



WORLD INNOVATION SUMMIT

**THE WORLD GATHERING WHERE
INNOVATION, PROJECTS AND INVESTMENT
COME TOGETHER**

16 -17 June 2010
Fira de Barcelona

Think. Share. Create.



WORLD INNOVATION SUMMIT

A world platform which drives the future

In 2009, in the first year of the event, Barcelona became the world headquarters of innovation.



An encounter capable of promoting the most important projects in the sectors with greatest potential for growth: **TeleCom, HealthCare, CleanTech.**



A unique engine of change and innovation, capable of bringing together the best experts, gurus, investors and entrepreneurs.

A genuine world summit where innovation plays the leading role

100

prestigious speakers

141

VIPs

73

exhibiting companies

65

start-up projects selected from among over 400 at an international level

2,010

visitors from over 40 countries

- Senior executives from international companies and corporations
- Leading companies in innovation
- Entrepreneurs, Investors, Business Leaders
- World of research and the university
- 85%* would come back again

(*) satisfaction survey data, research service, Fira de Barcelona.

An enterprise promoted with the widest possible backing of institutions and businesses

INSTITUTIONAL PARTNERS



ORGANIZERS

COLLABORATING INSTITUTIONS



HIT COMMUNITY

HiT Community is an exclusive community of members who are the driving force behind the global ecosystem of innovations.



Companies attending

Accenture	Ernst & Young	Nike
Acciona	Esteve	Orange-FT
Adobe	Grupo Intercom	Pfizer
Agbar	HTC Europe	Prosegur Activa España
Almirall	Huawei Europe	Roche Diagnostics
Atos Origin	IBM	Samsung Electronics
Banco de Sabadell	Iberdrola	Saudi Telecom Company
Belgacom	Indra	Simon Holding
BMW	Janssen-Cilag	Sony
Carburros Metalicos	La Caixa	Telecom Italia
Coca-Cola Europe	Laboratorios Cinfa	Teledata Brasil Tecnologia
EDP	Laboratorios Hipra	Telefonica
Ericsson	Lacer	Unisys
Ericsson India	Microsoft	Visa Inc.



Investment firms attending

Emerald Technology Ventures	BDC Venture Capital	Aescap Venture
Draper Fisher Jurvetson India	GSR Ventures	Intel Capital
SI Capital	BioFund Management Oy Ld	Ventura Partners
Honda Strategic Venturing	TVM Capital	Yorkville Advisors
Kleiner Perkins Caufield & Byers	Philips Healthcare incubator	JB Enterprises
Qiming Venture Partners	DSM Venturing B. V. & Limburg	Ruswarp Consultants
Demeter-Partners	Ventures BV	Snowflake
Doughty Hanson Technology Fund	NGN Capital	Lban
Siemens Venture Capital	Ysios Capital Partners	



A summit which attracts a very outstanding profile of visitor

To take the lead, it is always necessary to share experiences, compare processes and learn from success stories.

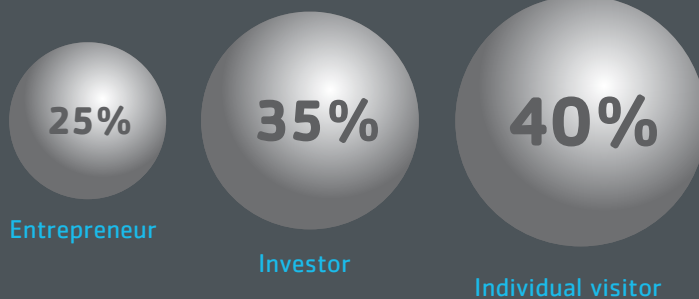


A qualified visitor who comes in order to take charge of strategy, knowledge and development. Those classified as individual visitors include: CEO's, senior managers, consultants, planners, public administration.



