

The Tradition of Legendary Keynotes Continues...

OPENING NIGHT KEYNOTES: MONDAY, 27TH FEBRUARY

Leadership on the Edge: Seven Stories of Personal Development

15:20

Uffe Elbæk, Founder and Former Principal of **The KaosPilots** – **International School of New Business Design & Social Innovation**, Founder, **Change the Game**

What does it mean to be a change leader? What tools, frameworks and building blocks are essential for wise, effective and playful leadership? Join Uffe Elbæk, Founder and former principal of The KaosPilots, as he reflects on his own journey and offers insights to help you with yours. Uffe shares seven stories of personal development, taking the audience from Denmark to Iceland by way of Russia, Sweden, the US, South Africa, and Ireland.



Uffe Elbæk

BMW i Brand: Design Language and the Future of Mobility

16:00

Benoit Jacob, Head Designer, **BMW i Brand**, **BMW**

At FEI 2009, attendees were amazed with a showcase of the newest BMW concept car. Well, we have a special surprise in store for you during this session at FEI 2012! Check the website (www.iirusa.com/feieurope) for special updates on this session.

MAIN CONFERENCE DAY ONE KEYNOTES: TUESDAY, 28TH FEBRUARY

World Class Innovation in China: The Search for Disruptive New Products & Services

9:00

John van der Linden, Technology General Manager Oral Care Asia, **Procter & Gamble**

In the next decade a more "normal" balance will be restored in the world economy. This might feel "uncomfortable" for people in the West in general, or even multinationals with deep Western roots, as it means not only giving up "power", but also having to embrace a reality that western "values" and "thinking patterns" are NOT what everybody aspires to.

Within that reality, winning in the developing Eastern Markets is key – and within this innovation is fundamental. This session covers a simple framework of lessons learned during 10 years of innovation work in China – where, although culture is really different, it can be harvested for actual superior innovation. It might be less "predictable" vs. a more linear Western innovation process, but it might be superior if you are searching for "disruptive" new products or services.



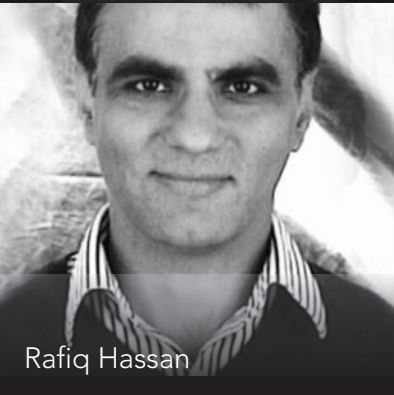
John van der Linden



Benoit Jacob



Alberto Alessi



Rafiq Hassan



Gilles Morel



Alexander Osterwalder



Christian-Andre Weinberger

Daring Intuition: Living on the Borderline of Possible and Not Possible

9:45

Alberto Alessi, President, **Alessi**

Alberto Alessi, the third generation to lead his family's iconic design factory, has been described as the 'manufacturing maestro' and the 'godfather' of Italian product design, having collaborated with some of iconic designers including Norman Foster, Frank Gehry, Jasper Morrison, Philippe Starck and Michael Graves. Alberto discusses how to sustain innovation over decades by making use of some qualities that are more and more rare in industrial culture today, such as sensibility, intuition, and the desire to accept a bit more risk- to work and to live close to the borderline, which divides the area of the possible and the area of the not possible.

Risk Sharing Models for Commercialization

16:00

Rafiq Hassan, Global Head of Ophthalmics, **Novartis**

In an increasingly pressured healthcare environment governments, payers, clinicians and patients are seeking greater value from limited healthcare resources. As a consequence there has been heightened interest in risk sharing models as a strategy to facilitate commercialization and access to innovative therapies. This presentation outlines the different approaches being employed in diverse geographies, the challenges of designing and implementing such programmes as well as the successes and learnings based on contemporary experience of such risk sharing models.

Making Innovation Everyone's Job: People and Culture, Even More than System and Tools

16:45

Gilles Morel, President, Central Europe & Africa, **Mars Petcare**

Innovation is critical to the future success of an organization. But it is also a profound and well spread aspiration of people from within who want to make the difference. When a global company organizes with centers and processes for innovation, local units are in charge of deployment, rather than new product development. It is critical to ensure that everyone still sees that innovation as his or her job, and understand how to engage and attract with innovation.

