



D.2.3b - Report on ICT Forum Cuba
15 March 2011

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1 INTRODUCTION

PRO-IDEAL PLUS ICT Fora are events geared at supporting the ICT policy dialogue between the EU and Latin America target countries. Annex I describes the objectives of ICT Fora as follows:

To create and launch the **PRO-IDEAL PLUS ICT Forum** in order to facilitate the introduction of ICT research dimension into the regular policy dialogues between the EU and Latin America and Caribbean region, in such a way that ICT become a key issue within the broad range of topics addressed by the Information Society policy dialogue events.

The objective of the ICT Forum is to set up a platform for international cooperation between Latin America and Europe in the ICT field. The ICT Forum is devoted to discuss:

- The relevance of S&T cooperation in the ICT field between Latin America and Europe.
- The opportunities to enhance Latin America participation in FP7-ICT R&D cooperation projects.
- The role of ICT R&D as an enabler for growth, competitiveness and innovation
- Key ICT R&D priorities for international cooperation.

It is envisaged to hold at least one ICT Forum in each Latin America country with S&T Agreement with the EU, i.e. Argentina, Brazil, Chile and Mexico, and to synchronise these ICT Fora with Information Society policy dialogue events, such as the Joint Committee meetings linked to the S&T Agreements or regular Information Society meetings, such as the dialogues between EU-Brazil.

In addition to the countries with S&T agreements, it is envisaged to support the dialogue between the EU and Cuba and to establish a network of stakeholders improving the linkage between Cuban and European researchers in ICT.

The ICT Forum held in Havana on 15 March 2011 was synchronised with the first Knowledge Safari interactive workshop that took place the day after to engage future Cuba participants into the FP7-ICT programme. Both events allowed for a cross-fertilisation of Cuban stakeholders – researchers, companies and institutions - that participated in PRO-IDEAL PLUS events.

2 ICT FORUM ORGANISATION

The ICT Forum was held in the Hotel Nacional de Cuba in Havana and was organised according to the methodology described in D2.2 "Concept and Methodology for ICT Fora".

Main Organizer was the PRO-IDEAL PLUS partner in Cuba SOFTEL, supported by the PRO-IDEAL PLUS partners, INMARK, EMF and Universidad Nacional of Colombia and the EC DG-INFOS International Relations Unit that participated in the event.

The event was promoted at the PRO-IDEAL blog, PRO-IDEAL News and Cuba Barcamp as can be seen in Annex 3.

2.1 The Programme

The Programme of the Forum featured major stakeholders supporting the Cuba-EU dialogue in ICT R&D. The ICT Forum discussed the importance of ICT for cooperation between Cuba and the European Union and brought together a broad range of key players in the ICT and Research and Development sector from both, Cuba and Europe.

The ICT Forum was chaired by Luis Guillermo Fernández, SOFTEL's General Director and main organizer of the event as partner of PRO-IDEAL PLUS. Speakers' presentations followed open discussion sessions.

The programme English and Spanish version is enclosed in Annex 1.

2.2 Profile of the participants

The forum involved 87 key stakeholders from Cuba and Europe, including representatives from the EC, Cuba government institutions (Ministerio de Comercio Exterior e Inversión Extranjera, Ministerio de Informática y Comunicaciones, etc.), universities, research organisations and ICT companies, and the PRO-IDEAL PLUS partners from Europe and Colombia.

Profile	Participants
Universities	18
ICT Companies	29
Research Centers	7
Government officials	11
FP7 & ICT NCP	2
EC representatives	2
Other (Chamber of Commerce, consulting companies, etc.)	11
PI+ partners	7
Total	87

3 ICT FORUM DEVELOPMENT

The Forum was split into three sessions. In the morning session, presentations were made by the European representatives in order to attract researchers and companies from Cuba to participate in ICT R&D cooperation projects in areas of mutual benefit for international cooperation.

In the afternoon session Cuban entities executives talked about the strategic lines of R&D in ICT in Cuba, the main lines of research, the scientific potential in different fields and the role of universities to promote ICT development in Cuba to meet the new demands generated in society.

Finally, there was a summary of discussions of the day and conclusions.

Following there is a short description of the ICT Forum event. All presentations of the participants can be found at: http://www.pro-ideal.eu/ict_forum_cuba. They are enclosed in Annex 4.

