



Programme



*The 3rd ISPIM Innovation Symposium
Managing the Art of Innovation:
Turning Concepts into Reality
Quebec City, Canada
12-15 December 2010*

Organised by ISPIM in collaboration with local partner INO, a leading non-profit R&D centre in Optics/Photonics in Canada, and Quebec Seeks Solutions, The 3rd ISPIM Innovation Symposium - **Managing the Art of Innovation: Turning Concepts into Reality** brings together around 150 innovation management experts, researchers, managers and policy makers. The event format includes industry-leading keynote sessions, expert-led roundtable sessions, workshops and excellent networking opportunities held in **Quebec City, Canada** on **12-15 December 2010**. Following selection by the ISPIM Scientific Panel, to whom we are grateful, and subsequent completion by the authors, 80 Academic and Practitioner Submissions are included in the Symposium. For full papers and documents, readers should view the Symposium Proceedings (ISBN 978-952-265-004-7).

Organiser:

The International Society for Professional Innovation Management (ISPIM) is a worldwide network of innovation management professionals from research, industry and intermediary organisations. ISPIM's goals are to create a worldwide network of excellence in the field of innovation management, to enhance collaboration between its members and to be at the forefront of research on innovation. ISPIM achieves this via its international conferences and regional events, journal publications, collaborative research projects and other member services



Local Partner:

INO is a technological design and development firm for optic and photonic solutions for SMEs and large corporations. It is home to the largest concentration of skills in the field and serves clients of all sizes from all parts of Canada and around the world. INO offers a complete range of integrated services in the fields of optics/photonics to clients of all descriptions in every field of industrial activity. It also possesses a variety of technologies and innovative processes based on a strong IP portfolio. These assets could represent unique business opportunities for companies wishing to commercialize them.



Symposium Awards:

Three papers have been nominated by the Scientific Panel for each of the two Best Paper awards.

The Knut Holt Award for Best Paper (* in the programme)

- Hanna-Kaisa Ellonen: The role of dynamic capabilities in developing innovation-related capabilities
- Helena Forsman: Innovation and business performance in small enterprises. An enterprise-level analysis.
- Benjamin Niedergassel: Cross-cultural perceptions on knowledge sharing in heterogeneous collaborations

The Symposium Best Student Paper Award (** in the programme)

- Maria Cristina De Stefano: Environmental innovation and performance in the automobile industry
- Heidi Olander: Do SMEs benefit from hrm-related knowledge protection in innovation management?
- Anna Yström: Turning open innovation into practice

Scientific Panel Contributors:

Eelko Huizingh, University of Groningen, Netherlands (Head)
 Iain Bitran, Enterprizer Technologies, UK
 Maryse Brand, University of Groningen, Netherlands
 Alexander Brem, University of Erlangen-Nuremberg, Germany
 Annick Castiaux, University of Namur, Belgium
 Davide Chiarione, Politecnico di Milano, Italy
 Steffen Conn, ISPIM, UK
 Clive-Steven Curran, University of Münster, Germany
 Robert Dew, QUT, Australia
 Federico Frattini, Politecnico di Milano, Italy
 Hannu Karkkainen, Tampere University of Technology, Finland
 Anne-Laure Mention, CRP Henri Tudor, Luxembourg
 Tobias Müller-Prothmann, Pumacy Technologies AG, Germany

Benjamin Niedergassel, University of Münster, Germany
 Ville Ojanen, Lappeenranta University of Technology, Finland
 Teemu Santonen, Laurea University of Applied Science, Finland
 Marko Seppänen, Tampere University of Technology, Finland
 Jayakanth Srinivasan, MIT, USA
 Eric Stevens, ECEM, France
 Marko Torkkeli, Lappeenranta University of Technology, Finland
 Anna Trifilova, Nizhny Novgorod State University, Russia,
 Dianna Vitasovic, Innovation Culture, Australia

Session Overview:

Monday 1330 – 1500	Session 1.1: Innovation Online	Session 1.2: Innovation Measurement	Session 1.3: Organising for Innovation 1	Session 1.4: Innovation in SMEs 1
Monday 1530 – 1700	Session 2.1: Ideas	Session 2.2: Innovation Capabilities	Session 2.3: Organising for Innovation 2	Session 2.4: Innovation in SMEs 2
Tuesday 1100 – 1230	Session 3.1: Implementing OI	Session 3.2: Clusters 1	Session 3.3: Business Models & Approaches	Session 3.4: Customer Collaboration 1
Tuesday 1330 – 1500	Session 4.1: Innovation in Emerging Economies	Session 4.2: Clusters 2	Session 4.3: Planning & Foresight	Session 4.4: Customer Collaboration 2
Tuesday 1530 – 1700	Session 5.1: People in Innovation	Session 5.2: Public Policy and Innovation	Session 5.3: Investing in Innovation	Session 5.4: Customer Value

Symposium Partners:

Venue Provider: Québec City Convention Centre is an international caliber meeting facility recognized for the quality of its installations, state-of-the-art technology, environmental expertise, excellent customer service and a team that is anything but conventional. The Convention Centre holds an average of 150 events every year, with approximately 200,000 visitors and generates over \$100 million in economic benefits, contributing to the development of business tourism.



General Sponsor: The Radical Innovation (RI) Group specializes in helping established companies, committed to technology-based and business model innovation, develop effective and sustainable innovation capabilities for growth and corporate renewal. The RI Group combines RPI and Babson College academic insights, with leading-edge industry experiences, and works across diverse industries to accelerate the lifecycle and increase the success rate of innovation investments.



Local Sponsor: Québec City is the capital of a province of seven and a half million and the seat of the Québec Government. It is home to the National Assembly, ministries and many government agencies. Known as a service city, Québec and its surrounding areas welcome more and more new technology businesses and prominent research centres. With its booming economy, specialized, innovative and highly trained workforce and creative environment, Québec City is a true technological centre.



Local Sponsor: Ministère du Développement économique, de l'Innovation et de l'Exportation - Québec's economy is defined by the province's diverse sectors of activity, creative entrepreneurs and workforce, and openness to the world. The main drivers of economic growth in Québec are innovation and exports. The ministry therefore seeks to support economic development, innovation and export trade, as well as research, particularly by encouraging coordinated and concerted action among the various players in the economic, scientific, social and cultural areas in order to promote job creation, economic prosperity, scientific development & sustainable development.



Proceedings & Book of Abstracts: Lappeenranta University of Technology (LUT) was established in 1969 as a national university of technology and is specialised in technology and economics. About 5000 students study in the various degree programmes, and about 900 new students are admitted each year. There are about 500 postgraduate students, and 900 members of staff. The most outstanding feature of the university is the way in which it has successfully integrated expertise in technology and economics. LUT's location on the border between the EU and Russia has also had a major impact on the university's activities and orientation.



Awards: Gower Publishing is one of the world's leading publishers of specialist business and management books and resources. Our publishing programme covers many of the main business processes and functions and we are continuously developing new titles. Founded in 1967 Gower is an independent, global publisher.



General Sponsor: Product Genesis is a strategic innovation management consulting firm that spun out of the MIT Innovation Center. Our unique competency is in the application of structured approaches for identifying and qualifying growth, disruption and whitespace opportunities, by matching evolving technology capabilities with changing market conditions. Our seasoned, technology-savvy cross-functional team is skilled across industries and markets, and brings broad, lateral thinking for silo-busting product and service innovations.



Local Sponsor: Desjardins General Insurance Group (DGIG) is a member of Desjardins Group, the largest cooperative financial group in Canada. Through its subsidiaries, DGIG offers a range of direct property and casualty insurance products to the general public, businesses in Québec and members of partner groups across Canada. With over 3,500 employees across Canada, a portfolio of 1.8 million policies in force, a business volume of approximately \$1.5 billion and assets of \$2.9 billion, DGIG is a leader in the Canadian P&C insurance industry.



Local Sponsor: Québec International - The mission of Québec International is to contribute to economic development in the Québec City metropolitan region and enhance its international status. Québec International offers a full slate of services to help companies in the region compete on international markets. The agency also provides support services for foreign investors and subsidiaries of companies established on its territory.



Cocktail Sponsor: Québec City Tourism brings together over 1,000 member businesses in the tourism sector and has been a department of the City of Québec since January 2002. As a regional tourism association, Québec City Tourism coordinates and represents the local tourism industry. Its mission is to actively contribute to industry prosperity through integrated and coordinated marketing and development efforts (aimed at visitors as well as business clientele and the media), reception services for tourists, and information to the industry.



Awards: Wiley is a global publisher of print and electronic products, specializing in scientific, technical, medical and scholarly journals, encyclopedias, books, and online products and services; professional/trade books, subscription products, training materials, and online applications and websites; and educational materials for undergraduate and graduate students and lifelong learners.



Submissions Management: ConferenceSubmissions does everything from abstract collection to proceedings production and invoicing. It is designed by people who run scientific events and understand where automation helps an event secretariat. Its flexibility allows you to work how you like to do things and not vice-versa.



Sunday, 12th December 2010

1700 - 1900

Registration, Welcome Reception & Facilitators' Briefing

Delegates are invited to an informal cocktail reception where they will be welcomed to the City of Quebec by Deputy Mayor Mrs Michelle Morin-Doyle. The Facilitators' Briefing (1715 - 1745) is led by Bruno Woeran and Sally Davenport.

Venue: The Québec City Convention Centre Foyer (next to the Hilton Québec hotel); Entrance on boul. René-Lévesque Est.

Website: www.convention.qc.ca/tiki-index.php?page=homePage

Dress Code: Casual



Monday, 13th December 2010 – Morning & Early Afternoon

from 0800

Delegate Registration (Foyer outside Salle 2000A)

Venue: Québec City Convention Centre: Entrance on Honoré Mercier

0845 – 0900

Symposium Welcome (Salle 2000A)

Iain Bitran, Executive Director, ISPIM & **Christophe Deutsch**, Vice-President, Operations, INO

0900 – 0945



Keynote Speaker: John R McDougall (Salle 2000A)

President

National Research Council Canada

Research and Technology Organizations: Key Components of Effective Innovation Systems

0945 – 1030



Keynote Speaker: James D Thompson (Salle 2000A)

Associate Director of Wharton Entrepreneurial Programs; Director of Societal Wealth Program

The Wharton School, University of Pennsylvania

Building Future Markets

1030 – 1100

Coffee Break (Salle 2000B)

1100 – 1145

Roundtable Discussion Session 1 (Salle 2000A - Roundtables)

Table 1:

Designing an innovation scorecard: What are the challenges?

Facilitator: Joanne Hyland

Table 2:

Challenges for Public & Government Innovation Policy & Strategy

Facilitator: Byoung Soo Kim

Table 3:

What are the best practices for using social media to innovate?

Facilitator: Klaus-Peter Spiedel

Table 4:

Tailoring an innovation toolkit for SMEs: What are the characteristics and challenges?

Facilitator: Helena Forsman

Table 5:

How should we be innovating the innovation process?

Facilitator: Mark Turrell

Table 6:

How do we engage people to engage in innovation?

Facilitator: James D Thompson

Table 7:

How can we ensure that innovation leads to competitive advantage?

Facilitator: Sally Davenport

Table 8:

Collaboration for innovation: What is known, what do we need to know?

Facilitator: Louise Muhdi

Table 9:

PhD Research in Innovation Management: Rising to the Challenge

Facilitator: Eelko Huizingh

Table 10:

University-Industry Relations: Key Challenges & Insights

Facilitator: Sylvie Dillard

Table 11:

What are the key challenges for Open Innovation in the future?

Facilitator: Marko Torkkeli

Table 12:

How do we make innovation conferences more innovative?

Facilitator: Iain Bitran

1145 – 1230

Roundtable Discussion Session 2 (Salle 2000A - Roundtables)

Table 13:

Designing an innovation scorecard: What are the challenges?

Facilitator: Joanne Hyland

Table 14:

Challenges for Public & Government Innovation Policy & Strategy

Facilitator: Byoung Soo Kim

Table 15:

What are the best practices for using social media to innovate?

Facilitator: Klaus-Peter Spiedel

Table 16:

Tailoring an innovation toolkit for SMEs: What are the characteristics and challenges?

Facilitator: Helena Forsman

Table 17:

How should we be innovating the innovation process?

Facilitator: Mark Turrell

Table 18:

How do we engage people to engage in innovation?

Facilitator: James D Thompson

Table 19:

How can we ensure that innovation leads to competitive advantage?

Facilitator: Sally Davenport

Table 20:

Collaboration for innovation: What is known, what do we need to know?

Facilitator: Louise Muhdi

Table 21:

PhD Research in Innovation Management: Rising to the Challenge

Facilitator: Eelko Huizingh

Table 22:

University-Industry Relations: Key Challenges & Insights

Facilitator: Sylvie Dillard

Table 23:

What are the key challenges for Open Innovation in the future?

Facilitator: Marko Torkkeli

Table 24:



Key components of an Innovation Engineering Management Framework

Facilitator: Hubert Vaughan

1230 – 1330

Networking Lunch (Salle 2000B)

Monday, 13th December 2010 – Afternoon & Evening

1330 – 1500	Facilitated Parallel Sessions (15 minutes per presenter plus 30 minutes group discussion)			
	Session 1.1: Innovation Online Salle 2103 Facilitator: Marko Torkkeli	Session 1.2: Innovation Measurement Salle 2104A Facilitator: Joanne Hyland	Session 1.3: Organising for Innovation 1 Salle 2104B Facilitator: Karim Hagggar	Session 1.4: Innovation in SMEs 1 Salle 2105 Facilitator: Anna Öhrwall Rönnbäck
	Teemu Santonen: Massidea.org: Defining a Digital Business Ecosystem (DBE) for Massinnovation	Brian Barge: Impact Assessment of Innovation Intermediaries	Alfredo Del Valle: "Participatory Innovation": an effective model for high-complexity innovation management	Dominik Rozkrut: Innovation and age structure of enterprises in Poland
	Klaus-Peter Speidel: Collaboration & mapping: Social network design for research organizations	Maria Victoria Muerza: Is it possible to determine innovation potential in companies?	Chien-Liang Kuo: A proposed approach for technology-oriented product innovation	Heidi Olander: Do SMEs Benefit from HRM-related Knowledge Protection in Innovation Management?*
	Louise Muhdi: Motivation for collaborating in innovation-related internal and external virtual communities	Helena Karlsson, Mikael Johnsson: Developing a method for increased innovation audit usability	Christine Noweski: Design Thinking as a meta-disciplinary approach in management	Kyllikki Taipale-Erävala, Hannele Lampela: Understanding the Meaning of Intangible Assets in SME Innovation
	Chih-Cheng Lo: Moderating effect of online communities on openness of game mods	Marcus Berlin: Quality of innovation activities - analysis of quality management instruments	Benoit Dupont: New Product Development Project Design for Sustainable Innovation Effectiveness and Efficiency	Anne-Laure Mention: Feedback from SME: Collaborative Strategic Innovation is worth it!
1500 – 1530	Coffee Break (Salle 2000B)			
1530 – 1700	Facilitated Parallel Sessions (15 minutes per presenter plus 30 minutes group discussion)			
	Session 2.1: Ideas Salle 2103 Facilitator: Eelko Huizingh	Session 2.2: Innovation Capabilities Salle 2104A Facilitator: Teemu Santonen	Session 2.3: Organising for Innovation 2 Salle 2104B Facilitator: Klaus-Peter Speidel	Session 2.4: Innovation in SMEs 2 Salle 2105 Facilitator: Sally Davenport
	Alex Gofman: Changing the Rules in Fighting Obesity: Creating Pleasurable Low-Caloric Products	Kaisa Henttonen: Open search strategies and innovation performance -empirical evidence	Benjamin Niedergassel: Cross-cultural Perceptions on Knowledge Sharing in Heterogeneous Collaborations*	Michelle Renton: Overcoming "newness" with ordered legitimacy creation
	Jan Finzen: An Approach for the Integration of Online Idea Portals	Ulf Pillkahn: Increasing organizations innovation capability with innovation roulette	Karim Hagggar: Pushing the IT Envelope for Innovation: Strategy, Projects, Governance	Philippe Chereau: Strategic Posture and Innovation in Manufacturing SMEs: a Contingency Perspective
	Raouf Nagggar: Ideas in a scientific environment	Dennis Stauffer: A New Theoretical Approach to Assessing and Enhancing Innovation Capacity	Aija Tapaninen: Incentives in the Transition to a Self-managing Maintenance Organization	Helena Forsman: Innovation and business performance in small enterprises. An enterprise-level analysis*
	Gerry Katz, Steve Gaskin: The New Science of Brainstorming	Hanna-Kaisa Ellonen: The role of dynamic capabilities in developing innovation-related capabilities*		Christina Grundström: Innovativeness in family-owned SMEs following succession
1700 – 1730	 Plenary Speaker: Roger Gaudreault (Salle 2000A) General Manager of Research and Development Cascades Canada Inc. <i>Cascades Innovation Management System & Examples of Sustainable Innovations</i>			
1900 – 2200	Gala Dinner at the Québec Parliament Building, home of the National Assembly of Québec Delegates will be free to browse around the building's chambers and admire its architectural style and façade of important events and people in the history of Quebec. Plus Symposium Awards : The Knut Holt Award for Best Symposium Paper and The Best Student Paper Award Venue : Le Parlementaire, Hôtel du Parlement, 1045, rue des Parlementaires, Québec. Please make your own way there and bring your badges and photo ID. Website : www.assnat.qc.ca/en/visiteurs/restaurant-parlementaire/index.html Dress Code : Smart casual (i.e. ties not required)			
				

Tuesday, 14th December 2010 – Morning & Early Afternoon

0900 – 1030	Workshop 1.1: Weaving Art with Science: Articulating the Value of Opportunities Salle: 2103 <i>Facilitators: Jeff Hovis, Product Genesis & Joanne Hyland, Radical Innovation Group</i>	Workshop 1.2: EU funding projects and opportunities with Canada Salle: 2104A <i>Facilitator: Yves Boisselier, ACTIF-Europe</i>	Special Interest Group: Managing IP in University-Industry Relations: How to Improve Practices to Accelerate Innovation Salle: 2104B <i>Facilitator: Sylvie Dillard Conseil de la Science et de la Technologie du Québec</i>	
1030 – 1100	Coffee Break (Salle 2000B)			
1100 – 1230	Facilitated Parallel Sessions (15 minutes per presenter plus 30 minutes group discussion)			
	Session 3.1: Implementing OI Salle 2103 <i>Facilitator: Eelko Huizingh</i>	Session 3.2: Clusters 1 Salle 2104A <i>Facilitator: Benjamin Niedergassel</i>	Session 3.3: Business Models & Approaches Salle 2104B <i>Facilitator: Jeff Hovis</i>	Session 3.4: Customer Collaboration 1 Salle 2105 <i>Facilitator: Christina Grundström</i>
	Anna Yström: Turning open innovation into practice**	Hiroimi Saito: Determinants of University-Industry-Government Collaboration - Evidence from Japan	Laura Huhtilainen: Contracting in open innovation	Hannele Lampela: Managing Competences in Customer Centric Product Lifecycle Management
	Juha Väättänen: Role of R&D Cooperation in Adopting the Open Innovation Strategies	Ute Gartzten: Organizing for knowledge spillovers in initiated clusters of innovation	Daniel Schallmo: Business Model Innovation in Business-to-Business Markets - Procedure and Examples	Minna Pikkarainen: Practices for efficient customer collaboration for innovation
	Tanguy Coenen: Tool support for the Open Business Model Innovation funnel	Michael Boronowsky: BONITA - Improve Transfer From Universities for Regional Development	Kati Järvi: Entry to the Two-Sided Application Store Market	Fatima Zahra Barrane: Key collaboration strategies for designing new value-added products
	Daria Podmetina: Exploring Open Innovation Portfolio: Role of Internationalization	Gunnar Brink: Public Research: Visible Tip of an Iceberg of Contract Research?	Fabio Magagna: Discovering the success factors for Buddysourcing in digital business model	Bryan Plug: Innovation Lifecycle Management: A Case Study
1230 – 1330	Networking Lunch with "Quebec seeks Solutions" (Salle 2000B) A chance to network with delegates from "Quebec seeks Solutions".			
1330 – 1500	Facilitated Parallel Sessions (15 minutes per presenter plus 30 minutes group discussion)			
	Session 4.1: Innovation in Emerging Economies Salle 2103 <i>Facilitator: José Carlos Caldeira</i>	Session 4.2: Clusters 2 Salle 2104A <i>Facilitator: Helena Forsman</i>	Session 4.3: Planning & Foresight Salle 2104B <i>Facilitator: Joanne Hyland</i>	Session 4.4: Customer Collaboration 2 Salle 2105 <i>Facilitator: Jeff Hovis</i>
	Kalyan Kumar De: Innovation Networks in the Emerging Sectors in Indian Context	Diane Isabelle: Technology Clusters: A Canadian Experience	Jacqueline Kundt: Strategic foresight and its influence on the innovation capability	Mikko Sääskilahti: Collaborative Concept Development in Creating BtoB Service Innovations
	Anna Öhrwall Rönnbäck: Collaborative Innovation for Entering Emerging Markets	Tamas Gyulai: Role of Clusters in Creating Partnership with Universities	Nico Thom: Measuring the value contribution of corporate foresight	Heidi Korhonen: Understanding Business Customers' Resistance to Adopt Industrial Service Innovations
	Oleg Golichenko: Modernization and Reforming of Innovation Strategy of Russia	Oscar Smulders, Wiebe Cnossen: Maintenance Value Park	Christoph Peitz: Scenario-based Product and Technology Planning utilizing Patent Know-how	Volker Presse: Collaborative Business Models for Service Innovations in converging Markets
	Irina Savitskaya: NIS for open innovation: facilitator or impediment?	Hendrik Hielkema: Methodology for Living Labs in Cross-border Collaboration	Byoung Soo Kim: Integrating Technology Planning Methods for R&D Strategy in Marine Technology	Tapani Ryyänen: Making Sense of Customer's Service Needs - an Analysis Framework

Tuesday, 14th December 2010 – Late Afternoon & Evening

1500 – 1530	Coffee Break (Salle 2000B)			
1530 – 1700	Facilitated Parallel Sessions (15 minutes per presenter plus 30 minutes group discussion)			
	Session 5.1: People in Innovation <i>Salle 2103</i> <i>Facilitator: Hannele Lampela</i>	Session 5.2: Public Policy and Innovation <i>Salle 2104A</i> <i>Facilitator: Bruno Woeran</i>	Session 5.3: Investing in Innovation <i>Salle 2104B</i> <i>Facilitator: Oscar Smulders</i>	Session 5.4: Customer Value <i>Salle 2105</i> <i>Facilitator: Tapani Ryyänen</i>
	Nazrul Islam: Innovation in Nanotechnology: A Foundation of Cultural Change within Institutions	Anne Toppinen: EU Lead-Market-Initiative on bio-based products: challenges and opportunities	Icaro Santos: R&D Metrics Profile in Innovative Companies in Brazil	Stoyan Tanev: Value Co-creation: From an Emerging Paradigm to Next Innovation Practices
	Paavo Ritala: The Role of HRM and Trust in Climate for Innovations	Lucheng Huang: International Comparative Study of the Competitiveness of R&D Industry	Adriano Jorge: Integrating funding acquisition with Innovation process management	Tonje Olsen: Strategies to Implement Customer Value: a Real-World Study
	Yukiko Nishimura: Study for Human Resources for Intellectual Property Management in University	Lingchu Lee: The Relation between Scientific Output and Economic Productivity: Granger-Causality Test	Geir Ringen: How the Automotive and Financial Crises affect Innovation in an Industrial Cluster	Philipp Mayrl: On Value Creation in Product Development
		Kirsi Hyytinen: Future oriented impact assessment in strategic management of public R&D-programmes	Maria Cristina De Stefano: Environmental innovation and performance in the automobile industry**	Tania Salarvand: Innovative Value Propositions For A Competitive Edge

1900 – 2300

Québec Evening at Le Cabaret du Capitole

The old Cinéma de Paris has been made over in blue, fire red and gold to create the warmest Art Deco atmosphere, with small round tables, velvet-covered chairs, and patterned carpeting. This hall adjoins the Le Capitole de Québec complex and is now known as Le Cabaret du Capitole. A buffet and DJ await delegates.

Venue: Le Cabaret du Capitole 972, rue Saint-Jean, Québec. Please make your own way there and don't forget to bring your badges.

Website: www.lecapitole.com/en/

Dress Code: Casual



Wednesday, 15th December 2010

1000 – 1030



Plenary Speaker: Frank T Piller (Salle 2000A)

Chair Professor of Management, Technology and Innovation Management Group, RWTH Aachen University & Massachusetts Institute of Technology, Smart Customization Group

Open Innovation Readiness: Are you ready to engage in open innovation?

1030 – 1100

Quebec seeks Solutions (Salle 2000A)

A summary of problems experienced by companies in Quebec and the solutions developed during a one day "problem conference" led by Frank Piller & Christophe Deutsch, INO

1100 – 1200



Introducing The Science of Spread (Salle 2000A - Roundtables)

An interactive journey into the Science of Spread, a fundamental approach into designing programs and initiatives that help spread ideas, behavior change and products led by **Mark Turrell**

Founder & CEO, Orcasci

1200 – 1300

Networking Lunch (Salle 2000B)

1300 – 1330

Transfer to INO by Coach from Hilton Hotel. Please don't forget to bring your badges.

1330 – 1430

Visit to INO

INO is an international leader in industrial optics and photonics and has completed over 4,000 R&D contracts to date. INO has performed 43 technology transfers and created 26 high-tech startups. INO has 220 employees, most of them researchers, scientists, and technicians and is recognized as a center of excellence in research and marketing by the Canadian government.



1430 – 1600

Panel Discussion: The Challenges of Technological Innovation - Success Stories from the Quebec City Region

led by **Gilles Duruflé**, Vice-President of the Canadian Venture Capital and Private Equity Association (CVCA) with successful spin-off companies from INO. Guest panellists are:

Alain Chandonnet - Previously CEO and Co-Founder, Teraxion and now entrepreneur-in-residence at INO

Deni Bonnier - President, Technologies Obzerv

Marc Tremblay - President & CEO, LeddarTech

Chris Arseneault - Managing Partner, iNovia Capital



1600 – 1730

Cocktail & Networking Session

Sponsored by Québec City Tourism

Invitation to attend the XXII ISPIM Conference

Sustainability in Innovation: Innovation Management Challenges

Hamburg, Germany, 12-15 June 2011

Hosted by The Hamburg University of Technology



Invitation to attend The 4th ISPIM Innovation Symposium

Managing Innovation for Sustained Productivity: Creating Advantage and Resilience

Wellington, New Zealand, 30 November-3 December 2011

Hosted by Victoria Management School, Victoria University of Wellington



1730

Awards for Outstanding Contributions

1730

Close of Symposium

1730 – 1800

Transfer to Hilton Hotel by Coach