

WORKSHOP (4th Edition)

ENTREPRENEURSHIP & FAMILY BUSINESS Online Event



MONDAY
4 > OCTOBER 2021

10:15 am - 11 am

Opening ceremony

Virgilio Díaz, Director Entrepreneurship and Innovation Service (SEI),
Universidad Carlos III de Madrid (UC3M)

11 am - 12 pm

Alfredo De Massis, Free University Bozen-Bolzano,
Lancaster University Management School, IMD

"Best practices for successful succession management in family firms"

12 pm - 1 pm

Marta García Mandaloniz, Associate Professor, Commercial Law, UC3M

"Trámites jurídicos necesarios para crear una empresa"

2:30 pm - 15:30 pm

Hugo Taracido Loureiro, Partner at VT Sport

"Renovarse emprendiendo, necesario en la era digital"

TUESDAY
5 > OCTOBER 2021

9:30 am - 11 am

David Hernández Cela, María José Herrero, SEI

"Modelo Canvas"

"YUFE"

11 am - 12 pm

Andrea Calabrò, IPAG Entrepreneurship and Family Business Centre

"Mastering a comeback! How family businesses are triumphing over COVID-19"

12 pm - 1 pm

Rodrigo Bernardez Casas, Co-founder Pilatus Brand

"Emprendiendo desde la Universidad"

1 pm - 2 pm

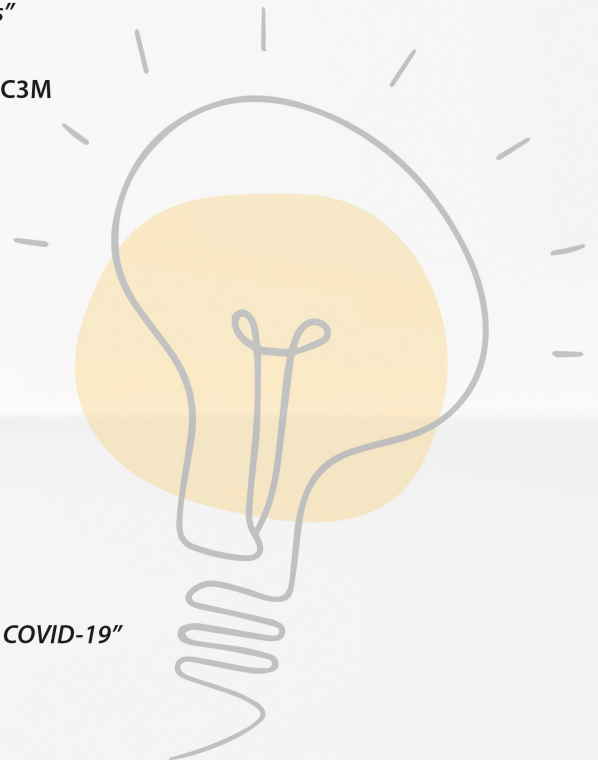
Belén Elisa Díaz, Director Master Economía Creativa de la URJC,
President of Asociación España Creativa

"Emprendimiento, creatividad e innovación: Factores clave para la reactivación económica, cultural y medioambiental en el contexto actual"

2 pm

End

Fernando Muñoz-Bullon, Vice-dean Degree Business Administration, Dual Degree
International Studies-Business Administration



Organizing committee:

María J. Sanchez-Bueno, Fernando Muñoz-Bullon,
Department of Business Administration, UC3M

Collaborating entities:

- INDEM (Institute for the Development of Enterprises and Markets), UC3M
- Department of Business Administration, UC3M
- SEI (Entrepreneurship and Innovation Service), UC3M

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Please do not miss the opportunity to attend this workshop

Contact us via email at indem@uc3m.es should you have any queries