



CLOSE UP Innovation: Industry & University

This is the stellar activity for the 50th anniversary of the Congress, aiming to establish an accelerated and strategic closeup to national and international academics, as well as national industry. CLOSE UP Innovation: Industry & University will take place in the following strategic areas:

1. Automobile Technology Industry: Industry 4.0.
- 2- Energy and Fossil Fuel: Technology to be revised.
3. Software Industry; Technology: Artificial intelligence.
4. Material Industry: Industry to be revised.
5. Food and Beverage Industry: Technology to be revised.

For industry leaders, this event will help to:

1. Enrich know-how in their corresponding areas.
2. Gain further expertise in current general themes.
3. Strengthen their leadership regarding high impact themes.
4. Increase their networking with key actors in their field.
5. Generate innovation in their areas of interest.

A strategic relationship exists between the Tecnológico de Monterrey and several other universities and colleges in each area, the reason why this activity will be closely linked to international European universities and colleges (one or two guests per area).

CLOSE UP Innovation will take place on Tuesday, February 25, 2020, and will consist of the following:

1. Specialized workshops (for all participants)
 - a. Attracting funds.
 - b. Technological observatory.
 - c. Intellectual property.
2. Guest speakers for each theme (for participants in each area).
 - a. Present and Future of Industry 4.0.
 - b. Present and Future of the Energy and Fossil Fuel Industry.
 - c. Present and Future of Artificial Intelligence.
3. Panels organized according to strategic areas that will include the participation of Tecnológico de Monterrey researchers as well as panelist researchers from guest universities and colleges (for participants in each area).
4. Lunch.
5. World Café organized according to strategic areas (for participants in each area).
6. Closing ceremony.

Participants in each session (strategic area) will be: Tecnológico de Monterrey professors, national and international university and college professors, as well as industry leaders.

A leader will be chosen for each area who will form work cells for the following:

1. Propose invitees to the session (Tecnológico de Monterrey and guest universities and colleges)
2. Propose and invite guest speakers.
3. Propose and invite panelists.
4. Propose and invite industry leaders in the area.