



Thursday 16th & Friday 17th of April 2015
8th Edition

Hotel Avenida Palace ****

Barcelona, Spain



Including **Trend Workshop** to share best practices on how to transform mega trends into business concepts and solutions.

Networking Dinner (optional) to continue your networking activity in an informal environment

You will learn

- ✦ Nurturing an **Innovative culture** within the organisation
- ✦ How to **stimulate innovation**
- ✦ **Fostering innovation** and entrepreneurship
- ✦ Accelerating innovation with **massive co-creation platforms**
- ✦ **Shaping and shaking up the industry**
- ✦ **Open innovation**: a necessary ecosystem for **successful R&D and Innovation**
- ✦ **Innovation Journey** in the **Oil and Gas Drilling industry**
- ✦ The rules for **identifying and starting new businesses in large companies** haven't changed: **insights for successful innovation**
- ✦ Inspire, connect, engage **introduction to customer-centric approach**
- ✦ How to deal with **disruptive innovation**
- ✦ Promoting a **customer-centric approach to drive value to the business**

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Open Innovation
Customer-Centric Approach
Co-Creation Projects
Creating ROI

PANEL OF KEY SPEAKERS



Ineke Rampart
Vice President Innovation
Excellence, DHL Customer Solutions
and Innovation



Nicolas Bry
Senior VP – Orange Innovation



Guido Petit
Former Vice President & Treasurer



Dr. Stephan Altmann
Head of Innovation Excellence



Dr. Ulrich A.K. Betz
Director | Department Head
Innovation & Entrepreneurship
Incubator



Fabian Schlage
Head of Idea & Innovation
Management



Annalisa Gigante
Head of Innovation Management
and Collaboration



Olivier Leclerc
Director, Innovation &
Intrapreneurship



Hubert Delatte
Innovation Purchasing Director



Simone Arizzi
Technology & Innovation
Director EMEA



Pascal Rioual
Deputy Head of EDF Group, Open
Innovation Team



Rob de Graaf
Dean Idea to Market Academy,
Philips University



Salvatore Grimaldi
Responsible for Technology
Strategy Planning

To confirm your participation,
please contact
Emmanuel Raulot:
emmanuelr@axiomgroupe.com

08:45 Registration and Coffee
 09:15 Opening Remarks from the Chairman:
Frederik van Oene, Partner, **Arthur D. Little**

RESEARCH & DEVELOPMENT / ENTREPRENEURSHIP

09:30 **Case Study The importance of metrics in driving R&D productivity**

- Common terminology across businesses and functions
- Identifying metrics of relevance
- Challenges and opportunities to the approach based on our experience

Simone Arizzi
 Technology & Innovation Director EMEA

DuPont
DuPont a chemical global science company that employs more than 60,000 people and 10,000 scientist and engineers worldwide. It has R&D facilities located in China, Brazil, India, Germany, and Switzerland with an average investment of \$2 billion annually in a diverse range of technologies for many market.

10:15 **Case Study How to Stimulate Innovation**

- Unleashing the innovation potential of intrapreneurs
- About the beneficial effect of a Corporate Garage aka internal fablabs : Le Garage
- Connecting and re-enchanting employees with a combined approach : Alcatel-Lucent Innovation City

Olivier Leclerc
 Director, Innovation & Intrapreneurship

Alcatel-Lucent
Alcatel-Lucent provides products and innovations in IP and cloud networking, as well as ultra-broadband fixed and wireless access. They have been recognized by Thomson Reuters as a Top 100 Global Innovator. Key figures 2013: revenues €14.4billion and approx. 62,000 employees.

11:00 Coffee and Networking time

11:30 **Case Study Fostering Innovation and Entrepreneurship**

- Merck Serono Innovation Cup - leveraging global talents
- Open innovation in drug discovery
- Innospire - Mercks bottom-up innovation initiative

Dr. Ulrich A.K. Betz
 Director | Department Head Innovation & Entrepreneurship Incubator
Merck Serono

Merck Serono is a biopharmaceutical division with 14,600 employees worldwide. Their products are commercialized in 150 countries.

CO-CREATION & OPEN INNOVATION

12:15 **Case Study Accelerating Innovation with massive co-creation platforms: Imagine with Orange**

- Platforms for Co-creation: the new normal?
- Platforms for Open innovation: from ideas crowdsourcing to solution specific search
- Orange Crowdsourcing platform for innovation: 'Imagine with Orange'
- Leveraging 'Imagine' for multi brand crowdsourcing campaigns

Nicolas Bry
 Senior VP -Orange Innovation

Orange
Orange is one of the largest operators of mobile and internet services in Europe and Africa and a global leader in corporate telecommunication services. Figures: 164,000 employees.

