


INNOVEIT Bilbao: Women Entrepreneurship & Leadership

#INNOVEIT

Join our networking app

5 October 2022



 SAN MAMÉS, Rafael Moreno "Pitxitxi"
E Access - 48013 Bilbao
Basque Country (SPAIN)



Organised by:



ABOUT EIT

The European Institute of Innovation and Technology (EIT) is an independent EU body strengthening Europe's ability to innovate. The EIT is an integral part of Horizon Europe, the EU's Framework Programme for Research and Innovation. The Institute is a unique EU initiative that drives innovation across Europe by bringing together organisations from business, education and research and find innovative solutions to pressing global challenges to create, cooperate and innovate.

ABOUT EITFOOD

EIT Food is the world's largest and most dynamic food innovation community. It accelerates innovation to build a future-fit food system that produces healthy and sustainable food for all. Supported by the EIT, EIT Food invests in projects, organisations and individuals that share a goal for a healthy and sustainable food system. EIT Food unlocks innovation potential in businesses and universities, and create and scale agrifood startups to bring new technologies and products to market. It also equips entrepreneurs and professionals with the skills needed to transform the food system and put consumers at the heart of their work, helping build trust by reconnecting them to the origins of their food.



WHY THIS EVENT?

Although there has been a significant evolution in our society on achieving gender equality among all aspects of life, there's still room for improvement. Women still represent less than a quarter of doctoral graduates in the ICT field (22%), while they represent 60% or more in the fields of health & welfare and education (60% and 67% respectively). Furthermore, in an entrepreneurial context, women-led businesses raise less venture capital than their male-only counterparts, including at the vital early-stage investments and the amounts that they raise tend to be lower.

Women bring diversity to teams, a wider perspective of society, innovation impact and unbiased view on startups from underrepresented communities. Since the beginning, EIT has been focused on supporting gender equality working along women on different projects and helping them shape the future of the agrifood sector. The INNOVEIT: Women Entrepreneurship & Leadership event is a testimony of the work EIT does towards achieving this goal, where key stakeholders of the industry will share their knowledge and discuss the role of women in the innovation and entrepreneurship fields.

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INNOVEIT Bilbao: Women Entrepreneurship & Leadership

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9:30 - 10:00

Registration & Coffee

10:00 - 10:30

Welcome

- [Begoña Pérez Villarreal](#), Director at European Institute of Innovation and Technology (EIT) Food South
- [Andy Zynga](#), CEO at European Institute of Innovation and Technology (EIT) Food
- [Joseba Mariezkurrena](#), Entrepreneurship and Business Competitiveness Director at Provincial Council of Bizkaia
- [Raul Pérez Iratxeta](#), Quality and Food Industries Director at Basque Government
- [Carolina Rodríguez](#), General Director for the High Commissioner at Spain Entrepreneurial Nation

10:30 - 10:45

Opening by:

- [Martin Kern](#), Director at European Institute of Innovation and Technology (EIT)

10:45 - 11:30

Roundtable | Bringing Women to Key Roles in the Entrepreneurship Ecosystem: How to Achieve the 50-50 Promise?

Traditional work schemes have generally posed social and economic challenges to women when trying to keep a work/life balance while being fully productive members of the workforce. Entrepreneurship poses them an opportunity to empower themselves and define their own economic participation but to make this happen the whole ecosystem needs to redefine women's participation in Key Roles to really fight the gender gap.

- [Carmen Niethammer](#), Sr. Gender Specialist at European Investment Bank (EIB) Group
- [Christine Bjärkby](#), Investor, Boardmember at EBAN
- [Liselore Havermans](#), Head of Research at Dealroom
- [Stefan van Duin](#), Investment Associate at Borski Fund

Moderator: Marian Belko, Head of Entrepreneurship Education Section at European Institute of Innovation and Technology (EIT)



11:30 - 12:00

Coffee Break & Startup Showcase

12:00 - 13:00

Inspiring panel | From Innovation to Impact: How gender equality can lead to global welfare

Welcoming women in the innovation ecosystem is not just a question achieving gender equality, but also to benefit the whole, as studies show that if women and men participated equally as in the global economy, GDP could rise by approximately 3 to 6 percent, generating \$2.5 trillion to \$5 trillion, and bringing more prosperity to disadvantaged parts of the world. But how can we achieve this?

