

Highlights

344 delegates | 48 countries | 420 applications to present | 200 accepted

Host	The Hamburg University of Technology (TUHH)			
Venues	Daytime TUHH Campus	Welcome Reception Hamburg & Germania Rowing Club	Conference Dinner "Parliament" at Hamburg City Hall	Dinner Cruise "MS Louisiana Star" River Boat



Keynote Speakers

Martin Curley

*Director, Intel Labs Europe
Intel Corporation*

Magnus Karlsson

*Director, New Business Development & Innovation
Ericsson*

David Probert

*Head, Centre for Technology Management, IfM
University of Cambridge*

Vinay Aggarwal

*Deputy Head of Innovation Management
Deutsche Telekom Laboratories*



Luminary Speakers

Paul Isherwood

Director Innovation, External Networks & Partnerships, GlaxoSmithKline Nutrition

Luciana Hashiba

*Head of Innovation Management & Networks,
Natura Cosméticos*

Jeroen Deleu

Director, Sirris Brussels

Tim Jones

Founder and Programme Director, The Future Agenda (sponsored by Vodafone)

Stefan Uhrlandt

*Director R & D, Ethicon Mesh Technology Center,
Johnson & Johnson MEDICAL*

Paulo Janeiro

CEO, Innabler

Innovation "Hot Topic"

Discussion Circles

30 topics including:

- Low-cost innovation: Is this a way towards sustainable enterprises?
- How to accelerate sustainable growth through innovations?
- Reverse innovation: What are the challenges and possibilities?
- What are the best practices for using social media to innovate?
- Do researchers, managers and consultants REALLY know their own user needs?
- How do you use crowdsourcing and lead users for service innovation?
- What to do and what not to do when pitching innovation and inventions to large companies?
- What are the key challenges for Open Innovation in the future?
- Co-creative innovation: How do we recognise when it is happening?



Sample Workshops & Special Interest Groups

- The Project Kitchen - *John Bessant & Anna Trifilova*
- The Green Agenda: How to Identify and Position Compelling Business Value - *Jeff Hovis & Joanne Hyland*
- Towards Sustainability: Values on the Innovation value chain - *Yves Boisselier*
- Quebec Seeks Solutions - *Christophe Deutsch*
- The Art of Software Innovation: an interactive workshop - *Minna Pikkarainen, Nick Boucart Wim Codeniev*
- New Ways for Risk Assessment in Innovation Management - *Frank Zeihsel*

Facilitated Parallel Sessions

- 200 Presentations on:*
- Collaboration for innovation
 - Culture & team management in innovation
 - Entrepreneurship, venturing, business models & financing innovation
 - Innovation training & education
 - Methods and tools for innovation
 - Networks and clusters of innovation
 - Organisational creativity & idea generation
 - Sustainability in Innovation

Publications



Proceedings
ISBN
978-952-265-092-4



Awards

Knut Holt Best Paper
Fiona Schweitzer



Best Student Paper
Claudio Cruz Cázares



ISPIM-Wiley Award
Clive-Steven Curran



Scientific Panel
Dianna Vitasovic



Hotels & Airline Partner

Grand Elysee 5*
200 room nights quota ^{exceeded}



Alster-Hof 3*
200 room nights quota ^{exceeded}



Sponsors



Delegate Demographics

- EMEA 81 %
- Asia Pacific 12%
- Americas 7%
- 53% new-comers
- 47% been before
- Academia 60%
- Industry / Consulting 26 %
- Public / Innovation Bodies 14%

Sample Delegates

VP Research, SAP Research, Germany
Senior Manager, Dept. of Innovation, Australia
CEO, bluenove, France
Commercial Director, Fraunhofer INT, Germany
Senior Director, Philips, Germany
Manager, A.T. Kearney, Germany
CEO, HYVE AG, Germany
Researcher, Booz Allen Hamilton, USA
Head of PostLab, Swiss Post, Switzerland

Assistant Professor, Politecnico di Milano, Italy
Professor, Ritsumeikan University, Japan
PhD Student, Tokyo Institute of Technology, Japan
Professor, Univ. Politecnica Valencia, Spain
IP Manager, University of Cape Town, South Africa
Associate Professor, Aarhus University, Denmark
Researcher, University of Potsdam, Germany
PhD Student, University of St. Gallen, Switzerland
Scientist, Austrian Institute of Technology, Austria

