DEMAND SOLUTIONS MEXICO

CENTRO Auditorium
February 22, 2018
10:00 AM – 6:00 PM

9:00 AM
REGISTRATION

10:00 – 10:15
Opening
PANEL
Technological Solutions Made in Mexico

Tomás Bermúdez
IDB Representative
*Inter-American Development Bank, Mexico*

Gabriella Gómez-Montt
*Founder & Director, Laboratorio para la ciudad*

Alejandro Maza
*CEO, OPI Analytics*
Luis Toledo
“Me caso con México” Campaign Creator

Javier Mata
Founder, Yalochat

10:15 – 10:30
Kinetic Energy at Your Feet
Hahna Alexander
Founder, SolePower

10:30 – 10:45
When Creatives Need to Do Business
Fric Martinez
CEO, Startupismo

10:45 – 11:00
Blockchain in Tune with the Music Industry
Panos Panay
Vice President of Innovation and Strategy
Berklee College of Music

11:00 – 11:15
BREAK

11:15 – 11:30
Technological Toys for Creative Children
Jorge Crowe
Content Developer and Docent at Flexible

11:30 – 11:45
The Aesthetics of Technology for Fashion Design
Lina Wassong
Designer, Interactive Fashion Technology
11:45 – 12:05

PANEL

When Muralism Reinvents Itself

Alejandro González Gil

President, A.I.R.E

Senkoe

Urban Artist

12:05 – 12:20

PANEL

Growing up with purpose

Ana Victoria García Álvarez

Founder & CEO, Victoria 147

12:20 – 12:35

BREAK
12:35 – 1:00

PANEL

Video Games to Save Lives

Martina Santoro
CEO & Co Founder, OKAM Studio
President, ADVA

Laia Barboza
Co-Founder, PINCER Games

Phillip Penix-Tadsen
Associate Professor,
Delaware University

Juan Pablo Pisón
Director, Lisle Design
Trojan Chicken Game Studio

1:00 – 1:15

Science Fiction Attire that Can Improve Your Life

Ángelo Perdigón
Founder, Machina Wearable Technologies
1:15- 1:30

CONVERSATION

Smart Clothes: Technology in the making

Hahna Alexander
Founder, SolePower

Lina Wassong
Designer
Interactive Technology for the Fashion Industry

Ángelo Perdigón
Founder
Machina Wearable Technologies

1:30 – 1:45

Pizza “Pixza” for a Formal Job

Alejandro Souza
Co-founder, Pixza

1:45- 2:00
Conclusions, First Segment

2:00 – 4:00

LUNCH

4:00 – 4:15

Art and Crafts with a Solar Energy Connection

Amor Muñoz
Visual artist / Cultural Manager

4:15 – 4:35

Improving your health with facial analysis

Jeff Daniels
Senior Director of Marketing
Face2Gene
4:35 – 4:55

PANEL

The future of communications

Carlos Murguía López-Negrete

General Manager, Media Bridge
Executive Producer, TELEVISA

4:55 – 5:00

CREATIVE SEGMENT

5:00 – 5:15

Surviving Virality: How to Stand the Test of Time

Benjamin Von Wong
Photographer, videographer and artist

5:15 – 5:30

Airbnb: from Tourism to Catastrophe

Kellie Bentz

Director, Global Disaster Relief and Response Office
Airbnb
5:30 – 5:45

**Fashion Without Obstacles**

**Isabella Springmühl**  
*Fashion Designer for people with special abilities*

5:45 – 5:50

**Regional Campaign for the Orange Economy**  
Closing Remarks

6:00 – 8:00

**VIP COCKTAIL RECEPTION - by invitation only**

**Hosts:**

Sara Galindo, Entrepreneur  
Guillermo Arduino, News Anchor CNN