



# ASPA Seminar 2020: “Transformation and Digitization of the Colombian Goods and Services Industry with Sustainability Criteria”

For the business  
and academic sectors

Registration is required  
prior to the seminar

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Virtual event  
November 25, 26 and 27, 2020  
Colombia

ORGANIZED BY:



Asociación Antioqueña de Profesionales  
con Estudios en Alemania

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**ACADEMIC PROGRAM**  
**Day 1 – Wednesday November 25, 2020**

Timetable	Program
09:00 – 09:30	Introduction to the seminar <b>Alejandro Tieck Honorary Consul of the Federal Republic of Germany and Stefan Merz – Lecturer DAAD</b>
09:30 – 10:10	“Opportunities and challenges in convergent technologies for the Colombian industry.” <b>María del Pilar Noriega E., PhD.</b> <b>Member of the Wise Mission in Colombia, 2019 and Vice president of ASPA</b>
10:10 – 10:50	"Digitization and sustainability measurement." <b>MBA Christian Hasenstab</b> <b>QES Consultant, Germany, and President of ASPA</b>
10:50 – 11:30	" Ethics and digital transformation." <b>Mag. Juan Gonzalo Pérez</b> <b>Professor Universidad EAFIT</b>
11:30 – 12:00	Panel of experts day 1

**Day 2 – Thursday November 26, 2020**

Timetable	Program
09:00 – 09:30	Summary of first day
09:30 – 10:10	"Spanish Bachelor online as an example of digital education." <b>Prof. Dr. Edison Neira Palacio</b> <b>Faculty of Communications, Universidad de Antioquia</b>
10:10 – 10:50	"Industry 4.0: Opportunities for industrial and non-industrial sectors in Colombia." <b>Dipl.-Ing. Thorsten Körner</b> <b>Manager Robert Bosch Ltda. Bosch Rexroth Colombia / Ecuador</b>
10:50 – 11:30	"People-centered computing as a tool for product and service delivery in Colombia." <b>Mag. Martín Felipe Wohlgemuth P.</b> <b>Board Member PREManet and ASPA</b>
11:30 – 12:00	Panel of experts day 2

**Day 3 – Friday November 27, 2020**

Timetable	Program
09:00 – 09:30	Summary of second day
09:30 – 10:10	"Trufi-Busboy Open source intermodal trip planner for semi-formal public transport." <b>Physicist Leonardo Gutiérrez U.</b> <b>President of Territorial Planning Council, Duitama, Boyacá, Colombia</b>
10:10 – 10:50	"Digitization in the energy sector." <b>MBA Juan Manuel España</b> <b>Director of Transactive Energy Colombia</b>
10:50 – 11:30	"Potential for the digitization of more sustainable agriculture in Colombia." <b>Master in Eco-Agrarmanagement Henry López Daza</b> <b>ASPA</b>
11:30 – 12:00	Conclusions and closing remarks

## SPEAKERS

**Ph.D. María del Pilar Noriega E.:** Chemical Engineer from the Universidad Pontificia Bolivariana, Medellín and chemist from the Technical University of Dresden (Germany). She has postgraduate studies in Thermoplastic Extrusion from the University of Stuttgart (IKT - Germany). She has a doctorate (Ph.D.) in Mechanical Engineering with emphasis on polymers at the University of Wisconsin, Madison, USA, 2001. She was Head of the Extrusion department of ICIPC since 1991 and since 1997, she served as Technical Director of the same institute until June 2012, when she was appointed as its General Director until 2019. Member of the board of extrusion division and Fellow of the Society of Plastics Engineers (SPE) of the United States since January 2019, and she is member of the Wise Mission in Colombia, 2019. Author of five books and numerous technical papers in international journals, and she is co-inventor on patents granted and applied in Colombia and in the U.S. She is currently Director of Research, Development and Innovation for an international consortium with a focus on green chemistry and biorefineries.

**Prof. Dr. Edison Neira Palacio:** Sociologist from the Universidad de Antioquia, Medellín, Colombia and Doctor of Philosophy and Letters (Dr. phil.) from the University of Bielefeld (Germany). He did his Post-doctorate in Higher Education Administration at the Pedagogical University of Heidelberg (Germany). He is Professor of the Department of Linguistics and Literature at the Universidad de Antioquia, Medellín, Colombia and is Coordinator of the Literary Studies Research Group where he directs two research lines "The social function of the writer" and "Digital Humanities and Literatures". In association with the Pedagogical University of Freiburg (Germany), he created the "Master's Degree in German as a Foreign Language" at the Universidad de Antioquia.