- Listening and answering to the aspiration from within the organization – a community of values
- A journey establishing an innovation system – by the book is not enough!
- Keeping alive in adverse times – to the essence of consumer centricity and collaboration
- Celebrating 3,000 heroes who make the difference

MAIN CONFERENCE DAY TWO KEYNOTES: WEDNESDAY, 29TH FEBRUARY**Business Models that Separate Leading Companies from Followers**

9:15

Alexander Osterwalder, Author, **Business Model Generation**

The ability to invent and implement new business models separates leading companies from followers. In this hands-on and interactive talk, best-selling author and entrepreneur Alexander Osterwalder will show you how to use the Business Model Canvas, a practical method to come up with innovative business models. After this session you will master the basics of how to design, evaluate and test innovative business models. Alex's method is based on his most recent book Business Model Generation.

Performance-Based Sustainability: The New Green is Blue

10:00

Christian-Andre Weinberger, CEO, **SI** (Strategy Implemented), former Corporate SVP, Global Chief Marketing Officer, & Chief Sustainability Officer L&HC, **Henkel**

Performance based on sustainability will be the key driver of innovation in the years to come with the magnitude comparable to that of the Industrial Revolution. Sustainability-based performance will establish a new quality standard on a worldwide level and an achievement currency for innovative sustainable consumption. The strategic commitment to sustainability drives innovation, which drives performance. Not merely in the sense of 'green' products, but in the sense of offering added value with smarter consumer-relevant solutions that link high-performing product quality to the shared responsibility of producers and consumers – the new green is blue (Quality & Responsibility). Sustainability is a competitive edge, and those who realized this early on have a competitive advantage – as innovation leaders and agenda setters for new global benchmark quality standards.



**DAY THREE | WEDNESDAY, 29TH FEBRUARY
MAIN CONFERENCE DAY TWO**

7:45	Registration and Morning Coffee		
8:45	Welcome & Opening Remarks from Your FEI chairperson Peter Meier, Manager, Discovery Programs, Johnson & Johnson Medical		
9:00	Business Models that Separate Leading Companies from Followers Alexander Osterwalder, Author, Business Model Generation		<i>Location: Lakeside Exhibition</i>
9:45	Performance-Based Sustainability: The New Green is Blue Christian-Andre Weinberger, CEO, SI (Strategy Implemented), former Corporate SVP, Global CMO, & CSO L&HC, Henkel		<i>Location: Lakeside Exhibition</i>
10:30	Morning Networking & Refreshment Break		
11:00	Connect Meaningfully Through a Challenge™: Part Two 2012 Challenge: How do you sell your innovation internally? (Facilitated by Seek, Inc.)		
12:15	Lunch <i>Location: Lakeside Exhibition</i>		
	Fail Forward: Create a Culture of Continuous Learning <i>Location: Genf</i>	For Profit and Purpose: Aligning Sustainability and Business Objectives <i>Location: Bern</i>	Design Therapy: Enhancing Lives... Improving Business <i>Location: Montreaux</i>
13:15	Welcome from the Track Chair Jaspar Roos, Chief Inspiration Officer, ABN AMRO	Welcome from the Track Chair Hannes Erler, Vice President, Innovation, Swarovski	Welcome from the Track Chair Sean O'Connor, Global Director, Client Services, Smart Design
13:30	The Freedom to Innovate, and Why Corporations Should Consider Having a Separate Research Team Alfred Yoakim, Nespresso R&D Leader, Nestlé System Technology Center	Achieving Success with Idea Management: Three Great Case Studies Jesper Müller-Krogstrup, Co-Founder and Partner, Nosco	Design as a Pathway to Innovating the Organization Pamela Mead, Director of User Experience, Telefónica
14:00	Embedding Innovation Excellence in Your Business Klaus Schnurr, Chief Executive, Pure Insight Veera Eskelin, Development Manager-Innovations, UPM	Creating Shared Value for Business, People and Society Elke den Ouden, Author, <i>Innovation Design: Creating Value for People, Organization and Society</i>	Rethinking the Relationship Between Producers & Consumers: Designing with People at the Front End Jeremy Myerson, Director, Helen Hamlyn Centre for Design, Royal College of Art
14:30	The Art of Innovation Management Hein De Keyzer, Chief Executive Officer, CogniStreamer	Implementing Sustainability in the Design Innovation Process Eric Pass, Director, Member of the BOD, Corporate Planning & Communications, Nitto Europe NV Elli Verhulst, Researcher and Lecturer, Artesis University College Antwerp	Rethinking the Relationship Between Producers & Consumers Part 2 – Jeroen Razoux Schultz, User Experience Design, TomTom – Hari Nair, Global Director, Advanced Concept Design, Whirlpool – Stefan List, Head of Cabin Innovation Strategy & Concepts, Cabin Innovation & Design, Airbus
15:00	End of FEI Europe 2012		

