

# DEMAND SOLUTIONS

IDEAS FOR IMPROVING LIVES

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NOVEMBER 18 / 2015 NATIONAL PUBLIC LIBRARY OF PERU

## THE AGENDA

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**8:00 AM**

Doors Open

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**9:00 – 9:20**

Welcoming

ELBA VIVIANA CARO HINOJOSA – Representative of the Inter-American Development Bank in Peru

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**9:20 – 9:40**

**Kick-starter: The Power of Listening to Ignite Innovation**

ISMAEL CALA – Founder of Cala Enterprises and CNN host

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**9:40 – 10:00**

**Painting Peace: The Art of Transforming Communities  
through Their Own True Colors**

HAAS & HAHN – Founders of Favela Painting

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**10:00 – 10:20**

**Straight to the Table: Fresher and Cheaper Food Just a  
Click Away**

JUAN MANUEL MOLLER – CEO of Algramo

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**10:20 – 10:50**

**Break**

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**10:50 – 11:10**

**Social Innovation: Fighting Against All Odds to Create a Better Future**

BRAYAN SALAZAR – Social Innovator

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**11:10 – 11:30**

**Hacking Inequality: Female Leadership in the Digital World**

MARIANA COSTA CHECA – Founder of Laboratoria

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**11:30 – 11:50**

**Saving Lives: A Wearable Device that Connects Premature Babies with Their Mothers**

CAMILO ANABALÓN – CEO of Babybe

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**11:50 -2:00**

**Lunch Break**

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**2:00 – 2:20**

**Intelligent citizens: technology at the service of the**

**citizen**

MARCELO WILKORWSKY – Founder, Oincs

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**2:20 - 2:40**

**Fine Dining: Innovative, yet Traditional Peruvian  
Gastronomy and Lifestyle**

Chef MITSUHARU TSUMURA & Chef MARIA JOSÉ JORDÁN

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**2:40 – 3:00**

**Dancing for a Life: Fighting Crime through Body  
Language**

VANIA MASÍAS – Founder and President of D1

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**3:00 – 3:20**

**Ancestral Games: Resurrecting the Mayan Heritage  
through an App**

DANIEL ANTONIO MONROY GOMEZ – Creator of Mayan Pitz

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**3:20 – 3:40**

**Experiential Marketing: Brand Metamorphosis to become  
Global**

NICOLÁS PIMENTEL – Co Founder and Innovation Director of +Castro

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**3:40 – 4:00**

**Creative Cities: The Boldness of Believing that Artists  
were the Future of Buenos Aires**

ENRIQUE AVOGADRO – Deputy Secretary of Economy for the Municipal  
Govt. of Buenos Aires

Followed by a conversation with MARIELA NORIEGA, Director of Arts and Creative Industries at the Ministry of Culture of Peru

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**4:00 – 4:30**

**Break**

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**4:30 – 4:50**

**Playing in the Darkness: Soccer Made Easy for People with Visual Disabilities**

GABRIEL MAYR – Coordinator of “Esporte e cultura para cegos”

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**4:50 – 5:10**

**Lab in the cloud: A Path For Science Democratization**

Conversation with JAIME SOTOMAYOR - Co-founder and CEO, Arcturus Bio Cloud & PABLO LARGUÍA - Ceo, Red Innova

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**5:10 – 5:30**

**The Future of Digital Fabrication: To Save the “Amazon”  
The World’s Lung**

BENO JUAREZ – Presiden, FAB LAB Perú

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**5:30 – 5:50**

**Recycling with Style: Street Art that Improves Lives**

MUNDANO – Artist and Activist Founder of “Pimp my carroça”

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**5:50 – 6:10**

**IDB-FEMSA Award: The Most Innovative Solutions to  
Save Water, Sanitation and Solid Waste Challenges in  
Latin America and the Caribbean**

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**6:10 - 6:30**

**Closing Session**

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