- [Idoia Iturbe](#), Founder at Coben Group
- [Maija Palmer](#), Senior Editor at Globalventuring and Sifted
- [Oscar Ugarte Gamboa](#), Managing Director at Seed Capital Bizkaia
- [Laoura Ntziourou](#), Senior Mandate Officer at European Investment Fund (EIF)

Moderator: Cristina Bescos, Director of European Institute of Innovation and Technology (EIT) Health

13:00 - 13:30

Inspiring Keynote | Be aware of your POWER: The rise of the creative class - how empathy and inclusion turns into real policy power.

[Lisa Lang](#), Director EU Affairs & Policy Orchestrator at European Institute of Innovation and Technology (EIT) Climate KIC

13:30 - 14:30

Lunch Break & Networking

14:30 - 15:00

Cultural Interlude | Topa-K: Traditional music and dance spectacle with a twist

15:00 - 15:45

Roundtable | Looking into the Future: How EIT Supports Women Innovators To Make A Global Impact

At EIT we power innovators and entrepreneurs across the EU and beyond to turn their best ideas into cutting-edge products and services. This is crucial to fulfilling the EIT's mission to create jobs and deliver sustainable and smart growth for Europe. We believe women can lead this mission and we are working to transform the food sector by promoting equal opportunity projects around Europe.

- [Sara Guimarães Gonçalves](#), Co-Founder & CEO at Actif
- [Marina Aghayan](#), Co-Founder at FACT Industries
- [Bojana Mumović Peruško](#), Co-founder at FeJuice
- [Maria Cristina Pasi](#), Founder & Managing Director at Izar

Moderator: Guillermo Alvarez, Head of Department Societal Challenges at Centre for the Development of Industrial Technology (CDIT)

15:45 - 16:30

Roundtable | Scaling DeepTech Startups: A Womens Tale Too?

Access to funding and scaling support it is a key challenge women. Research done in 2021 shows that 1.1% of capital raised overall went to all-women founding teams, and 8.8% to mixed-gender founding teams. Giving visibility to venture-backed female-led startups can bring more investments and create role models in female entrepreneurship.

- Anna Wnuk-Blazejczyk, COO at Expor VC and Head of Community
- Blanca Drake, Head of Innovation Marketing at Telefonica
- Clara Pombo, Group Chief Institutional Relations Officer at ClarkeModet
- Sonia Fernandez, Partner at Kibo Ventures
- Veronica Beneitez Piñero, Deputy Head of Unit European Innovation Council (EIC)

Moderator: Lucía de Zavala Cendra, General Director at FJAES

16:30 - 17:00

Keynote Speaker | Women Empowerment for a Sustainable Food Systems Transformation

Climate change, surging levels of malnutrition and need for systems resilience require step-change by all food systems actors. Women and women empowerment is a key enabler in this transition and in order to tackle equality and equity issues. Among others, women such as Marie Curie, Clara Campoamor, Oprah Winfrey and Cher Wang have successfully overcome challenges and contributed towards women empowerment throughout history. EIT Food is an advocate for women empowerment for food systems transformation and supports women through investments, projects and tailored support programmes, helping them shape the future of the Food Systems.

Andy Zynga, CEO at European Institute of Innovation and Technology (EIT) Food

17:00 - 17:15

Closing

Begoña Pérez Villarreal, Director at European Institute of Innovation and Technology (EIT) Food South

17:15 - 18:00

Pintxos & Networking

SPEAKERS&MODERATORS



Begoña Pérez-Villarreal
Director at EIT Food South

Begoña Pérez-Villarreal is the EIT Food Director for Southern Europe aimed to boost innovation involving stakeholders from the Mediterranean area. Main activity is related to building a dynamic ecosystem developing collaborative projects and activities in business creation, education, innovation and communication programmes to develop products and services contributing to a healthy lifestyle and a sustainable circular bioeconomy.