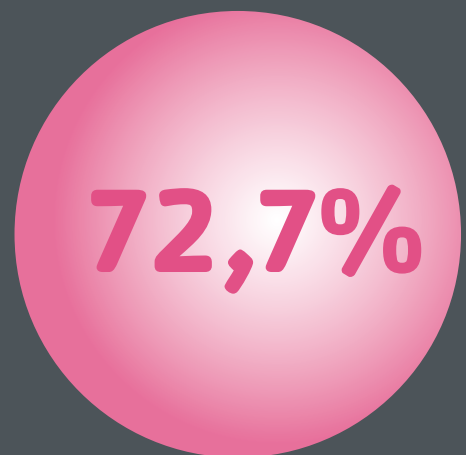
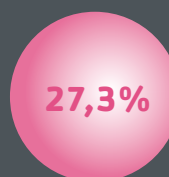
Managers of the main firms of Venture Capital, Business Angels, Corporate Venture, etc.

Distribution



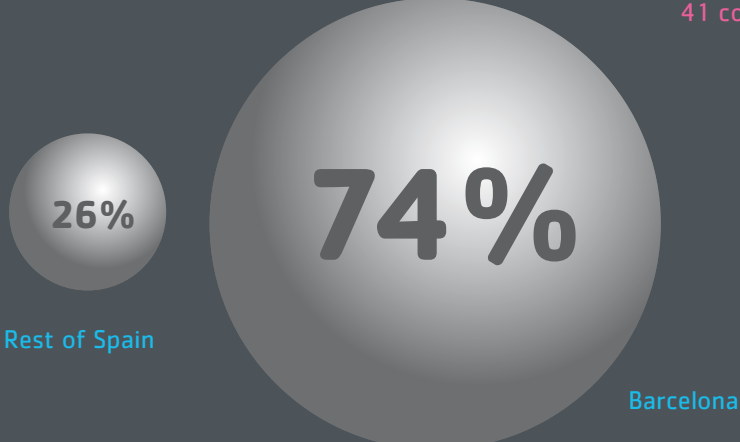
Provenance

2,010 visitors
41 countries



Spain

National distribution



Think. Share. Create.

An innovative format: knowledge + business | Plenary Congress + Marketplace

17 JUNE



HiT Innovation Plenary Congress

18 and 19 JUNE

HiT Telecom

Innovation
Marketplace

HiT Cleantech

Innovation
Marketplace

HiT Healthcare

Innovation
Marketplace

HiT Global

Entrepreneurship
Marketplace

PARTNERS



Symposium Born Global Companies | Gala Dinner HiT Barcelona.

HiT Barcelona Plenary Congress



The theory and practice of innovation at the hands of recognized gurus, world business leaders and prestigious academics. A dynamic format based on:



A top level programme of conferences and round tables.



Success stories and analysis of the most innovative trends applied in companies.



Satisfaction rate: 79.5%* satisfied/very satisfied



Innovation & Management
Gary Hamel

Founder of MLab
"Management Lab" Fellow of
the World Economic Forum



Innovation & Future
Ray Kurzweil

Founder of Singularity
University - Silicon Valley



Innovation & Execution
Vijay Govindarajan

Founder Director of the
Center for Global Leadership
at the Tuck School of Business



Innovation & Talent management
Michael Eisner

CEO of Walt Disney,
1984-2005



Innovation & Strategy
Rosabeth Moss Kanter

Innovation Professor at
Harvard Business School

(*) satisfaction survey data, research service. Fira de Barcelona.

HiT Barcelona Innovation Marketplace

The sectors with the highest growth and potential revealed. A programme open to the knowledge of the best practices and projects and which, moreover, helps to put investment capital in touch with the entrepreneur.



Conferences and round tables about the latest developments and future trends.

Innovation Competitions
Meeting at which entrepreneurial companies present their innovative projects to experts from the sector with a view to winning in the various categories and obtaining the highest recognition.

Área networking
Place of meeting and interaction between entrepreneurs/'start-ups' and investors.

Innovation Area
Area where finalist 'start-ups' and entrepreneurs present their most innovative products/services to those attending.



HiT Barcelona Innovation Marketplace



The best telecommunications experts debated the future of the sector. Speakers from the top world companies and leading institutions such as Telefónica, HTC, Visa, Accenture, Iberdrola, Ericsson, Siemens, Pfizer, Philips.