After introductory and welcoming words of Ramón Ripoll, Vice Minister of Trade and Foreign Investment in Cuba and Predrag Avramovic, Cooperation Head Counselor of EU Delegation in Cuba, a presentation from Klaus Pendl, European Commission DG-INFOS, gave an overview on the European Commission perspective about the Cuba-EU cooperation in ICT Research and Development.

His presentation was followed by Yolanda Ursa, PRO-IDEAL PLUS coordinator, who gave an overview of the project activities to drive ICT Cooperation between Europe and Latin America and potential technological and cultural barriers to be overcome. She explained the importance of ICT for Cuba and Latin America economic and social development and she also mentioned the increasing participation of Latin America in FP7 cooperation projects, and in particular the current involvement of Cuba in FP7 ICT through PRO-IDEAL PLUS and e-Infrastructures through GISELA project, as well as Erasmus Mundus through CaribErasmus network.

Philippe Wacker (EMF) pointed towards ideas for reinforcing the Cuba-EU Dialogue in ICT R&D and innovation, amongst them:

- Continuing promoting the ICT Dialogue between Europe and Latin America through the PRO-IDEAL network of partners and Project Angels, i.e. a network of qualified persons who can locally support organisations interested in EU R+D+I funding programmes and permanently liaise with partners in Europe and Latin America.
- Appoint Cuban Project Angels to participate in online training on EU R&D programmes, EU project building rules, profile writing, project proposal writing, etc.
- Identify R+D+I capacity through our online profiling tools
- Develop a joint Cuba-EU ICT R+D+I agenda (define objectives & means)
- Support Cuban organisations interested in EU project participation
- Intensify collaboration between ICT NCP and the PRO-IDEAL network of Project Angels

Vilma Altet, the Cuba ICT NCP focused on the current scenario for Cuba-EU cooperation in FP7 projects and emphasised the opportunities and priorities for ICT research collaboration, such as telecommunications, robotics, microelectronics, software and biomedicine, RFID, etc.

The ICT Forum welcomed also speakers from the Polytechnic Institute “J.A. Echevarría”, the Cuban chamber of commerce, and organisations involved in cooperation projects with Europe, like CUBAENERGÍA, FORDES and NEM that shared their experiences in participating in European projects in the field of e-Infrastructures, education and audiovisual.

4 CONCLUSIONS

In the last part of the ICT Forum, Margaretha Mazura (EMF) summarized the presentations of the day and drafted some preliminary conclusions:

Common basis for EU-Cuba cooperation

- Joint Declaration between EU and Cuba, notably in the S&T sector, since 2008 → consolidated interaction
- Specific programmes for Cuba in the value of 55 MEUR
- 2011: EU-Cuba Indicative programme for the next three years

EU-Cuba activities

- Regional initiatives that benefit Cuba (and others):
 - LA regional programmes in education e.g. ERASMUS MUNDUS
 - Alfa, Euroclima, al-Invest, Eurosocal
 - Biological corridor of the Caribbean with Dominican Republic and Haiti
 - FP7 for R&D
- Cooperation in current FP7 projects:
 - PRO-IDEAL PLUS (ICT)
 - GISELA (e-Infrastructures)
 - CaribErasmus (Erasmus Mundus)
 - EUCARINET (Inco)
- Former projects, e.g. EELA-2, WINDS-Caribe
- University exchange: bilateral/EU

Benefits of international collaboration

- Exchange of ideas, experience and knowledge
- Interchange of scientific results
- Indispensable to adapt Cuba society and economy to a more and more global environment
- Race for best solutions for the benefit of all that participate

Barriers to collaboration

There is a great opportunity for researchers and companies in Cuba to participate on equal terms in international cooperation projects in R&D. However, some identified barriers may hinder the development of collaboration Cuba-EU in ICT R&D:

- High costs of telecommunication with Cuba
- No large Internet penetration
- Internet at high costs
- Potential cultural barriers
- Perceived complex administrative barriers to participate in EU R&D programmes

Cuba challenges

- Implementation of the Libro Blanco de la Universidad Digital 2010 a « Digital Agenda » for Universities in Cuba
- Internet access / Broadband access for more effective and cheaper communication
- Take advantage of opportunities of EU R&D programmes

Action Points

- Identify common strengths: areas/potential partners and work towards EU projects.
- Identify “Project Angels” that can support potential Cuban partners to participate in EU projects in the future

