



**Seminar
2012**
V EDIÇÃO

Innovation Networks for Sustainable
Growth: Agenda Brazil

12 - 14th, November
Transamérica Hotel - São Paulo



Home

About the Event

Program

Registration

Sponsors and Partners

Contact

Program

INTERNATIONAL SEMINAR

Date: November 12th, 2012

Agenda

| Time | Session |
|-------|---|
| 8:00 | Registration |
| 8:30 | Opening Ceremony |
| 9:00 | Open innovation as a model for innovation |
| 9:40 | Business models: monetization of open innovation |
| 10:30 | Coffee-break |
| 11:00 | Organizational design and boundaries of the firm |
| 11:40 | The role of management in open innovation: leadership, motivation and culture |
| 12:30 | Lunch |
| 13:30 | Implementing and using open innovation: tools and technologies |
| 14:10 | Integration of external ideas: IP, patenting and appropriation |
| 15:00 | Coffee-break |
| 15:30 | Open innovation, industrial dynamics and manufacturing |
| 16:10 | Open innovation: from product to services |
| 17:00 | Closing - Lessons learned and closing remarks |

* Preliminary program

Key issues to be addressed

| | |
|---|---|
| 1 | What is open innovation about? |
| 2 | What do I need open innovation for? |
| 3 | What to expect and fear from doing open innovation? |
| 4 | What happens to the way money is made (the business model)? |
| 5 | What happens to the organizational structures? |
| 6 | What happens to the rights to intellectual property? |
| 7 | How can I practice open innovation in my own context? |

Keynote Speakers

-  **Wim Vanhaverbeke**, *Hasselt University - Bélgica*
-  **Jan Bosch**, *University of Gothenburg - Suécia*
-  **Gert Vilhelm Balling**, *University of Copenhagen - Dinamarca*
-  **Fredrik Tell**, *Linköping University - Suécia*
-  **Augusto de Franco**, *Escritor, palestrante e consultor. Criador e um dos netweavers da Escola-de-Redes - Brasil*

Technical Organizers

-  **Bruno Rondani**, *Open Innovation Center - Brazil, Chairman*
-  **André Saito**, *Open Innovation Center - Brazil*
-  **Carlos Arruda**, *Fundação Dom Cabral - Brazil*
-  **Henry Lopez-Vega**, *ESADE - Spain*
-  **Stefan Lindergaard**, *15inno.com - Denmark*

Selected Cases

In Brazil

Petrobras
 Vale
 Natura
 Braskem
 Suzano
 EMS
 Buscapé
 Fiat
 BRFoods
 Magazine Luiza
 Itaú
 Grupo Fleury
 Tecnisa
 Embrapa
 Telefonica/Vivo
 Oi
 Recepta
 Cemig
 Sebrae
 Porto Digital

Around the World

AkzoNobel | Akzo Nobel Open Space
 Audi | Audi Production Award
 BASF | BASF Future Business
 Beiersdorf | Beiersdorf Pearlfinder
 Challenge.gov | Challenge.gov - government challenges, your solutions
 GE | GE Ecomagination Challenge

HP
 IBM | IBM – Collaborative Research Initiatives
 Government of India | India Innovation Portal
 Lego Group | Lego Cusoo
 Local Motors
 MWV Exchange
 P&G | P&G Connect+Develop
 Philips | Consumer Lifestyle
 Vinnova | Challenge-Driven Innovation
 Reckitt Benckiser | Idealink
 Safer
 SAP
 Shell

Cost

The table below considers the participation on November 12th's activities.

| CATEGORY | until 28/09 | until 8/11 | At the venue |
|---|--------------|--------------|--------------|
| Professional unassociated | R\$ 1.000,00 | R\$ 1.125,00 | R\$ 1.250,00 |
| Professional associated to Support Institutions | R\$ 800,00 | R\$ 900,00 | R\$ 1.000,00 |
| Teachers or Students of master's degree | R\$ 500,00 | R\$ 500,00 | R\$ 625,00 |

* *Special conditions for groups of 5 or more.*

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