley, cuando fundas una empresa o llevas allá una idea nueva, aparecen en un instante diez que hacen lo mismo que tú'. Y no sólo otro planeta, sino uno que está a años luz de distancia. Qué hace una empresa de aquí cuando se funda otra en el mismo sector, algo parecido a "otra piraña en el acuario", no? Pues según **Martí Manent**, 'allí tus competidores no te ven como una amenaza, sino que enseguida buscan sinergias contigo'.

Cuando se toca el tema del capital riesgo, ya hablamos de galaxias: en el Valley la gente habla de millones como de calderilla. **Óscar Chabrera**, que consiguió en California y en solo dos tacadas más de 30 millones de dólares para su empresa (ahí es nada) es testigo viviente de que el venture capital americano va en serio.

Todos los ponentes coincidieron en una cosa, que hábilmente apuntaba **Xavier Ricart** al inicio de la tertulia: lo que más distingue a Barcelona del Silicon Valley es la mentalidad y el dinero. Hace falta una mayor implicación del venture capital, hacen falta unos fondos de capital riesgo que, como dice **Martí Manent**, 'te escuchen de verdad'.

Lo más difícil, parece, será la mentalidad. En el debate alguien recordaba que aquí cuando se les pregunta a los niños del país qué quieren ser de mayores, la mayoría responden que funcionario. Pero pensando pensando... todo junto parece un pez que se muerde la cola: sin un venture fuerte y, como dicen allí 'fail forgiving', no hay cultura del riesgo; si no hay cultura del riesgo no existe el venture...

En la tanda de preguntas hubo de todo. Lo más positivo es que animados por **Tomás Cascante** el público de Tertulia Digital ya no se corta (nos vamos imbuyendo de modus operandi yankee) a la hora de dar su opinión, en ocasiones llegando a conclusiones heterodoxas, por no decir tanto exóticas. Los más soltamos una risa sincera cuando se les dijo a los ponentes, todos encorbatados, 'mucho hablamos de mentalidad yankee, pero... a que en California no irías a un acto así vestidos?'

Yolanda Pérez de Barcelona Activa y **Lluís Lluch** de la Cámara de Comercio de Barcelona remataron la Tertulia con sendos speeches a favor de nuestra ciudad y nuestra gente.

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