



**From Open Innovation to Innovation Partnerships - A New Paradigm in a
Troubled Economy
swissnex Boston, Consulate of Switzerland, Cambridge, MA
April 30 - May 1, 2009**

Introduction

Hard times and needs can be also the source of innovative inspiration. To shatter typical "hibernation and duck-and-cover" attitudes, new paradigms are required. Innovation Partnership is one such paradigm that focuses on new ways to collaborate in all areas of discovery and development with external partners who can bring competence, commitment and speed to the relationship.

To meet future requirements and economic challenges, the business model needs to consider few important ingredients and formulate around them. Some of these elements include: the economic landscape, innovation space, leadership, strategy, partnerships, championships, internal experts and the consumer. These points and others will be discussed in a special event that will include lectures, panel discussions and several workshops.

The event will bring together large corporate, entrepreneurs, venture capitals, startups, academics, business leaders, consultants and other professionals involved in innovation management. Its main objectives is to present and discuss recent methods, practices and innovation for coping with downsizing and troubled economy and the new paradigms required to build new business model based on open innovation and innovation partnerships.

This event is highly relevant for managers responsible for creating long-term business growth in an open innovation context, those involved in new product development, internal and external venturing, incubator and innovation centre management, and funders of innovation support programs.

Who, Where, When

The conference brings together executives charged with navigating all stages of the innovation process and academics and will include facilitated themed sessions presentations together with interactive workshops and discussion panels. Additionally, the conference will provide excellent networking opportunities. **The ½ day conference (April 30) and ½ day workshop (May 1) is hosted by swissnex Boston, Cambridge, MA.**

The conference features industry leading speakers from Switzerland known for its far reaching global innovation as well as the New England area. In addition, leading scholars and academicians from MIT - Sloan School and Harvard, and Venture capital practitioners will participate.

The panel discussion to be led by a well known innovation writer and journalist will look through case studies and future scenarios at developing innovation models that generate ideas, ROI, breakthroughs both in corporate and academia.

The workshops will look at creating profit through partnerships addressing the issues and topics selected by the participants and run by some of Europe's leading practitioners. The focus will be on changes and opportunities linked to a changing global environment with a specific discussion on sustainability. There will also be opportunities to be involved in 1 to 1 meetings with the toplevel industry speakers at the event. These are limited and available to selected delegates but will help small firms take the first step in connecting with larger organizations and bringing a very practical view on how to implement open innovation and partnerships.

Logistics

The event will take place on Thursday April 30th and Friday May 1st at: **swissnex Boston, Consulate of Switzerland, 420 Broadway, Cambridge, MA (close to Harvard Square).**

The program will start at midday on Thursday with a working lunch. The afternoon will be a combination of panels and breakout sessions with topics such as "Managing partnerships with research organizations" and "Crossing the discipline boundaries to find new partners". A networking reception will close the day.

Friday morning will focus on the role of sustainability in innovation. With pressing environmental concerns, major companies need to rethink their business strategies. Innovation management should also be included in strategic decision-making around sustainability.

Fee

The fee to participate in this event is \$150 the 2-days, or \$80 per day (either April 30 or May 1). It comprises attendance to all sessions as well as meals and reception. Please make your check payable to swissnex and send it to swissnex 420 Broadway, Cambridge, MA 02138.

Registration

This event is limited to 50 registered and paid participants each day, on a first confirmed registered basis.

Additional Information

Please contact Pascal Marmier at swissnex Boston: pascal@swissnexusboston.org or (617) 876-3076.

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Program

Thursday April 30:

12:30 - 1:30 **Registration, Lunch, Networking**

1:30 **Welcome - Pascal Marmier**, Director, Consul, swissnex Boston, Consulate of Switzerland

Objectives and introduction of key note speaker - Visiting Prof. Sam Saguy, Nestlé

1:35 - 2:20 **Key Note Speaker - Dr. Helmut Traitler**, VP Innovation Partnerships, Nestlé

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2:20 - 3:30 **Panel Discussion**

Moderator: Saul Kaplan - Founder and Chief Catalyst Business Innovation Factory

- **Dr. Val Livada**, Senior Lecturer, MIT Sloan and Innovation Consultant
- **Charles Wilson**, Global Head, Strategic Alliances, Novartis Institutes for BioMedical Research
- **Dr. Ken Zolot**, Kauffman Foundation, MIT Sloan
- **Harry West**, VP of Design Strategy, Continuum

3:30 - 4:00 **Coffee Break /network**

4:00 - 5:15 **Breakout sessions**

1) Capital Sources for innovation in a soft economy

Where are the dollars coming from and going? What are investors and corporate executives planning and thinking and what is the role of government?

Session chair: Prof. Fiona Murray, MIT Sloan School

2) Managing external relations

There are a lot of co-development opportunities out there with creative options to find new partners. Where is the value in identifying and working with an external partner? What are the hurdles to a strong long-lasting deal?

Session chair: Dr. Helmut Traitler, VP Innovation Partnerships, Nestlé

3) Consumer mind-typing and focused innovation: From broadcast to narrowcast

Evolving from the looking at the world of the consumer to looking at the mind of individual consumers, to guide innovation. Newly emerging thinking about faster innovation using online tools, combined with mind genomics, narrowcast development, and exploiting niche opportunities

Session chair: Dr. Howard Moskowitz, President, Moskowitz Jacobs, Inc.

5:30 - 7:15 **Reception and cocktails**

7:30 - 9:30 **Optional Dinner around Harvard Square**

Friday May 1 – Innovation and Sustainability

7:30 - 8:30 **Breakfast and one-to-one meeting, networking**

8:30 - 10:15 **Panel Discussion: Innovation Management and Sustainability for Innovation Partnerships in a Troubled Economy**

- **Prof. Sarah Slaughter**, MIT Sloan - Introduction and moderator
- **Gib Hedstrom**, Hedstrom Associates
- **Roberto Huet, Senior Vice President**, Aggregate Industries Northeast, part of Holcim Group
- **Dr. Noubar Afeyan**, Managing Partner and CEO, Flagship Ventures

10:15 - 10:45 **Coffee Break/network**

10:45 - 12:00 **Breakout sessions**

1) Design for sustainability

Led by **Mark Bates, Sustainability Champion and Principal, Industrial Design, Continuum** . A discussion on how to integrate consumers and eco concerns into design processes for services and products

2) Management systems and sustainability

Led by **Gib Hedstrom**. A look and discussion at emerging lessons from efforts to “mainstream” sustainability.

12:00 - 12:15 **Summary of Breakout sessions and concluding summary** (Prof. Sam Saguy)

12:15 - 1:30 **Concluding lunch**