PROGRAMME-AT-A-GLANCE

PRE-CONFERENCE SUMMITS: MONDAY, 27TH FEBRUARY

1 Social Media Summit	2 Future Trends Summit	3 Innovation Management Summit	Zurich Trenz®Walk
9:00 The Social Media Experience: New Barriers are Fading Philips Consumer Lifestyle	9:00 Megatrend Survey: Swiss SME's Successful through Innovation Credit Suisse	9:00 How Does Google Stimulate Internal Innovation to Serve Users and Clients? Google	A Revolutionary Approach to Predict the Future Steven van der Kruit, Creative Director & Visionary, Firmenich Perfumery Mikel Cirkus Global Director, Conceptual Design, Firmenich Flavors 11:00-12:00 Monitoring Global Trends: A Revolutionary Approach to Predict the Future 12:00 Luncheon for Tuesday Participants 13:00-16:30 Zurich Trenz®Walking Excursion 16:30-17:00 Round Up & Trend Implementation Summary
9:40 You Decide email syablonsky@irusa.com	9:40 From Megatrends to Business Impact Bayer MaterialScience AG	9:40 How to Manage Adolescent Business Philips	
10:20 Morning Networking & Refreshment Break			
10:40 Participatory Service Networks: The Shift to Distributed Value Co-Creation and Exchange BBVA, Claro Partners	10:40 You Decide email syablonsky@irusa.com	10:40 Nurturing and Graduating the Best Innovation Ideas in an Efficient Manner Dow Corning	
11:20 A Culture Based on Trust, Not Control: Using the Power of the Crowds Rabobank	11:20 When Future Meets Nature TrendDesk	11:20 Igniting Latent Creativity: Surprising Stories from Within Corporate Innovation Swisslog Warehouse & Distribution Solutions	
12:00 Luncheon for Monday Summit Participants			
13:00 Social Media, Innovation and Digital Re-Invention & Evolution: From ME to WE-YOU to ME Timizzer.com, Copenhagen Business School	13:00 Humanity in Every Touchpoint of Your Brand Starbucks Coffee Company	13:00 Innovation Management- from Assessment to Action: The European Union IMProve Initiative A.T. Kearney GmbH	
13:40 You Decide - email syablonsky@irusa.com	13:40 On the Brink of The Networked Society Ericsson	13:40 Cultural and Organizational Requirements for Successful Innovation and Creative Ideas TRUMPF	
14:20 Socially Synergistic Enterprise: Balancing Internal & External Collaboration to Improve Innovation IBM	14:20 Open Strategy: Using Wisdom of the Crowds for Identifying Future Trends Volkswagen	14:20 Nurturing a Culture of Innovation in a Dynamic, Flexible, Global Organization Gruppo Campari	
15:00 Afternoon Networking & Refreshment Break			
OPENING NIGHT KEYNOTES: (OPEN TO ALL FEI PARTICIPANTS) 15:20 Leadership on the Edge: Seven Stories of Personal Development Uffe Elbæk, founder and former principal of The KaosPilots – International School of New Business Design & Social Innovation, Founder, Change the Game 16:00 BMW i Brand: Design Language and the Future of Mobility Benoit Jacob, Head Designer, BMW i Brand, BMW 17:00 Close of Monday Sessions			

MAIN CONFERENCE DAY ONE: TUESDAY, 28TH FEBRUARY

8:45 Welcome & Opening Remarks from Your FEI chairperson

MONDAY MORNING KEYNOTES:

9:00 World Class Innovation in China: The Search for Disruptive New Products & Services – John van der Linden, Technology General Manager Oral Care Asia, Procter & Gamble
9:45 Daring Intuition: Living on the Borderline of Possible and Not Possible – Alberto Alessi, President, Alessi s.p.a.
10:30 Morning Networking & Refreshment Break