Carmen Niethammer
Sr. Gender Specialist at European Investment Bank (EIB) Group

Carmen Niethammer is the Sr. Gender Specialist at the European Investment Bank. Based in Luxembourg, she leads the Gender Team on women's entrepreneurship inside and outside the European Union – closing gender gaps while driving gains in productivity, competitiveness, and innovation. Much of Carmen's work focuses on strengthening the gender & climate-lens investing nexus. On behalf of EIB, Carmen chairs the Multilateral Development Bank Working Group on Gender. She joined EIB from the IFC/World Bank Group that included assignments in Brazil, Egypt, Sri Lanka and the United States.

Carmen, a Forbes Contributor and Sr. Fellow at the Willy Brandt School of Public Policy at Erfurt University, is a graduate of the Johns Hopkins University's School of Advanced International Studies (SAIS).



Maija Palmer
Senior Editor at Globalventuring and Sifted

Maija Palmer is the editor of Global Venturing, a publication focused on corporate venture investing. Before Global Venturing Maija spent 20 years at the Financial Times, mainly writing about the European technology sector. She was one of the founding team of Sifted, the online publication which spun out from the Financial Times in 2018.



Lisa Lang
Director EU Affairs & Policy Orchestrator at EIT Climate KIC

Cambiar bio Losa por: A research from the European Commission has shown that the return on investment in CCSI is significantly higher than in some tech startups or the mobility industry. Also, design and art seemed to be everywhere – 85% of every sustainability decision of any product happens in the design stage. We are now celebrating the rise of the European Creative Class to policy and political power. However, the journey just started - the industry is highly fragmented, not trained in coordinated lobbying work and has to build bridges with international colleagues and system.



Sara Guimarães
CEO at Actif

Founder and CEO of Actif, a social impact startup focused on healthy aging. Sara has a degree in Agricultural Engineering and a specialization course in Bioinformatics. She is co-founder and former COO of Trigger.Systems, an IoT technology startup to save water in irrigation systems. Co-founder and board member of Quebra-Dados Association. Tech advisor at C-MORE. Was recognized with the EIT Women Awards in 2019. Her personal mission is to use technology to solve social problems.



Idoia Iturbe
Fauder & Director at Coben Ventures

Idoia Iturbe, entrepreneur and investor in digital startups with more than a decade of experience at a national and international level. Currently, Co-Founder and Director of Coben Group, which integrates Coben Ventures as a startup investment vehicle; Coben Club, a club of Business Angels in early pre-seed phases accompanying Ventures and Coben Sherpa by way of project incubation and acceleration. Currently in the launch phase and fundraising of the "micro-fund" CobenV1. Professor at Deusto Business School as well as blogger and assiduous participant in conferences, events, juries and activities of the national and international entrepreneurship ecosystem.





Laoura Ntziourou
Senior Mandate Officer at European Investment Fund (EIF)

Laoura is a Senior Mandate Officer at the European Investment Fund. Through her role, she is working on designing, developing and managing financial instruments in collaboration with the European Commission.



Liselore Havermans
Head of Research at Dealroom

Liselore Havermans is the Head of Research at Dealroom.co, the global data platform for start-up ecosystem intelligence. She has a PhD in leadership from the University of Amsterdam, worked as an Assistant Professor at the VU, and was the Research Director of ScaleUpNation. Together with her team and partners like Atomico, Techleap, Danske Bank and EIT she aims to enable start-ups and their ecosystems to thrive through data and insights.



Anna Wnuk-Blazejczyk
COO of Exporior VC and Head of Community at European Women in VC

Anna has many years of experience in public administration and project management. Before she joined the Exporior, first fund managed by female General Partners only, she had worked as a Head of the Office of Aleksander Kwasniewski, President of Poland in year 1995-2005, as a Head of the Office of Paged S.A. and as a Manager at a leading plastic surgery clinic in Poland.

After joining the VC market she has been responsible for reporting, analysis, corporate governance and portfolio management. She has taken over the position of the Head of Community of European Women in VC, managing the network and keeping the community live through organization of various events and meet – ups. Co-author of reports and studies on diversity in venture market, speaker and mentor on various conferences. She sits at supervisory boards of gaming and technology companies, and is an Honorary Advisor to UN SDGs Committee.

She grew up in Norway, and spend plenty of her adult live in Kenya working with a several NGOs in the region.





