
ECCIR's International Innovation Masterclass

Innovate with Catalonia

Location: [Online via Zoom](#)

Time: May 15, 2023 at 8:30 am MDT (10:30 am EDT / 16:30 CEST)

Moderator: Gisela Muñoz Ferràs

Introduction

1. **Britta Baron**, President at the European-Canadian Centre for Innovation and Research (ECCIR)

Part 1: Catalonia's Innovation Ecosystem

2. **Noemí Conde**, Trade & Innovation Consultant, Catalonia Trade & Investment in Canada

Part 2: Success Stories

3. **Dr. Laurent Simon**, Director, Entrepreneurship & Innovation, HEC Montréal, Summer School on the Management of Creativity
4. **Dr. Montse Vilarrubí Porta**, Co-Founder and Chief Operations Officer, and
Dr. Luc G. Fréchette, Co-founder at UniScool, university spin-off from Université de Sherbrooke in Québec and the University of Lleida in Catalonia

Part 3: Resources

5. **Mazen Mahfouz**, Commercial Counsellor and Senior Trade Commissioner, Financial and Insurance Services at the Embassy of Canada to Spain
6. **Eric Holdrinet**, Industrial Technology Advisor Eurostars, National Project Coordinator Eureka, and Deputy National Project Coordinator at the National Research Council of Canada Industrial Research Assistance Program (NRC IRAP)
7. **Laura Intemann**, Project Manager at ECCIR

Part 4: Q&A