13:00 Lunch
 Networking time

14:30 **Case Study Innovation Purchasing and efficient co-innovation process in an open world**

- Innovation Purchasing: its role, its added value
- Co-innovation: keep it successful with middle and long term targets
- Co-innovation success: case study

Hubert Delatte
 Innovation Purchasing Director

Faurecia
Faurecia is one of the world's leading automotive equipment suppliers with four activities: Automotive Seating, Emissions Control Technologies, Interior Systems and Automotive Exteriors. In 2013, the Group posted sales of 18 billion euros. At December 31, 2013, Faurecia employed 97,500 people in 34 countries at 320 sites, including 30 R&D centers. Faurecia is listed on the NYSE Euronext Paris stock exchange and trades in the U.S. over-the-counter (OTC) market.

15:15 **Case Study Open innovation in R&D division of a Utility**

- Detecting innovation outside the company, in order to impulse business
- Adapting the process, in order to accelerate the time from detecting innovation to valorisation
- Impulse innovative methodologies, in the R&D division, in the business unit

Pascal Rioual
 Deputy Head of EDF Group, Open Innovation Team

EDF
EDF is a French electric utility company, largely owned by the French government; it operates a diverse portfolio of 120,000+ megawatts of generation capacity in Europe, South America, North America, Asia, the Middle East and Africa. The company employs more than 158,000 people.

16:00 Coffee and Networking time

BEST PRACTICES TO DRIVE VALUE TO BUSINESS

16:30 **Case Study The Rules for Identifying and Starting New Businesses in Large Companies Haven't Changed: Insights for Successful Innovation**

- Identifying characteristics of new business life cycle
- Required managerial approaches to deal with game-changing innovations
- Building and sustaining competencies for effectively managing new businesses
- Deploying different approaches to adequately overcome organisational challenges
- Overview of some best practices applied in various industries that are worth looking at

Guido Petit
 Former Vice President and Treasurer

BiR&D
BiR&D (Belgian industrial Research and Development) is a cross industry sector association of globally operating companies with major R&D activities in Belgium aiming at making Belgium a destination of choice for joint industry-academia research and innovation.

17:15 **Case Study The pillar of success: giving people wind through innovation and transformation**

- Cultural transformation of people and organization to improve innovation efficiency
- Creating a vision of innovation culture and roadmap to achieve it

Fabian Schlage
 Head of Idea & Innovation Management

Nokia Siemens Networks
Nokia Siemens Networks is a multinational data networking and telecommunications equipment company wholly owned subsidiary of Nokia Corporation. It has operations in around 150 countries, employing more than 58,000 people worldwide. Its revenue is more than 13 billion.

18:00 Closing remarks from the Chairman and end of Day 1

08:45 Registration and Coffee
 09:15 Opening Remarks from the Chairman:
Guido Petit, Former Vice President & Treasurer, **BIR&D**

CUSTOMER CENTRIC APPROACH & INNOVATION PORTAFOLIOS

09:30 **Case Study The DHL Innovation Center Program – Inspire, Connect, Engage Introduction to customer-centric innovation**

- Strengthening customer relationships through the Innovation journey – a structured idea generation and solution building approach using methodologies and tools
- Transforming the DHL Innovation Center: from an Innovation Showroom towards an integrated customer engagement platform. Insight in the change management process (Latest update!)

Ineke Rampart

V.P. Innovation Excellence, DHL Customer Solutions & Innovation

Deutsche Post DHL

Deutsche Post DHL is the world's leading postal and logistics services group and generated revenue of more than 55€ bln in 2012 with about 475,000 employees in more than 220 countries and territories .

10:15 **Case Study Quantitative portfolio management enables sustainable profitable growth from innovation**

- Innovation excellence identifies and implements significant contributions to profitable growth from balanced innovation portfolio
- Excellence in strategy planning and execution creates and develops balanced innovation portfolios
- Excellence in quantitative portfolio management maximizes return-on-invest from a portfolio of risky investments

Stephan Altmann

Head of Innovation Excellence

BASF

BASF SE is the largest chemical producer in the world. At the end of 2013, the company employed more than 112,000 people, with over 52,500 in Germany alone. In 2013, BASF posted sales of €73.97 billion and income from operations before special items of about €7.2 billion.

11:00 Coffee and Networking time

11:30 **Case Study Promoting a Customer-Centric Approach to Drive Value to the Business**

- Customer Insights for Innovative Solutions: using different customer research techniques to uncover customer needs that will drive the innovation pipeline
- Business Model Innovation: identifying successful business models for each market; how different business models can create and capture value in new ways

Annalisa Gigante

Head of Innovation Management and Collaboration

Holcim

Holcim is one of the world's leading suppliers of cement and aggregates (crushed stone, sand and gravel). Holcim is a global company employing some 71,000 people, with production sites in around 70 countries. In 2013, Holcim recorded net sales of over 19.7 billion Swiss francs

12:15 **Interactive Discussion Reinvent Innovation Practices to Unleash Creativity**

This interactive discussion will allow delegates and Speakers to exchange their ideas, benchmark and cover all topics needed.

- Creative motivation and barriers of creativity
- Methods and techniques of creative thinking and problem solving
- Idea and creativity killers: How to deal with them?

Facilitators:

Please confirm your participation in the Round Table Discussion, contact Monica Färber:

monicaf@axiomgroupe.com

13:00 Lunch
 Networking time

DISRUPTIVE INNOVATION

14:30 **Case Study Managing technological innovation challenges in evolutionary context**

- The context evolution in aeronautical industry
- Technology Management: from Intelligence to Strategy
- Understanding the evolution of the technology environment
- Accelerating the innovation processes
- Disruptive innovation: possible models in aerospace

Salvatore Grimaldi

Responsible for Technology Strategy Planning

Alenia Aermacchi

Alenia Aermacchi is an Italian aerospace company. A subsidiary of Finmeccanica. AleniaAermacchi is the Italian leader in aeronautics and among the world's top players in the design, development, manufacture and support of commercial and military, trainers and unmanned aircraft systems. Its turnover in 2013 is more than €3 billion and it employs more than 11,500 people.

R&D PRODUCTIVITY & DIGITAL INNOVATION

15:15 **Case Study Learning to Accelerate Innovation**

- Deploying end to end innovation processes to bring ideas to market better faster more
- Driving innovation capability & competence development in a rapidly changing & digitizing world
- Spreading methods and tools globally by communities of practice and social media

Rob de Graaf

Dean Idea to Market Academy, Philips University

Philips

Royal Philips of the Netherlands is a diversified technology company, focused on improving people's lives through meaningful innovation in the areas of Healthcare, Consumer Lifestyle and Lighting. The company is a leader in cardiac care, acute care and home healthcare, energy efficient lighting solutions and new lighting applications, as well as male shaving and grooming and oral healthcare.

16:00 **Workshop TREND RESEARCH** hosted by 
Lead by Rita Scheiber (Innovation Workshop Lead, DHL) and Katrin Zeiler (Trend Research Project Manager, DHL)

This workshop provides a great opportunity to **engage with customers** on innovation-related matters. It allows to share **best practices**, to collect/exchange **insights** and define areas for **cooperation**.

Delivered by a DHL Trend Research expert/moderator, the workshop gives attendees a deeper insight the DHL Trend Research approach, with the great tool **"Trend Radar"** as a basis and by applying **brainstorming techniques and methods**.

Group findings are shared back with the other workshop participants and become a starting point for a discussion on **how to transform trends into business concepts and solutions**.



Do not miss this excellent opportunity to exchange insights, share best practices and identify potential opportunities for cooperation!

18:00 Closing remarks from the Chairman and end of the conference



Dr. Stephan Altmann
Head of Innovation Excellence
BASF

Stephan is Head of Innovation Excellence in the department for Strategic Innovation Management in the division Nutrition & Health of BASF. He is responsible for the management of the of the divisional innovation portfolio concerning strategic planning and controlling and currently focuses on maximizing impact and return through balanced quantitative portfolio steering. He is also involved in designing and enabling innovative partnership concepts based on the identification of joined business and capability development targets.



Hubert Delatte
Innovation Purchasing Director
Faurecia

Hubert Delatte, Innovation Purchasing Director of FAURECIA FAS International industrial Purchasing specialist and more particularly since 2004, working on Innovation Purchasing,

Hubert Delatte has developed and optimized, a new process in this field, in cooperation with Marketing, R&D and Legal Department. Swiss Polytechnic School, EPFL graduated Engineer. Since 1992 in Purchasing: first like consultant and then, since 1997 with Faurecia Group.



Dr. Ulrich A.K. Betz
Director | Department Head Innovation & Entrepreneurship Incubator
Merck Serono

Dr. Ulrich Betz is Director, Head of the department Innovation and Entrepreneurship Incubator at Merck Serono, a division of Merck KGaA. In this function he is responsible for global innovation management at Merck Serono. For example he designed and implemented the idea competition innospire, the BioMed X Outcubator, the Merck Serono Innovation Cup and started a comprehensive open innovation and crowd sourcing platform. Prior to joining Merck, he worked 7 years for Bayer AG in various scientific and managerial positions in Pharma Research, including as the strategic assistant of the global Head of Pharma R&D at Bayer HealthCare.



Nicolas Bry
Senior VP- Orange Innovation
Orange

Nicolas is a senior VP at Orange Innovation, heading New Initiatives at Orange Vallée, an agile entity oriented toward disruption. Serial innovator, he sets-up creative initiatives, and innovation hubs on digital, bringing renewed market positioning. Graduate from Engineering School Supélec and HEC Business School, he completed a Master thesis on "Rapid Innovation", speeding-up innovation through cocreation (open innovation, collaborative platform, APIs), successfully implemented at Orange. Nicolas is editing www.Rapidinnovation.fr, tweeting at @nicobry, and mentoring venture projects at HEC and Stanford Ignite.



Pascal Rioual
Deputy Head of EDF Group, Open Innovation Team
EDF

Pascal Rioual obtained his Phd in power electronics in 1994. He joined EDF R&D In 1994.

He joined the Insular Power Systems Division in 2007, in order to manage the electricity purchase and the supply demand.

He joined the innovation cluster CAPENERGIES, as acting director, on the 1st of December 2010. He came back in the EDF Group, at the Open Innovation Team, on the 1st of October 2013.



Salvatore Grimaldi
Responsible for Technology Strategy Planning
Alenia Aermacchi

Salvatore works in Advanced Research office of Alenia Aermacchi and he is responsible for the Company Innovation & Technology Strategy Planning. He deals with the analysis of the business strategic technologies, innovation processes, technology roadmaps, intangible assets estimation and technology scouting.

Graduated with honors from University of Naples Federico II in 2002 with a Mechanical Engineering degree, and received an MBA from Finmeccanica Education & Knowledge Management Office in 2007. Salvatore is also a councilor of the Italian Industrial Research Association (AIRI) and author of some studies and articles on priority technologies and them role in aeronautic industry as well as regular speaker about technology and innovation management. He was born in Naples, in 1976, but since September 2004 he has been living in Turin.



Guido Petit
Former Vice President and Treasurer
BiR&D

Dr. Guido Petit is the Guest Executive Director of the Erasmus Center for Marketing & Innovation (ECMI) at the Erasmus School of Economics (ESE) in Rotterdam, the Netherlands. He also holds a visiting professor position at the Marketing Department in the Faculty of Economics and Business Administration at the University of Ghent in Belgium. Guido was the Vice-President and Treasurer of the Belgian industrial R&D (BiR&D), a cross sectorial association of globally operating industrial companies with major R&D activities in Belgium, aiming at making Belgium a destination of choice for joint industry-academia research and innovation. Today he is facilitating the operational activities of BiR&D. He has been the Director of the Alcatel-Lucent Technical Academy at the Chief Scientist Office of Bell Labs, the research arm of Alcatel-Lucent.. Guido is also Member of the Advisory Board of Flanders Inshape, a non-profit organization that supports the Flemish industry to further professionalize the design process for innovation in order to help companies to grow successfully and strengthen their competitiveness.

UPCOMING EVENTS 2015

Order to Cash 2015

16th & 17th of April 2015, Barcelona

Enterprise Risk Management, 6th edition

28th & 29th of May 2015, Barcelona

Working Capital Management

28th & 29th of May 2015, Barcelona



Ineke Rampart

V.P. Innovation Excellence, DHL Customer Solutions & Innovation

Deutsche Post DHL

Ineke Rampart, joined Customer Solutions & Innovation, Deutsche Post DHL as Vice-President Innovation Excellence on February 01, 2013. In this role she coordinates the customer outreach initiatives the Customer Solutions & Innovation Division is taking to internally and externally publicize DHL's Innovation capabilities, with a main focus on the DHL Innovation Center Program. Prior to joining Deutsche Post DHL, Ineke Rampart worked 12 years for Microsoft Corporation, first as Corporate Communications and Corporate Affairs Lead within Microsoft Belgium & Luxembourg and Microsoft EMEA, and later as the Manager of the Microsoft Executive Briefing Center, an international customer engagement and technology demonstration center located in Brussels (Belgium). Ineke Rampart started her career as internal and external communications adviser at Tractebel Energy Engineering and at the international Public Relations/Public Affairs Agency Burson Marsteller.



Simone Arizzi

Technology & Innovation Director EMEA

Dupont

Simone is responsible for technology and innovation in the EMEA region. In this role he leads the definition and implementation of large technology driven growth projects related to food, energy and protection; develops and executes the regional open innovation strategy with industrial partners and academic institutions, and drives the new initiative of the DuPont Innovation Centers to sustain an innovation culture across DuPont in EMEA. Until 2012 he led technology globally in DuPont Photovoltaic Solutions where he was responsible for creating next generation of materials for PV applications that improve the efficiency, lifetime and cost of modules, thus accelerating the path to grid parity in the rapidly growing photovoltaic market. From 2004 to 2007 he worked as Technology Manager in the Material Science & Engineering division of DuPont's Central Research and Development, in Wilmington (USA). His main activities have been in the areas of alternative energies with a focus on fuel cells, new materials for photovoltaic applications, as well as renewably sourced materials for packaging applications. From 1996 to 2003 he held a variety of technology and business management positions in the Lycra® and nylon Specialty Intermediates businesses in the US and Europe. Simone joined DuPont in 1991 in Geneva.



Rob de Graaf

Dean Idea to Market Academy, Philips University

PHILIPS

Rob de Graaf is Senior Consultant Product Innovation at Philips Innovation Services, Industry Consulting. He's also the Dean of the Idea to Market Academy at Philips University. He works on innovation strategy, portfolio management, value proposition creation, product launch and knowledge management to name a few. Rob has been working in innovation since 1996, at Ericsson, Ascom, Stratix, and Philips. He also was an entrepreneur for 7 years, leading the Innovation Leadership network. Rob has a Master's degree in Industrial Engineering, and has a PhD in Technology Management.



Annalisa Gigante

Head of Innovation Management and Collaboration

Holcim

Joining Holcim as Head of Innovation Management & Collaboration in 2014, Annalisa Gigante became Head of Innovation a.i. in July. Her career started in Bain and Company in Milan, followed by senior international roles in management, strategy, business development, innovation and marketing in chemicals, life sciences, and HR services, as an ExCo Member at Adecco. Annalisa holds a BA Hons and MA Hons in Natural Sciences from Cambridge University, an MBA from Bocconi, and is on the Board of Trustees of Zurich International School.

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Barcelona City Hall - The Ajuntament de Barcelona, through the Area of Economy, Enterprise and Employment, is in charge of projects aimed to developing projects and programs to support entrepreneurship, businesses, professional improvement and creation of employment. Barcelona understood right the needs in the processes of centralizing operations. That it is why, many major companies and multinationals have centralized their information processes (payrolls, IT, finance, marketing, management control, etc.) in Catalonia, which is currently home to 7,000 contact center positions and employs over 10,000 professionals.



IESE Business School is one of the world's top ten global business schools and has pioneered graduate management education in Europe over 50 years. IESE provides open enrollment programs for each career step. From functional managers through to CEOs of global companies, IESE offers programs in a range of locations, formats and languages designed to help participants develop new leadership capabilities, improve strategic thinking and drive effective organizational change. **IESE was ranked #1 worldwide in Executive Education by FT in 2012.**

- CHAIRMAN -



Arthur D. Little (ADL), founded in 1886, is a leading global management consulting firm that links strategy, innovation and technology to master complex business challenges while delivering sustainable results to our clients. For us innovating is about creating value in new ways.



Frederik van Oene is a Partner of the Arthur D. Little Brussels office, specializing in Innovation Management. Frederik has over 25 years of experience in management consulting. He has extensively worked in innovation, R&D and technology management, strategy implementation and improving organization development and effectiveness in the chemicals, agriculture, pharmaceuticals and consumer goods industries. Frederik holds a B.Sc. in Chemical Engineering from the Twente University in the Netherlands and a Master's Degree in Business Administration from the Manchester Business School in the U.K.. He is co-author of the books "Third Generation R&D Management" published by Harvard Business School Press, and "The Innovation Premium" published by Perseus Books.