Tim Attinguer
Head of Global Innovation de Visa



Carlos Domingo
EVP Internet & Digital R&D for Telefónica



Florian Seiche
Vicepresident of HTC Europe



Simon Torrance
CEO & Founder of STL Partners



Sean Kane
Global Head of Mobile de Bebo



Andy Zimmerman
Managing Dir. Comms Industry at Accenture

HiT Barcelona Innovation Marketplace



A programme with top world speakers representing the sector's leading companies.



Agustín Delgado
Director of Innovation, Iberdrola



Helge Daebel
Technology Specialist at Emerald Tech. Ventures



Jeremy Rifkin
President of Foundation Economic Trends



Gerd Goette
Managing Partner of Siemens Venture Capital



Olivier Dupont
President Demeter Partners



Mohanjit Jolly
Chairman & CEO of New Energy Finance



HiT Barcelona Innovation Marketplace



The world of Health Care is rapidly changing; a process of transformation explained by group of experts, business leaders and top level academics.



Jesse Schulman
Director Ferghana Partners Group



Chris Lowe
Dir. Institute Biotech Cambridge University



Marcel Kloosterman
Investment Manager DSM Venturing



Werner Wolf
Partner TVM Capital



Irene Norstedt
Head Sector Health Research European Commission



Joseph Feczko
Former Senior VP & CMO Pfizer Inc.

Innovation Marketplaces Competitions

Three innovation competitions: TeleCom, CleanTech, HealthCare. A unique opportunity for the finalist companies to make their most innovative products and services known to the experts, companies and investors of their sector. 37 pioneer companies from 17 countries took part.



10

finalist companies



12

finalist companies



15

finalist companies



Winners

Ident Technology (Germany)
Electro Power Systems (Italy)



Winners

Air Water Treatment (Spain)
Beepo (China)
Sixtron Advanced Materials (Canada)



Winners

Serodus (Norway)
SpinX Technologies (Switzerland)
Starlab (Spain)

Tomorrow's progress has already taken shape with some of the most innovative projects.



A third generation photovoltaic system



The first luxury car with no polluting emissions



An intelligent system of driverless ecological transport



An intelligent laser for the treatment of tumours



A tele-medicine platform for chronic diseases

Global Entrepreneurship Competition



Some of these companies will change the world.

The first world level competition capable of bringing together in Barcelona the 28 finalist projects selected from among the projects and companies in embryonic phase with the greatest appeal and potential for growth.

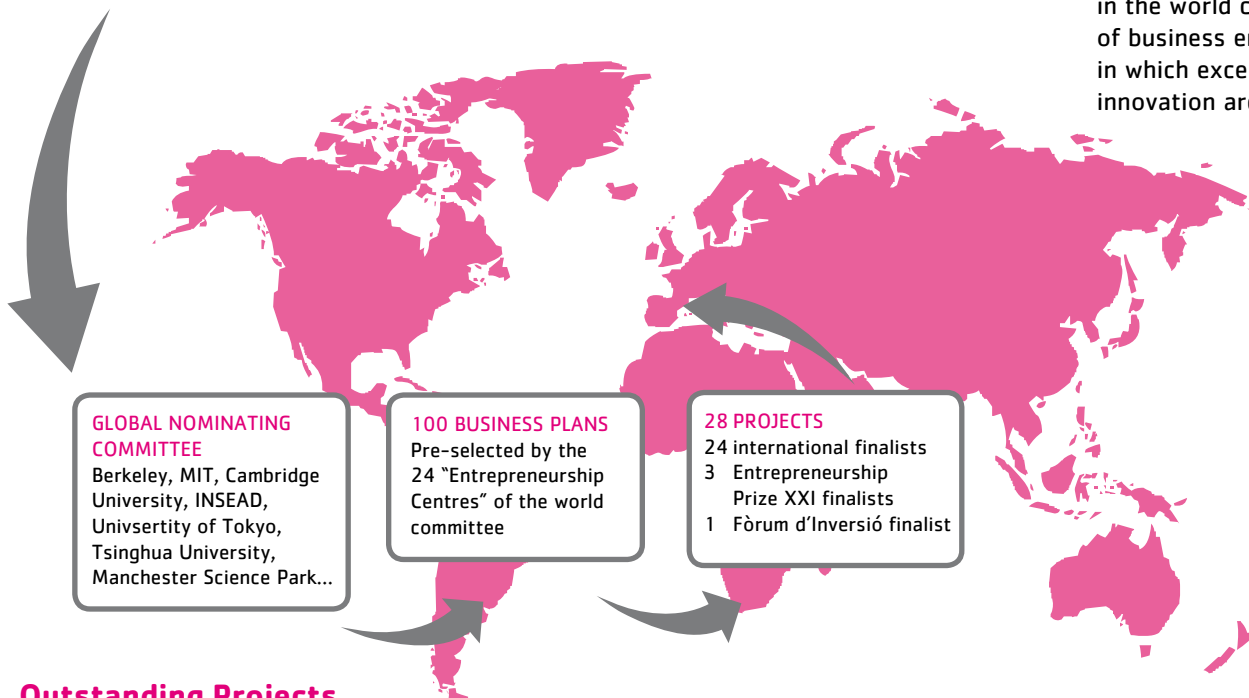
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Selected by an innovation network formed by the most prestigious Entrepreneurship Centres.
- 


