



Seminar “Open Innovation for Global Enterprise”

March 10, 2011

Location: Ravelijn 1501 (Ra 1501)


Program:

Optional:

- 11.00 Visit to Nanolab
(Limited to Industry participants and Alumni – separate enrollment)
- 12.30 Lunch for visitors to various labs

Main program

- 13.30 Coffee and/or tea, walk-in
- 14.00 Welcome by Petra C. de Weerd-Nederhof – OOHR,
Chair of the day
- Lecture by Alberto Di Minin – Scuola Superiore Sant’Anna
- Lecture by Rick Wielens - NineSigma Europe
- 15.30 Coffee and/or tea break
- 16.00 Lecture by Aard Groen - NIKOS
- 16.45 Panel Discussion, chaired by Jonathan Linton
- Panel members: Aard Groen, Alberto di Minin, Rick Wielens,
Dries Faems, Roel Schuring
- 17.30 Closing of the meeting
- Drinks



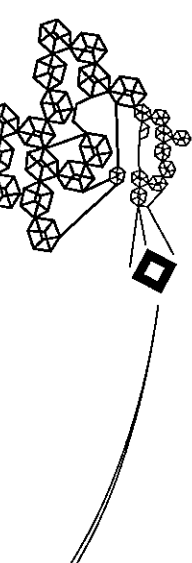
On Thursday March 10, 2011, the departments NIKOS and OOHR of the University of Twente's School of Management and Governance organise a seminar on "Open Innovation for Global Enterprise" at the UT Campus, in Enschede, the Netherlands.

It is our pleasure to invite you to join this seminar, which is organised as part of the university's 50th anniversary celebration and is supported by the SRO Innovation and Entrepreneurship of the UT Institute for Innovation and Governance Studies IGS, EITIM, the European Institute of Technology and Innovation Management, and by the Dutch institute INSCOPE Research for Innovation.

The seminar aims to welcome a mixed target group of CTOs/CEOs of international and globally operating enterprises, high tech firms and global startups in the Twente region, UT alumni, and advanced MSc and BSc students focusing on innovation and entrepreneurship topics.

The programme starts as a networking event limited to industry participants and alumni, with guided tours through UT high-tech facilities like the new NanoLab at MESA+, which is unique in the world, and participants can meet representatives of Kennispark and the successful UT incubator VentureLab. During lunch there will be ample opportunity for networking.

The main program after lunch is designed to include three lectures on Open Innovation, and starts with highlights from Open Innovation efforts at Fiat by dr. Alberto Di Minin of Scuola Superiore Sant'Anna, who collaborates with Chesbrough for the Italian edition of his latest book "Open Service Innovation".



This is followed by an interesting address by Rick Wielens, Vice President of NineSigma Europe, the consulting firm with an impressive track record of implementing Open Innovation with a variety of organisations in the world. Subject of this presentation is: NineSigma about Open Innovation, with a special case study on Open Innovation in the machinery Industry.

After the break, Professor Aard J. Groen discusses more critically the concept of Open Innovation, the pitfalls and the downsides, among others tackling the issue coined by Paul Trott in his R&D Management article whether Open Innovation is Old Wine in New Bottles, (the abstract of the article is attached to this invitation).

The event closes with a stimulating panel discussion on the topic of the seminar "Open Innovation for Global Enterprises". The panel will consist of the three speakers, complemented by Dr Dries Faems, Associate Professor in Innovation Alliances, and Dr ir Roel Schuring, consultant and advisor for Siemens Wind Power. The panel will be led and chaired by Dr. Jonathan Linton, Professor in the Management of Technological Enterprises at the Telfer School of Management and Editor-in-Chief of Technovation: The International Journal of Technological Innovation, Entrepreneurship and Technology Management.

If you are interested in attending the seminar, please send a message to Mrs Hèla Klaczynski: h.klaczynski@utwente.nl. Please indicate if you would like to attend the optional program (a limited number of guests can attend this part of the seminar) or only the main program.

Aard Groen
Petra de Weerd-Nederhof