Oscar Ugarte

Managing director at Seed Capital Bizkaia

Oscar Ugarte Gamboa is director of the management company Seed Capital Bizkaia since 2008, a public-private Risk Capital entity with a long track record in Seed Capital operations.

This company manages three investment funds and a venture capital entity. One of the Funds managed by the company is a Social Impact Fund. It was created in 2015 and it is the unique Social Public Fund operating in the Spanish market. CEO of Seed Mikro venture capital company specialized in microfinance operations. Likewise, he has recently created an Equity Crowdfunding Platform with the objective of reinforcing the alternative financing market for the companies of the territory. Previously, he has experience in different areas of management in the computer sector and the electricity sector. Oscar was elected to the EMN Board in October 2018.



Cristina Bescos

Director of Innovation at EIT Health

Cristina Bescos is since 2021 the Director of Innovation at EIT Health, as well as the managing director of EIT Health Spain since 2019. She holds a PhD in telecommunication engineering with a biomedical specialism, has developed an extensive career in digital health and healthcare transformation, spanning both public research and the private sector. Before joining EIT Health, Cristina worked for the European Space Agency, Hewlett Packard, Telefonica R+D and Philips, where she managed European programmes in telehealth and value-based healthcare.

Passionate about transforming European health systems to better serve patients with chronic conditions, Cristina sees technology as both a disruptor and enabler for the wellbeing of citizens and healthcare professionals alike.

Throughout her 20 years of experience, Cristina has represented numerous industrial organisations, standardisation committees, expert forums, and innovation programmes at European level. Her work has been focused on driving change in eHealth, telemedicine, chronic condition management, and healthy ageing. In 2021, Cristina was elected as one of the 100 women leaders in Spain and HIMSS Future50 global leader in digital health.



Stefan van Duin

Investment Associate at Borski Fund



Blanca Drake

Head of Innovation Marketing at Telefónica

In May 2015, she joined the company's open innovation area (Telefonica Open Innovation/ Wayra), first as Head of the Ceo's Office, coordinating the institutional presence of the area, and later she took over the marketing and operations area. Recently she has also assumed the marketing of the whole innovation area of Telefónica. She also coordinates the Scale up Women Program to support female entrepreneurship.



Martin Kern

Director at European Institute of Innovation and Technology (EIT)

Martin Kern began his career after a brief stint at the United Nations Economic Commission for Europe in Geneva, and has Master's degrees in Economics and English from the University of Heidelberg and in European Studies from the University of Reading. He was the Interim Director and Chief Operating Officer at the EIT from 1 August 2014 until his appointment as Director by the EIT Governing Board on 23 August 2019. Prior to joining the EIT, he worked at the European Commission for 15 years in a variety of posts, mainly in the area of enlargement policy and with financial assistance to support economic and social development programmes.



Sonia Fernández

Partner at Kibo Ventures

Sonia Fernández has 20 years of experience leading Internet related businesses. Since 2016, she is a partner at Kibo Ventures, one of Spain's leading venture capital funds. Prior to that she led digital businesses such as Match.com, Specifid Media or MercadoLibre. Sonia holds a BA in Business from ICADE (Spain) and an MBA from Stanford University. Sonia has published two books on networking and social networks and is currently Vice President of the Stanford Alumni Association in Spain and member of the International Women Forum. Sonia is married and has four children.





Marina Aghayan
CEO at FACT Industries LLC

Marina Aghayan is a Material Scientist with a demonstrated history of working in R&D organizations from 15 years old. She is the Co-founder of two start-ups; FACT Industries LLC, Estonia and AIP Tech CJSC, Armenia. The companies are specialized in development and manufacturing of new raw materials for 3D printing technology. She started FACT Industries with 300 EUR budget. After couple of year the company made contracts with world leading organizations in aerospace industry.



Marian Belko
Head of Entrepreneurship Education Section at EIT

Marian Belko works as the Head of Entrepreneurship Education Section at the European Institute of Innovation & Technology (EIT), the EU's agency supporting innovation across Europe. He is in charge of the education agenda and the key EIT's initiatives supporting innovation and entrepreneurship education. He has a PhD from the University of Brno and has dedicated his entire professional career to higher education, strategic management, international cooperation and relations with business partners.



