

Innovation for Local Competitiveness Deusto Business School - April 2024					
	Monday, 8	Tuesday, 9	Wednesday, 10	Thursday, 11	Friday, 12
	San Sebastian	San Sebastian	Bilbao	San Sebastian	San Sebastian
7:00		Jogging - OPTIONAL	Yoga - OPTIONAL		Jogging - OPTIONAL
7:15					
7:30					
7:45					
8:00					
8:10					
8:30	Welcome and Introduction (Paco Bree, PhD & Jan Kraner PhD)	Bus departure to Company Visit (08.45)	Bus departure to Bilbao (08.30) Travel to Bilbao		
8:45					
9:00	Hands on innovation (Paco Bree, PhD)	Company Visit (Irizar e-mobility)	Company Visit (P4Q Electronics)	Digital Transformation (Jorge González)	Strategy & Innovation (Olga Rivera, PhD)
9:15					
9:30					
9:45					
10:00					
10:15					
10:30					
10:45					
11:00	Hands on innovation (Paco Bree, PhD)	Company Visit (Irizar e-mobility)	Transforming a City: the case of Bilbao (Alfonso Martínez Cearra)	Digital Transformation (Jorge González)	Strategy & Innovation (Olga Rivera, PhD)
11:15					
11:30					
11:45					
12:00					
12:15					
12:30	Hands on innovation (Paco Bree, PhD)	Clusters and Innovation, the case of Basque Country (James Wilson, PhD)	Lunch (Guggenheim Bistro)	Digital Transformation (Jorge González)	Strategy & Innovation (Olga Rivera, PhD)
12:45					
13:00					
13:15					
13:30	Lunch (Deusto)	Lunch (Deusto)	Lunch (Guggenheim Bistro)	Lunch (Deusto)	Lunch (Deusto)
13:45					
14:00					
14:15					
14:30					Final Exam
14:45	Managing technological innovations (David Ruiz de Olano, PhD)	Clusters and Innovation, the case of Basque Country (James Wilson, PhD)	Visit to Guggenheim Museum	Digitalisation & Disruption (Paco Bree, PhD)	
15:00					
15:15					
15:30					
15:45					
16:00					
16:15	Managing technological innovations (David Ruiz de Olano, PhD)	Clusters and Innovation, the case of Basque Country (James Wilson, PhD)	Visit to Guggenheim Museum	Digitalisation & Disruption (Paco Bree, PhD)	
16:30					
16:45					
17:00					
17:15					
17:30				Outdoor activity (Surf) - OPTIONAL	
17:45					
18:00			Explore Bilbao on your own		
18:15					
18:30					
18:45					
19:00					
19:15					
19:30					
19:45					
20:00			Bus departure back to San Sebastian (20:00)		
20:15					
20:30					Farewell-Dinner (Place to be announced)