A single objective: to give the biggest boost to the project.
- 


A luxury audience: the most important figures from the international investment community.
- 


The best reward: presenting the business plan to the best possible auditorium and triumph in the world competition of business enterprises, in which excellence and innovation are essential.





Outstanding Projects


- 

Stem cell storage system
- 

Innovative heart valves
- 

Oil waste cleaning systems
- 

Artificial replacement skin for treating burns
- 

Management programme for NGO's providing aid to persons with no resources
- 

Development of music technology software solutions

The winners

- 

First Prize
BMAT (Spain)
- 

Second Prize
The Broccoli Project (South Africa)
- 

Third Prize
Polyskin (India)
- 

Best Social Value
The Broccoli Project (South Africa)
- 

Best Presentation
Echopixel Technologies (Mexico)

Born Global Companies Symposium

What are the key values? What are the determining factors? What challenges do they face?

Is there a theoretical-practical model? A road map? Is Google an example? An exception?

An interesting interchange in search of experiences applicable to start-ups with global ambitions.

An open debate between the best experts of more than 20 nationalities about the keys to success and the model of growth of companies with global ambitions.



Jerry Engel
Lester Center
Berkeley
University of
California



Ken Morse
Entrepren. Center
MIT



Joan Roue
Entrepren. Center
IESE



David Charron
Haas School
Berkeley
University of
California



Laura Morse
Human Capital
Partners
Atlas Venture



Claudio F. Furtado
Fundação Getúlio
Vargas, Brasil



Carlos Scheel
Egade Inst.
Tecnolog., Mexico



Giuseppe Colpani
Area Science Park,
Italia



Lourdes Casanova
INSEAD, France



Liao Li
Tsinghua
University, China



Shigeo Kagami
University of
Tokio, Japón



Mansoor Mohamed
Economic
Development
Cape Town,
South Africa

Gala Dinner HiT Barcelona

The ceremony which brought together the main experts from the world of innovation with the following objectives:



The presentation at a world level of the Wainova Innovation Atlas.

A project whose aim is to identify companies, bodies and institutions in order to make innovation a value which is shared at a world level.