Guillermo Alvarez
Head of Department Societal Challenges, EU Programs Directorate at CDTI

Degree in Analytical Chemistry from the Universidad Autónoma de Madrid. He worked in the R&D Departments of Papelera Peninsular and Cerámica Saloni. Within the Center for Technological Development and Innovation (CDTI) he was responsible for the TecnoEuropa Program (Promotion of the participation of Spanish companies in 7 FP), National Contact Point for the NMP Program and Spanish Representative in the Energy Programme Committee of Horizon 2020. As Head of the Department of Societal Challenges in the EU Programs Directorate at CDTI he participates in the Horizon Europe Strategic Committee. Currently he is the Spanish NCP for the EIT and Spanish Representative to the Member State Representative Group.





Clara Pombo
Group Chief Institutional Relations Officer at ClarkeModet

Professional experience of more than 18 years in the area of Intellectual Property. International experience and an entrepreneurial spirit. Her basic skills include: portfolio strategy, internationalisation and litigation management in Latin America and Spain, conflict resolution, negotiations and business opportunities. Volunteer work and charitable causes: MIT Enterprise Forum Spain: committed to promoting groundbreaking innovation and supporting the internationalisation of innovative ideas and projects. Support the development of the business ecosystem.



Lucía de Zavala Cendra
General Director at FJAES

Lucía de Zavala is the General Director of the Junior Achievement Spain Foundation since February 2021, a position she previously held from 2004 to 2013.



Christine Bjärkby
Investor, Boardmember at EBAN

Christine has a broad experience from business development worldwide from large public global companies, as Electrolux, Saab to small start-up companies and representative for local government and foreign affairs.

Christine is today board member and chairman of several startups, scaleups, contributing by building governance and finding strategies for growth and capital. Christine is, since 2017 back a board member of EBAN, The association of European business angels network, representing Sweden. Christine has previously worked with investments as a representative of Invest Sweden, Entrepreneurship Network (Enterprise Network for Startup ICT), in the board of Automotive Sweden and Connect Sverige. Christine have continuously cooperation with innovations-system as academia, science parks and Local Authorities, all working for the same goal, growth. Christine is an experienced business developer for international business all from fast growing disruptive scaleups to global public companies. The passion is to contribute to a better world by enable more disruptive companies solving the worlds challenges and to grow faster by identifying the right strategies, talents, structure and capital.





Maria Cristina Pasi
Founder & Managing Director at Izar

In her 30 years' experience in Specialty Chemicals, Advanced Industrial technologies and Water management, Maria Cristina has covered a wide cross section of activities from business & strategy development, to enabling Innovation to large scale markets, including cross fertilization actions. In 2012 she founded Izar, a consulting firm operating internationally with Industries, Academies and public institutions as in Izar we believe that Knowledge, Competence and wide multidisciplinary approach in multicultural contexts are pillars for a sustainable equality-based Growth.



Bojana Mumovic
Marketing Manager & Co-Founder at Fejuice

Bojana Mumović Peruško (1983) graduated Tourism Management at the Faculty of Sciences in Novi Sad, Serbia. In 2007 founded entertainment production agency Funky Business and co-founded digital agency Tipping Point. Gained international marketing experience with EventBox, UAE in licensed shows production (Warner Brothers, Nickelodeon, Universal) Together with two scientists, founded the startup Fejuice to use her rich experience in bringing an innovative product to the market. Mother of 2 children.



Veronica Beneitez
Deputy Head of Unit European Innovation Council (EIC)

Deputy Head of Unit, Veronica is a senior international lawyer expert in intangible assets and intellectual property management focused on the intersection between research and innovation. She has more than 20 years of professional experience in providing analysis, ideas and inputs for strategic policy decision-making and implementing programmes aiming at increasing the value of research results.





Andy Zynga

CEO at European Institute of Innovation and Technology (EIT) Food

Andy Zynga joined EIT Food as CEO in 2018, where he has put into further practice his business administration education to help the organisation grow exponentially. With expertise in Food System, Innovation, Telecoms and Technology Services, and a Master's degree that combines Business Administration and Mechanical Engineering, Andy Zynga built several profitable businesses around Europe and the USA as company CEO, resulting in three successful exits including one IPO and two trade sales.





www.eitfood.eu

With the collaboration of:



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