**MBA Christian Hasenstab:** Dipl.-Ing Technische Informatik (BA), Berufsakademie Stuttgart, Germany; MBA in Sustainability Management, Leuphana Universität, Lüneburg, Germany; Doctoral candidate in Energetic Systems, Universidad Nacional de Colombia, Medellín. He has worked in several companies as software developer and as head of the software development department. He has been consultant and teacher on sustainability issues, product and technology studies, process and systems analysis, and energy efficiency analysis and optimization, among other topics. He currently serves as an independent consultant for sustainability and information technology (IT).

**Mag. Martin Felipe Wohlgemuth Pinzon:** Master's degree in business management from INALDE Business School of the Universidad de la Sabana, specialized in markets and business development from the entrepreneur's perspective to improve project results. He is a member of the Board of ASPA and PREMANet e.V. As a bilingual professional, educated in Colombia and Germany, he contributes to the sustainable development of Colombia. He has professional experience of more than thirty years, first as an employee in communications and technology companies, followed by experience as an entrepreneur and in the last ten years, as a consultant in business development and profitable environmental efficiency.

**M.Sc. Henry Ignacio Lopez:** Agronomist from the National University, Medellín, Colombia. Postgraduate studies in genetic resources of importance in agriculture from Martin-Luther University, Saxony, Germany,

M.Sc. in Management in Ecological Agriculture from the Humboldt University, Berlin, Germany and currently aspiring to the doctorate in Industry and Organization at the National University, Medellín, Colombia. Member of the International Federation of Organic Agriculture Movements, IFOAM, and member of ISOFAR, International Institute for Research in Organic Agriculture. Advisor for different social, public, and private organizations. Since 2014, he manages, advises, and coordinates the organic certification process under European, North American, and Colombian standards for production in organic agriculture under the RECAB-ASOCAMPO agreement with the Okterra brand.

**Mag. Juan Gonzalo Pérez Guisao:** He has a master's degree in international business, and he is professor at EAFIT University with experience in managing NGOs and private companies. This experience extends to the areas of education, technology, commerce, entrepreneurship, and sustainable business development. In 2015, he participated in working groups for the proposed 2030 development agenda, better known as the United Nations Sustainable Development Goals. Juan is co-founder of technology companies and international trade of products with high added value. Areas of expertise: Education, Entrepreneurship, Business Development, Agile Management, SCRUM Methodologies, Sustainability, Technology Development.

**MBA Juan Manuel España:** Director of the Transactive Energy Colombia Initiative and professor at EIA University. He has worked in the energy industry as project manager and consultant for companies such as ME SOLshare (Germany-Bangladesh), MicroEnergy International GmbH (Germany), and SNC Lavalin (Canada), securing and managing approximately US\$3m from funders such as IADB, GSMA, UN DESA, and ADMIRE. Juan holds a Master's in Management from the European School of Management and Technology (Berlin) and a double degree in Electrical Engineering and Electronics Engineering from Los Andes University in Colombia.

**Dipl.-Ing. Thorsten Körner:** Mechanical Engineer from RWTH-Aachen, Germany, with postgraduate studies in industrial production. He has extensive experience in the automotive sector, performing in commercial and technical roles at Autorex Peruana, Bosch distributor in Peru. Since 2014 he has been linked to Bosch Rexroth, starting work within Robert Bosch Peru, to later form the company Bosch Rexroth Peru, in which he worked as Sales Manager until May 2018. He is currently responsible for Bosch Rexroth in Colombia, a company of Bosch Group, linked to the manufacture of hydraulic components and systems and industrial automation for various productive sectors. Additionally, he is the regional coordinator of Education, a highly developed area within the company, as well as a business developer in Ecuador and one of the leaders of the Industry 4.0 concept for Latin America.

**Physicist Leonardo Gutierrez:** He has a bachelor's degree in Physics from the Universidad Nacional de Colombia, Bogotá. Currently he is an instructor at the Salesian College of Duitama, Colombia, of robotics and Open Street Maps (OSM), he also manages the data networks - voice and video, both of the Salesian school of Duitama, and of the Salesian Social Work of the Baby Jesus on July 20 neighborhood, Bogotá, Colombia. He is a consultant for the textile platform, for the company Nyaruka Ltd. (a software startup based in Kigali, Rwanda) there, he works for several clients around the world in conversational bots campaigns (Chatbots). Currently he is also part of the Trufi Association e.V. with whom he develops the BusBoy app, the public transport application of the city of Duitama, Colombia, that he currently manages.