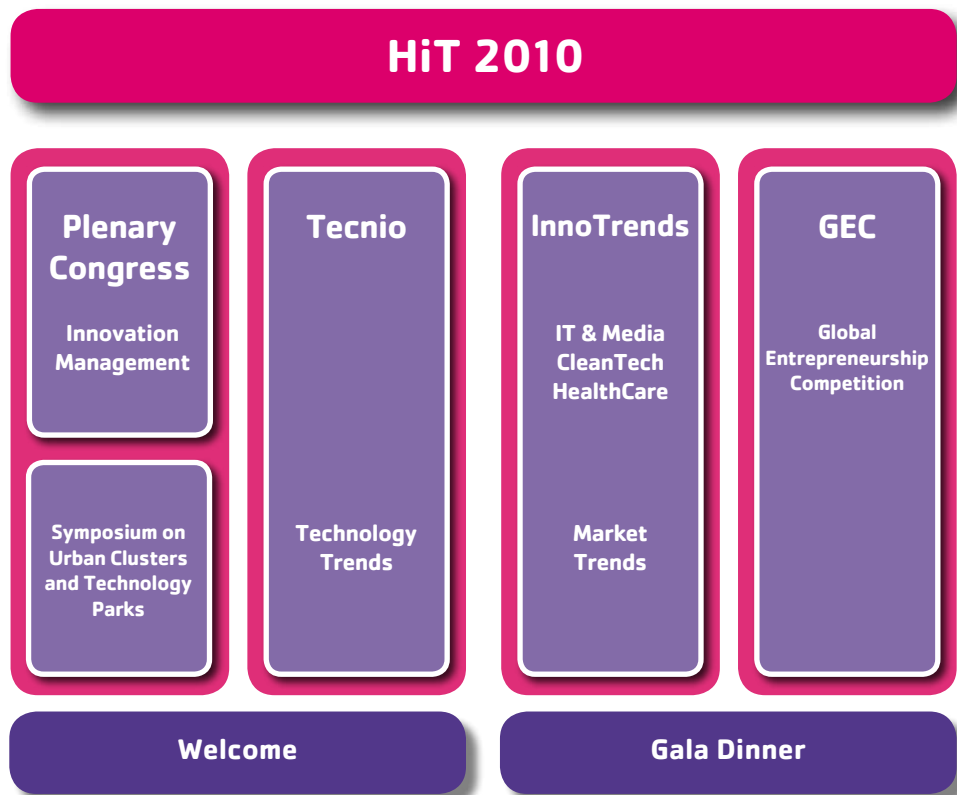
Recognition of the members of the HiT Community.

IESE, ESADE, Universitat Politècnica de Catalunya, IL3- Universitat de Barcelona, IASP, Fundació Bosch i Gimpera, APTE, B_Tech, Xpcat, barcelona Activa, ESADE Creapolis, Parc Científic UG, 22@, Parc de recerca UB, Parc Innovació Lasalle, TCM, ACT, CTECNO, COETTC, Telecom.cat, Col·legi Oficial d'Enginyeria informàtica de Catalunya, COETIC.



In 2010, an even more interesting world summit

We have progressed to include more attractive contents. We are organizing the Global Entrepreneurship Competition and the Global Marketplace Competition through the Global Nomination Committee.



Global Entrepreneurship Competition format



Functions of the Global Nomination Committee 24

The world's major Entrepreneurship Centres, reference points in the global framework, have the following aims:

Global Competition

Lead by



Jerry Engel
Lester Center
Berkeley
University of
California

Choosing the best global start-ups in their geographical area, participating in the Global Entrepreneurship Competition, of a multidisciplinary character.

Attracting the world's best Venture Capital funds.

Organized by

Global Nomination Committee 24

Rio de Janeiro	Fundação Gatello Vargas	Monterrey	EGADE
EMEA	Intel Corp.	Groningen	Zernike Group
Sofia	University of Sofia	Lima	ESAN
Barcelona	ACC10	Lisboa	AUDAX / ISCTE
Shanghai	CEIBS	Moscow	State Univ. of Management
Beijin	Tsinghua University	Singapore	NUS
Tallinn	TEHNOPOL	Cape Town	City of Cape Town
Paris	INSEAD	Barcelona	La Caixa
Munich	Technical University of Munich	Bangkok	Thammasat Business School
Sha Tin	Hong Kong Technology Park	Manchester	Manchester Science Park
Trieste	AREA	Boston	MiT
Tokyo	University of Tokyo	San Francisco	Berkeley