Practical support

- NCPS:
 - FP7 General: Irmina Perojo
 - ICT: Vilma Altet
- ICT programme Wiki
www.pro-ideal.eu/wiki
- CORDIS
http://cordis.europa.eu/fp7/home_en.html
- PRO-IDEAL Project Angels (in the future)
www.pro-ideal.eu/projects_angels

5 FOLLOW-UP: THE PRO-IDEAL VIRTUAL ICT DIALOGUE

In order not to limit ICT Fora to isolated, one-off events, and to increase the potential impact of the discussions started at the ICT Fora, PRO-IDEAL PLUS decided to set-up a "Virtual Dialogue Space" that continues the ICT policy discussions on-line.

The PRO-IDEAL platform provides a "Policy Dialogue" section that links to:

- Virtual Dialogue Discussion Forum
- Background Information
- Participants
- Documents supporting the ICT Policy Dialogue



Fig.3. Screenshot Policy Dialogue Space on the PRO-IDEAL platform

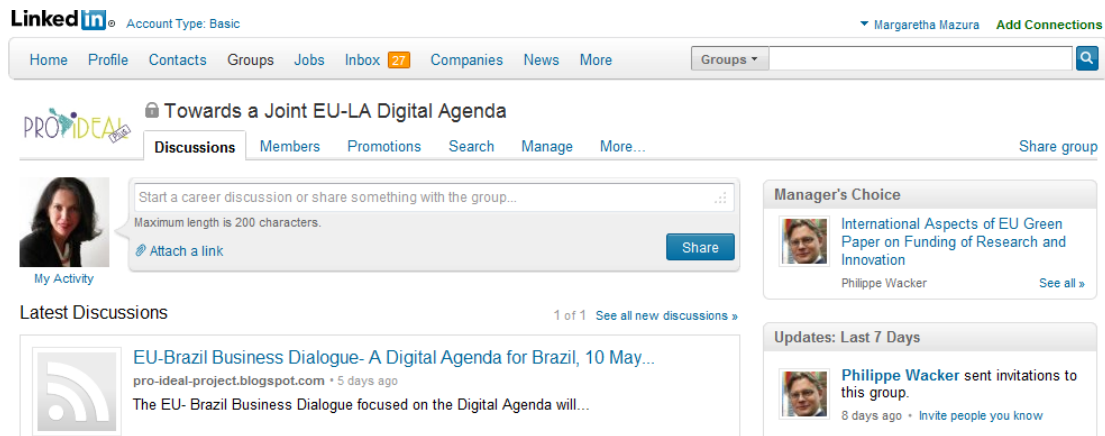


Fig.4. Virtual Dialogue Space – discussion forum on LinkedIn

For Cuban participants, the LinkedIn group is not accessible (for reasons outside the influence of either party). Therefore, the discussion is continued via e-mail, mainly through the PRO-IDEAL PLUS partner SOFTEL.

All other sections of the ICT Dialogue Space and the PRO-IDEAL website in general (e.g. ICT Wiki) can be accessed by Cubans. Main topic of the Cuban-EU ICT policy dialogue is focusing on how to enhance knowledge of and participation in the ICT programme by Cuban partners.

ANNEXES

ANNEX 1: EVENT PROGRAMME



Cuba - EU Cooperation in ICT Research

La Habana, Hotel Nacional de Cuba

15-16 March 2011

Events organised by SOFTEL and the PRO-IDEAL PLUS project, funded by the European Commission DG-INFSO

Draft Programme

Tuesday, 15 March 2011

ICT Forum in support of the Cuba-EU dialogue in ICT R&D

9:00 - 9:15 Registration and welcome of participants

Chair: Luis Guillermo Fernández, SOFTEL Executive Director

9:15-9:45 Opening Session & Welcome addresses

Ramón Ripoll, Vice minister of Comercio Exterior e Inversión Extranjera, Cuba

Predrag Avramovic, Counsellor of Cooperation of the EU Delegation in Cuba

9:45-10:15 Cuba-EU cooperation in ICT R&D: a perspective from the European Commission, Klaus Pendl, European Commission, Information Society and Media Directorate General

10:15-10:40 The PRO-IDEAL PLUS Project: Driving ICT Cooperation between Europe and Latin America, Yolanda Ursa, INMARK, Coordinator PRO-IDEAL PLUS project

10:40-11:10 Coffee break

11:10-11:30 Intensifying the ICT policy dialogue: new issues and perspectives, Philippe Wacker, Executive Director, EMF – the Forum of e-Excellence

11:30-12:00 Participation of Cuba in European Union FP7 projects. Opportunities and priorities for ICT research collaboration, Vilma Altet Casas, Director of Science and Technology, Ministerio de Informática y Comunicaciones, ICT NCP

12:00-12:45 Open discusión





12:45-13:45	Lunch
13:45-14:00	The University in the context of ICT R&D cooperation, Caridad Anías, Vicerrectora Instituto Politécnico "J.A. Echevarría"
14:00-14:15	The ICT industry in Cuba. Opportunities for International cooperation, Jorge Luis Oliva, Presidente Sección TIC, Cámara de Comercio de Cuba
14:15-14:30	ICT and e-infrastructures for R&D cooperation. The experience of EELA2 and GISELA projects, Henry Ricardo, Centro de Gestión de la Información y Desarrollo de la Energía – CUBAENERGÍA
14:30-14:45:	Supporting R&D international cooperation in the audiovisual sector. Julián Seseña, NEM, GlobalNEM Coordinator.
14:45-15:00	Erasmus Programme. Opportunities researchers training. The experience of CaribErasmus Project, María E. Deulofeu, Director of FORDES
15:00-15:30	Open discussion
15:30-15:50	Summary of discussions of the day, Margaretha Mazura, Secretary General, EMF – the Forum of e-Excellence
15:50-16:00	End of the EU-Cuba ICT Forum





Cooperación Cuba-UE en Investigación en TIC

La Habana, Hotel Nacional de Cuba

15 - 16 marzo, 2011

**Eventos organizados por SOFTEL y el proyecto PRO-IDEAL PLUS, financiado por la
Comisión Europea DG-INFOS**

Programa

Martes, 15 de marzo 2011

Foro de las TIC en apoyo al diálogo Cuba - UE en I+D en TIC

9:00 - 9:15 Registro y bienvenida a los participantes

Moderador: Luis Guillermo Fernández, Director General SOFTEL

9:15-9:45 Sesión de Apertura y Palabras de bienvenida

Ramón Ripoll, Viceministro de Comercio Exterior e Inversión Extranjera, Cuba

Predrag Avramovic, Consejero Jefe de Cooperación de la Delegación de la UE en Cuba.

9:45-10:15 Cuba- Cooperación en I+D en TIC entre Cuba y la UE: la visión de la Comisión Europea.

Klaus Pendl, Comisión Europea, Dirección General Sociedad de la Información y Medios de Comunicación.

10:15-10:40 El Proyecto PRO-IDEAL PLUS: Apoyo a la Cooperación en TIC entre Europa y América Latina.

Yolanda Ursa, INMARK, Coordinadora del proyecto PRO-IDEAL PLUS

10:40-11:10 Pausa para el café

11:10-11:30 Intensificar el diálogo sobre políticas de I+D en TIC: nuevos temas y perspectivas. Philippe Wacker, Director Ejecutivo, EMF - Foro de e-Excellence

11:30-12:00 Participación de Cuba en proyectos del 7PM de la Unión Europea. Oportunidades y prioridades para la colaboración en I+D en TIC.

Vilma Altet Casas, Directora de Ciencia y Tecnología, Ministerio de Informática y Comunicaciones, NCP TIC

12:00-12:45 Debate





12:45-13:45	Almuerzo
13:45-14:00	La Universidad en el contexto de la cooperación I+D en TIC. Anías Caridad, Vicerrectora Instituto Politécnico "JA Echevarría"
14:00-14:15	The ICT industry in Cuba. Opportunities for International cooperation, Jorge Luis Oliva, Presidente Sección TIC, Cámara de Comercio de Cuba
14:15-14:30	TIC y e-Infraestructuras para la cooperación en I+D. La experiencia de los proyectos EELA2 y GISELA. Henry Ricardo, Centro de Gestión de la Información y Desarrollo de la Energía – CUBAENERGÍA
14:30-14:45:	Apoyo a la cooperación internacional en I+D en el sector audiovisual. Julián Seseña, NEM, Coordinador de GlobalNEM.
14:45-15:00	Programa Erasmus. Oportunidades de formación de investigadores. Experiencias del proyecto CaribErasmus. María E. Deulofeu, Directora de FORDES.
15:00-15:30	Debate
15:30-15:50	Resumen de los debates del día. Margaretha Mazura, Secretaria General, EMF - Foro de e-Excellence
15:50-16:00	Fin del Foro TIC Cuba-UE



ANNEX 2: INVITATION TO THE ICT FORUM



COOPERACIÓN CUBA-UE EN INVESTIGACIÓN DE LASTIC

Estimado **Sr. Luis Guillermo Fernández Pérez. Director General Softel**

Tenemos el placer de invitarle a participar en

Foro de las TIC en apoyo al diálogo Cuba-UE en I+D de las TIC

a celebrarse en el Hotel Nacional de Cuba, La Habana, 15 de Marzo de 2011

La Habana, Hotel Nacional de Cuba, Marzo de 2011

ANNEX 3: NEWS ABOUT THE ICT FORUM CUBA

PRO-IDEAL website: ICT Forum in Havana, Cuba

Date: 9 Feb 2011

Link: <http://pro-ideal-project.blogspot.com/2011/02/pro-ideal-plus-events-in-la-habana-cuba.html>



9 FEB 2011

PRO-IDEAL PLUS events in La Habana, Cuba – 15-16 March 2011



Organised by the [PRO-IDEAL PLUS](#) consortium and [SOFTEL](#), an ICT Forum day discussing the importance of ICT will bring together key actors and policy makers from Cuba and the EU on 15 March. The day after, potential ICT project partners have the opportunity to come to a participative workshop "Safari"-style to learn about ICT programme issues. [Draft programme](#)

VISIT THE PRO-IDEAL WEBSITE



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Posts

Comments

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PRO-IDEAL News

Date: 7 April 2011

Link:

http://www.presenciavisual.com/INMARK/newsletter/proideal_newsletter_07_04_2011.html

Cuba ICT Forum and Knowledge Safari to hunt collaborative ICT projects with Europe

The PRO-IDEAL PLUS project has organised the first ICT Forum and interactive workshop in Cuba to engage future Cuba participants into the FP7 ICT programme. The forum involved over ninety key stakeholders from Cuba and Europe, including representatives from the IEC, Cuba government institutions, universities, research organisations and companies, and the interactive Safari for the creation of future proposal a thirty of their leaders and decision makers. Both events were held in the inspiring setting of the Hotel Nacional de Cuba in La Habana on 15th and 16th March, blending past, present and future.



Cuba's high level of education and preparation of researchers combined with its strong focus on addressing societal challenges makes it a very interesting area for future collaboration in ICT research. While the ICT Forum informed the stakeholders on all possible opportunities and mechanisms for the participation in FP7 ICT projects the interactive workshop actively engaged them in proposing successful collaborative ICT projects.

The co-creative Knowledge Safari was designed and facilitated by the Italian team of the nomadic Future Center [FUTOUR](#), through innovative participatory methodologies that amplify connective and collective intelligence, foster networking, clustering, team building and knowledge sharing. The Safari workshop creates a natural Web 2.0 face-to-face interactive setting where knowledge is co-created and shared incrementally so as to actively engage Cuban organisations "exploring" a number of issues related to R&D cooperation with the EU and the process to create successful ICT proposal: the identification of partners, benefits and complexity of international collaboration, the added value that Cuba ICT can bring to international R&D and the priorities to be addressed in future CUBA-EU collaboration. At each new "exploration" camp the participants analysed its specific issue or question, they discussed and created a series of ideas. This facilitated circular brainstorming allowed an in depth analysis of the various perspectives and the creation of a wiki-like picture of the emerging knowledge and motivation of the participants. The level of involvement among the workshop participants was extremely high with over 150 ideas and suggestions emerging from the thematic working groups. This led to a strong interest and willingness to participate in future FP7 ICT projects. All the issues discussed and related ideas can be seen in the [Cuba Safari report in Spanish](#).

If you are interested in establishing a direct contact for potential partnerships with Cuban research organisations and companies please contact our PRO-IDEAL PLUS team at proideal_plus@softel.cu.

CUBA Barcamp

Link:

<http://barcamp.org/w/page/35880900/Cuba+EU+Cooperation+in+ICT+Research>

BarCamp



 Wiki  Pages & Files

VIEW EDIT

Cuba - EU Cooperation in ICT Research

(redirected from Cuba EU Cooperation in ICT Research)

last edited by  Paolo Martínez 1 month, 3 weeks ago  Page history





Esta es la página del taller interactivo Safari de Cuba y del Foro de las TIC organizado por el proyecto de cooperación internacional **PRO-IDEAL PLUS** con el apoyo de la Unión Europea, para informar, involucrar y animar a los investigadores y organizaciones de Cuba a participar en proyectos de cooperación en I+D en TIC financiados por la Unión Europea.

Los objetivos del Safari son ayudar a los investigadores, empresas e instituciones cubanas a que:

- Se familiaricen con el programa ICT del FP7 y con los mecanismos de financiación europea.
- Preparar el terreno para guiarlos de manera proactiva a la preparación de propuestas de proyectos.
- Identificar las cuestiones fundamentales y las prioridades para la investigación en TIC
- Estimular la participación de Cuba y apoyar a los participantes potenciales en la evaluación de ideas de proyecto, la formación del consorcio y las fases de la elaboración de propuestas.

El evento que se va a celebrar en el Hotel Nacional en la Habana tiene dos partes:

1. **Foro de las TIC en apoyo al diálogo Cuba-UE en I+D en TIC** (Martes 15 de marzo 2011 entre las 9:00 y las 16:00): Información sobre las oportunidades de financiación y mecanismos para participar en proyectos europeos de investigación en colaboración con Europa.
2. **Taller interactivo Safari para construir proyectos exitosos de cooperación I+D en TIC** (Miércoles 16 de marzo 2011 entre las 9:00 y 14:00): Taller safari para identificar las áreas centrales y los temas para el diseño de nuevas propuestas.

Los asistentes tendrán el apoyo de mentores y expertos en la pre-definición y selección de propuestas de posibles proyectos.

El taller interactivo se aplicará la metodología del conocimiento Safari, en el marco del enfoque y herramientas Barcamp.

Un Barcamp es una reunión ad-hoc, nacida del deseo de la gente de compartir y aprender en un entorno abierto. Es un evento intenso con debates, demos e interacción de los asistentes.

El Safari está orientado al **diseño y planificación de proyectos TIC** y está organizado en cinco áreas de co-creación:

1. ¿Cuáles son las ventajas y desventajas de participar en programas internacionales sobre las TIC?
2. ¿En qué áreas prioritarias de investigación Cuba puede aportar valor añadido a proyectos en colaboración con Europa en los próximos años?
3. ¿Cómo podemos encontrar socios para participar en proyectos de cooperación internacional con Europa y diseñar propuestas exitosas en TIC?
4. ¿Qué proyectos TIC de gran relevancia y éxito en Cuba podrían extenderse en un proyecto de investigación colaborativa con la Unión Europea?
5. ¿Cuáles son los próximos pasos para crear propuestas exitosas en el 7PM en TIC y mejorar la cooperación entre Cuba y la Unión Europea?

Los asistentes tendrán el apoyo de mentores y expertos en la pre-definición y selección de propuestas de posibles proyectos.

PRESS RELEASE IN SPANISH



Más información: Dep. Comunicación de Grupo Inmark
Telf. 914480203 / ddb@inmark.es (Daniel Diez Barrio)

Nota de prensa

UNA EMPRESA ESPAÑOLA LIDERA LA COOPERACIÓN ENTRE LA UE Y CUBA EN MATERIA DE TIC

La consultora española Inmark es la encargada de coordinar Pro-Ideal Plus, un proyecto financiado por la Comisión Europea para implementar la cooperación internacional con América Latina en Tecnologías de la Información y la Comunicación (TIC), dentro del Séptimo Programa Marco de investigación de la UE, y en el que participa, por primera vez, Cuba.

Madrid, 09 de marzo de 2011.- Los próximos días 15 y 16 de marzo se celebrará el **Foro de las TIC en apoyo al diálogo Cuba-UE en I+D en TIC**, organizado por el Consorcio Pro-Ideal Plus y por Softel (empresa cubana de desarrollo de software), dentro de un plan de trabajo que busca apoyar el diálogo Cuba-UE en investigación en TIC, trazando una hoja de ruta en la que el país caribeño, sus investigadores y sus empresas tengan la oportunidad de participar en proyectos europeos de I+D en igualdad de condiciones, como un socio más, con las universidades, centros de investigación y empresas europeas.

