



PONTIFICIA
UNIVERSIDAD
CATÓLICA
DE CHILE

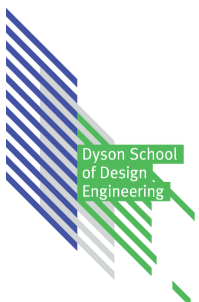
OPENING AND KICK-OFF
GOGLOBAL CHILE 2017
FOOD · DESIGN · INNOVATION
January 9th, 2017

Auditorium UC Innovation Center

Campus San Joaquín UC, Vicuña Mackenna 4860, Macul, Santiago (Chile)

- 09:00** **Welcome to GoGlobal Chile 2017**
- Alfonso Gómez, *Executive President UC Innovation Center*
 - Andy Brand, *Imperial / RCA*
 - José Allard, *Director School of Design UC*
 - Pedro Bouchon, *Vice Dean School of Engineering UC*
- 09:15** **Innovation Drivers and the Chilean Case**
- Alvaro Fischer, *Member of the Board of Resiter and Former President of Fundación Chile*
- 09:45** **Gastronomic Engineering Initiative, An Experiential Approach**
- José Miguel Aguilera, *Engineering UC & Rodolfo Guzmán, Boragó Chef*
- 10:45** **Coffee Break**
- 11:00** **Talk: Healthy Food Matrix Design**
- Pedro Bouchon, *Vice Dean School of Engineering UC*
- 11:30** **Talk: Efficient and Inclusive Food Systems for the Region**
- Rodolfo Rivers, *International Advisor and former FAO Officer*
- 12:20** **Talk: Chile, Natural and Social Disasters**
- Eugenio Tironi & Rodrigo Araya, *TIRONI Asociados, Strategic Consulting Firm*
- 13:20** **Design Biennale invitation**
- José Allard, *Director School of Design UC*
- 13:30** **Lunch Break**
- 14:30** **Talk: Common Grounds: Social Capital by Design**
- Tomas Cortese, *Co-founder and Director of Ciudad Emergente and Fundación AcercaRedes*
- 15:00** **Talk: New Chilean Cuisine and Identity**
- Rodrigo Luco, *President of Pebre Chile*
- 15:45** **Presentation of GoGlobal Chile 2017 Brief: Tutors and Team Members**
- Imperial/RCA Faculty
- 16:30** **Coffee Break**
- 16:45** **Group Activity**
- Imperial/RCA Faculty
- 17:15** **Roundtable on Design, Innovation & Food**
- Francisca Barros and Jenn Sarich, *IDEO*; Leila Sheldrick, *Dyson School of Design Engineering, Imperial College and the Royal College of Art*
- 18:30** **Closing**

ORGANIZERS:



**Imperial College
London**



Royal College of Art



UNIVERSIDAD TÉCNICA
FEDERICO SANTA MARÍA