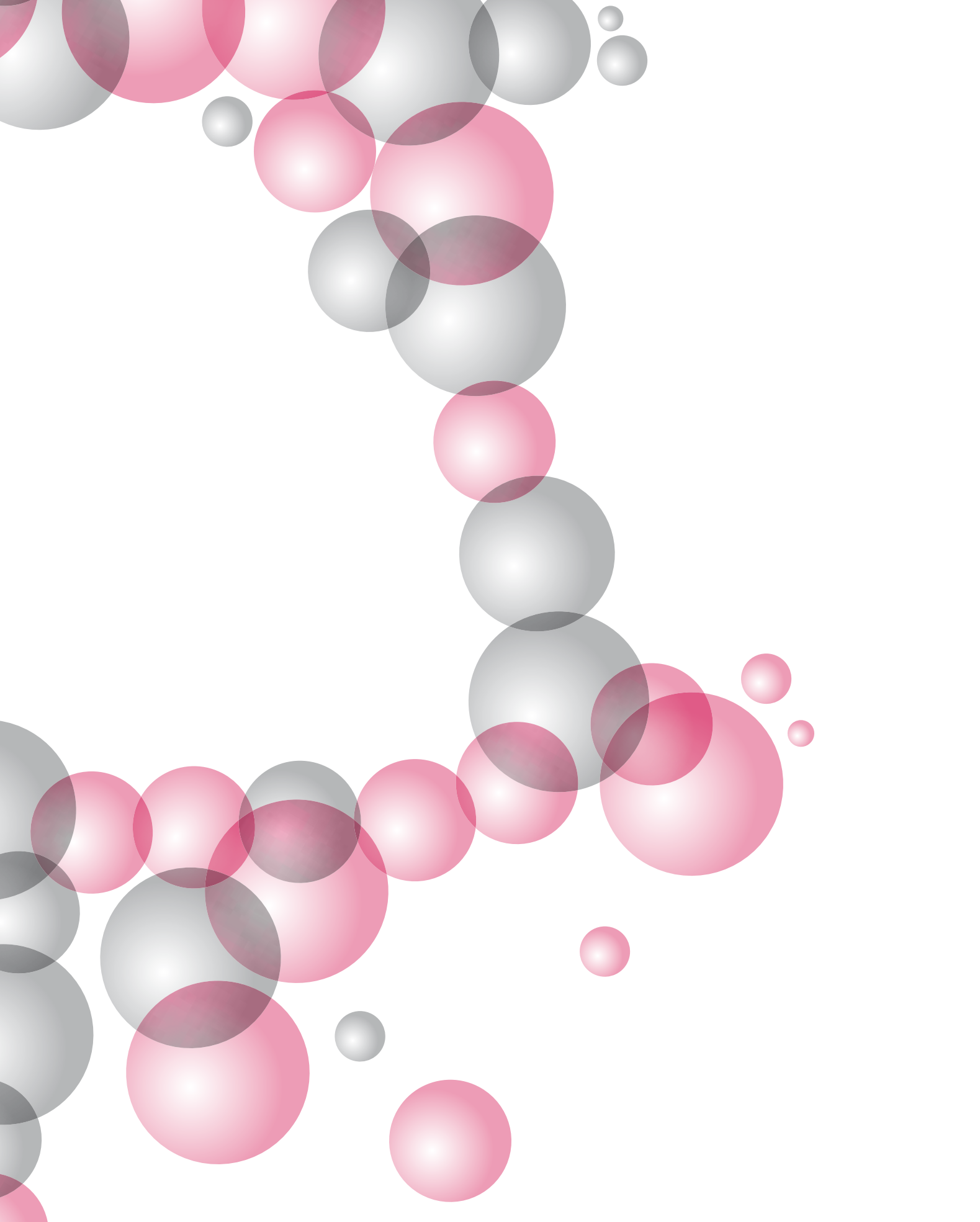
Global Judge Committee 20

The TOP 20 of the major Venture Capital and Corporate Venture funds at a global level.

Functions of the Global Judge Committee 20 in the Global Entrepreneurship Competition.

They will specify the winners along with the major local Corporate Venture and Venture Capital funds.





INSTITUTIONAL PARTNERS:



ORGANISERS:

