

2nd Annual Boston Corporate Innovation Forum

April 14, 2010, 8.00am-5.00pm

Location: Swissnex Boston, 420 Broadway St., Cambridge, MA 02138

Innovation is taking on increased importance for corporations who aim to prosper under the current difficult global economic conditions. Many companies are finding today that the old ways and old products no longer serve them sufficiently. To deliver new value has become ever more important and at the same time, traditional markets often are contracting, causing concerns about how to retain existing market share.

The Boston Corporate Innovation Forum aims to highlight aspects of Innovation that corporations should find particularly useful and instructive for considering a new fresh approach to Innovation. This year's forum probes deeper in some of the topics that were discussed last year.

In this context, the Swiss American Chamber of Commerce, the Swedish American Chamber of Commerce and swissnex Boston-Consulate of Switzerland invite you to our one-day interactive forum, designed for professionals responsible for innovation in a corporate environment. The event will combine discussions with experts in the various fields of Innovation and tailor-made workshops with consultants will be offered in the afternoon.

The morning part of the seminar will bring together a unique set of keynote speakers from both Academia and Industry around four different topics:

- 1) Industrial Design driving Innovations
- 2) Organizing for Innovation
- 3) Materials Technologies Enabling Innovations
- 4) Disruptive Technologies Driving Innovations

Each presentation will be followed by a Q&A session.

The afternoon will be dedicated to two workshops on current topics in innovation: social media / collaborating with startups / international innovation.

Organizers of the events:



Program

8.00am: *Industrial Design driving Innovation: Speakers:*

Sebastian Fixson, Assistant Professor of Technology and Operations Management, Babson College
Harry West, CEO, Continuum

9.00am: *Organizing for Innovation (Teams, Culture and Process): Speakers:*

Jay Rao, Professor of Technology and Innovation, Babson College
Dan Keldsen, Principal, InnovationArchitected

10:00am: *Coffee Break*

10.30am: *Materials Technologies Enabling Innovations: Speakers:*

Francesco Stellacci, Professor of Materials Science and Engineering, MIT
Per Baverstam, President, Baverstam Associates

11.30am: *Disruptive Technologies Driving Innovations: Speakers:*

William Aulet, Director, MIT Entrepreneurship Center
Robyn Bolton, Manager, Innosight

12.30pm: *Lunch break and Networking*

2.00pm: *Workshops*

1) *Innovation, Design and Entrepreneurship: Speakers:*

Beate Becker, Founding Director, Design Industry Group of Massachusetts.

2) *Learning from the small and fast ones. How can large companies adopt startup product development cycles?*

Speaker to Be Determined

4.00pm: *Debriefing session*

Registration & Fee

Participate fee: 150 USD. An early bird special for \$100 is offered through the end of February.
The participation fee comprises attendance to all sessions as well as a lunch meal and refreshments.
Please make your check payable to: swissnex Boston/Consulate of Switzerland
Mail check to: swissnex, 420 Broadway, Cambridge, MA 02138.
For payment via credit card, please contact pascal@swissnexboston.org or call +1 617 876 3076

This event is limited in capacity and participants will be accepted as a function of the timing of their registration and payments.

Additional Information

Please contact Pascal Marmier at swissnex Boston: pascal@swissnexboston.org