11:00 Connect Meaningfully Through a Challenge™: Part One 2012 Challenge: How do you sell your innovation internally? (Facilitated by Seek, Inc.)		Design Therapy: Enhancing Lives... Improving Business
Business Model Adjacencies: Opportunities Beyond your Core	Involve Everyone: Overcome the Not Invented Here Syndrome	11:00 Interactive Collaborative Session: Does Design Help or Hurt Your Organization? Facilitated by Smart Design
12:15 Luncheon for FEI Participants		
13:30 "Entrepreneurial BootCamps": Innovation & Entrepreneurship as Vectors of Company Transformation Alcatel-Lucent	13:30 Siemens Smart Grid Innovation Contest Siemens AG	13:30 From Blue Sky to Reality: Working Across Silos to Realize a Design Vision Nokia UK, Hasbro UK Ltd, Tetra Pak Packaging Solutions, Nestle Purina
14:00 Planning for Success while Innovating for and with Emerging Markets GlaxoSmithKline	14:00 Using Online Distributed Organization to Boost Innovation Ecole Polytechnique Fédérale de Lausanne (EPFL)	14:00 The Interview: Opportunities for the Future BMW Group, DesignworksUSA, Fahrenheit 212 Europe
14:30 Inform, Involve, Empower: An Information Revolution at the Bottom of the Pyramid Nokia	14:30 Open Innovation - The New Way of Working HYPER Softwaretechnik GmbH	14:30 Uniting the Creative Design Process with the Front End at Adidas Adidas
15:00 Service Innovation: Turning Brand Strategies into Compelling Client Experiences Credit Suisse	15:00 Open Innovation 2.0 and New Innovation Ecosystems: Industry, Academia, & Government Intel Corp	15:00 Designing an Innovation Organization: The Conditions for Success Vestas Wind Systems
15:30 Afternoon Refreshments & Networking Break		

TUESDAY AFTERNOON KEYNOTES:

16:00 Risk Sharing Models for Commercialization – Rafiq Hassan, Global Head of Ophthalmics, Novartis
16:45 Making Innovation Everyone's Job: People and Culture, Even More than System and Tools – Gilles Morel, President, Mars Central Europe & Africa - Petcare
17:30 Opening Night Cocktail Reception

MAIN CONFERENCE DAY TWO: WEDNESDAY, 29TH FEBRUARY

9:00 Welcome & Opening Remarks from Your FEI chairperson

WEDNESDAY MORNING KEYNOTES:

9:15 Business Models that Separate Leading Companies from Followers – Alexander Osterwalder, Author, Business Model Generation
10:00 Performance-Based Sustainability: The New Green is Blue – Christian-Andre Weinberger, CEO, SI (Strategy Implemented), former Corporate SVP, Global CMO, & CSO L&HC, Henkel
10:45 Morning Refreshments & Networking Break

11:00: Connect Meaningfully Through a Challenge™: Part Two 2012 Challenge: How do you sell your innovation internally? (Facilitated by Seek, Inc.)		Design Therapy: Enhancing Lives... Improving Business
Fail Forward: Create a Culture of Continuous Learning	For Profit and Purpose: Aligning Sustainability and Business Objectives	11:15 Design as the Forerunner Paradigmatic Change in the World Segway 11:45 Design as a Pathway to Innovating the Organization Telefónica
12:15 Luncheon for FEI Participants		
13:15 The Freedom to Innovate, and Why Corporations Should Consider Having a Separate Research Team Nestlé System Technology Center	13:15 How to Take Advantage of the Sustainability Trend and Innovate into the Future Wyndham Worldwide	13:15 You Decide email syablonsky@irusa.com
13:45 Embedding Innovation Excellence in Your Business Pure Insight	13:45 Creating Shared Value for Business, People and Society Innovation Design: Creating Value for People, Organization and Society	13:45 Rethinking the Relationship Between Producers & Consumers: Designing with People at the Front End Royal College of Art
14:15 Organisational Breathing: Embedding an Innovation Rhythm Mars Incorporated	14:15 Implementing Sustainability in the Design Innovation Process Nitto Europe, Artesis University College Antwerp	14:15 PANEL: Re-Thinking the Consumer/Producer Relationship Part 2 TomTom, Whirlpool, Airbus
14:45 Close of FEI EMEA 2012		

THE 6TH ANNUAL FRONT END OF INNOVATION EMEA



27-29 FEBRUARY - SWISSOTEL - ZURICH, SWITZERLAND

REPRIORITIZING IN THE FACE OF COMPLEXITY



PROCTER & GAMBLE
John Van Der Linden
Technology General
Manager Oral Care Asia



STARBUCKS
Jean-Marie Shields
Global Trend Manager



ALESSI
Alberto Alessi
President



BMW
Benoit Jacob
Head Designer
i Brand



GOOGLE
Patrick Warnking
Country Manager
Switzerland



**BUSINESS MODEL
GENERATION**
Alexander Osterwalder
Author

YOUR TRUSTED BRAND FOR MAKING INNOVATION DELIVER

Beyond Incremental Opportunities... Think Disruptive

When Megatrends, Technology, and Innovation Collide

Reverse Innovation: Decentralizing your Innovation Focus

Making Innovation Repeatable

Storytelling as a Core Competency

Social Media: Co-Creating with Generation Now

Design Integration at the Front End

Partners & Profits: Balancing Short-Term Risks and Long-Term Goals

Moving from Open Innovation to Mass Collaboration