



# PROGRAM CREATIVE SPARK

October 23 – 25, 2023

<https://www.ielsm.com/>

# MONDAY, OCTOBER 23, 2023

## Virtual Session (Costa Rica Time)

Room Moderator: Dr. Amr Darwand (UNEMI)

8:30-9:00

Welcome and Virtual Opening of Creative Spark (Dr. Salvador Estrada (Executive Director IELSM, Ambassador of the Republic of Costa Rica in Germany Antonio Lehmann Gutiérrez)

9:00-10:00

1st Master Conference "Helixes of Innovation":  
"International Female Entrepreneurship" (Alejandro Prieto (Caffe Company), Kattia Vasconcellos Vasquez, UNA,CR) and Prof. Dr. Patricia Graf.  
Moderator: Dr. Oskary Zambrano (IELSM)

10:00 – 10:15

Coffee Break

10:15-13:00

Virtual Paper Session IELSM-Creative Spark

13:00-1400

Break (Lunch)

14:00-17:00

Creative Spark Virtual Entrepreneurial Workshops:

- Digital Nomad Company (United States)
- Moca Consulting Company (Netherlands)

17:00 - 17:45

Closing Conference: "Female entrepreneurship (Ms. Rossy Peraza, Costa Rican Entrepreneur)

17:45-18:15

Spark Out (Conclusions) and Closing Virtual Session (Dr. Amr Radwan)

# TUESDAY, OCTOBER 24, 2023

## Presential Session

Room Moderator: Dra. Anel Flores (UADY)

8:00-8:30

Registro

8:30 – 09:00

Greetings from the IELSM Coordinating Universities and Creative Spark installation (Dr. Jorge Herrera Murillo (UNA,CR), Carina Weberman (Director of International Relations-BSP), MSc. Bernardo von Raesfeld Porras (Director Innovation and Technological Development, UTEQ)

9:00 – 9:15

Greetings from Costa Rican Government Representative

9:15 – 9:45

Inaugural Conference: "Creative Spark and Digital Social Capital" (Dr. Rafael Palacios, Strategic Coordinator of Creative Spark - Business & Law School Berlin)

9:45 – 10:30

2nd Keynote Lecture "Helixes of Innovation" (Dr. Patricia Graf (BSP), Braulio Álvarez (Arkanet Company), Dr. Vilma Hidalgo (University Foundation Cuba) - Moderator Dr. Milagros Dones (UAM)

10:30 – 11:00

Coffee Break

11:00 – 13:00

Creative Spark Presential Presentations Session

13:00-14:30

Break (Lunch)

Creative Spark Entrepreneurial Workshops (Presential and Virtual)

14:30 – 17:00

- Management en Red (Argentina) - Hybrid
- Legal Tech (Ecuador - Germany) - Presential
- IELSM - Germany - Presential

17:00-19:15

Create Spark with IELSM Catalysts

20:00

International Dinner and Networking (Hotel Cibeles, San Rafael de Heredia)

# WEDNESDAY, OCTOBER 25, 2023

## Presential Session

Room Moderator:: Marianela Talavera (UTEQ)

08:00 – 09:00

Virtual Keynote Conference:: Towards Achieving the Sustainable Development Goals: The Role of Youth and Women Entrepreneurs Dr. Daniel Agyapong, (Cape Coast University, Ghana)

09:15-13:15

Presencial Creative Spark Enterprise Workshops (Presential and Virtual) and International Meeting of Creative Spark Leading Universities

- Arkanet (Mexico) - Hybrid
- CAFFE (Mexico) - Presencial

13:15- 14:30

Lunch

14:30- 15:00

Stand Visits and Networking

15:00 – 16:00

World Business Cafés (Hybrids) with:

- Andrea Montoya (Moca Consulting - The Netherlands)
- María Cayre (Klozer - Argentina)

16:00 – 16:30

Awards Ceremony: Best Virtual and Presential Paper (Dr. Amr Radwan, UNEMI) and Delivery of IELSM International Certificates to the Students of the Universidad Nacional, Costa Rica.

16:30 – 17:00

Signing of the Letter of Understanding for the Commitment to Scientific and Academic Cooperation by the IELSM participating universities - Moderator Mtra. Marianela Talavera, UTEQ).

17:00 – 17:15

Announcement of the New Place for the Creative Spark 2024 - Dr. Oskary Zambrano (UNEMI), Economist Rodolfo Robles (Director Partnership with Society) (UNEMI) y Dr. Amr Radwand (UNEMI)

17:15 – 17:45

Spark Out (Conclusions)

17:45 – 18:15

Creative Spark Closing (Dr. Oskary Zambrano (UNEMI) and Dr. Dunnia Marin (UNA,CR) and Dr. Alex Dávila Romero (UNA,CR)

18:15

Cultural Activity (Hotel Cibeles, San Rafael de Heredia)