Estas jornadas de trabajo reunirán a representantes de la Comisión Europea (Dirección General de la Sociedad de la Información, Relaciones Internacionales y la Representación de la Delegación de la UE en Cuba) y al Consorcio Pro-Ideal Plus junto a las organizaciones e instituciones cubanas más relevantes que, directa o indirectamente, influyen en las políticas de I+D en Cuba: el Ministerio de Informática y Comunicaciones; Universidades y Centros de Investigación; y representantes de la Industria y de la Cámara de Comercio del sector TIC. También tendrá una importante presencia el Ministerio de Colaboración Extranjera y Comercio Exterior, encargado de la Relaciones Exteriores con la UE.

Yolanda Ursa, directora de Inmark y coordinadora del proyecto Pro-Ideal Plus, espera que “en el corto plazo haya más investigadores cubanos en proyectos europeos, y en diferentes áreas que puedan ser de mutuo interés para Cuba y la UE”. Para Yolanda Ursa, Pro-Ideal Plus puede convertirse en una herramienta de gran impacto ya que las TIC son un sector emergente en el desarrollo de las economías tanto europeas como americanas. “Estamos ayudando a que los países latinoamericanos, Cuba en este caso, conciban las TIC como un área prioritaria en el desarrollo de la I+D. Esto nos lleva a una política que beneficia a todos, ya que se traduce en una mayor presencia de estos países, con sus mejores investigadores, en proyectos de la UE”.

Desde su papel de liderazgo, Inmark “hace un seguimiento y asesora a todas las universidades, investigadores y empresas que quieran participar en proyectos europeos. Nosotros vamos a transferir a Cuba nuestra experiencia en la gestión de estos proyectos. Nos avala haber participado en más de 35 proyectos de I+D, financiados por la Comisión Europea, a lo largo de más de 20 años”, añade la directora de Inmark.

Acerca de Inmark: Grupo de profesionales especializados en inteligencia comercial, en consultoría estratégica y en el desarrollo de los recursos humanos. **Inmark** está formado por un equipo de más de 300 consultores en España, Portugal, México, Argentina, Colombia, Perú y Venezuela.

Acerca de Pro-Ideal Plus: Proyecto de cooperación internacional financiado por el VII Programa Marco de la Unión Europea con el fin de facilitar la participación activa de universidades, centros de investigación y empresas latinoamericanas en proyectos de investigación y desarrollo tecnológico relacionados con las TIC (<http://www.pro-ideal.eu/>)

ANNEX 4: PRESENTATIONS

All presentations can be downloaded from the PRO-IDEAL platform.

Link: http://www.pro-ideal.eu/ict_forum_cuba

ICT Forum and Interactive workshop, Cuba, March 2011

[Versión en Español](#)



[More Pictures](#)

ICT Forum in La Habana, 15 March 2011

Programme: [EN](#) - [ES](#)

Presentations:

- [Cuba-EU cooperation in ICT R&D: a perspective from the European Commission](#), Klaus Pendl, European Commission.
- [The PRO-IDEAL PLUS Project: Driving ICT Cooperation between Europe and Latin America](#), Yolanda Ursa [begin_of_the_skype_highlighting](#) [end_of_the_skype_highlighting](#), INMARK.
- [Intensifying the ICT policy dialogue: new issues and perspectives](#), Philippe Wacker, EMF.
- [Participation of Cuba in European Union FP7 projects. Opportunities and priorities for ICT research collaboration](#), Vilma Altet Casas, ICT NCP.
- [The University in the context of ICT R&D cooperation](#), Caridad Anías, Instituto Politécnico "J.A. Echevarría".
- [The ICT industry in Cuba. Opportunities for International cooperation](#), Jorge Luis Oliva, Cámara de Comercio de Cuba.

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Project Partners



**Funded by the ICT
Programme of FP7**



ANNEX 5: PARTICIPANTS

Companies / Institutions	Participants
Ministerio de Comercio Exterior e Inversión Extranjera	Ramón Ripol
Delegación de la UE en Cuba	Predrag Avramovic
European Comission, DG-INFOS	Klaus Pendl
COPEXTEL. S.A	Carmen Fernández del Busto
	Ariel Hernández González
	Vilma González Pérez
CT	Vilma I. Altet Casas
	Xiomara Hernández Rojas
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ANNEX 6: DIPLOMAS

