



**Innovation  Day**

**Prague**  
**21.05.2010**

Is proud to host the Radical Innovation  
Expert Symposium Network

University of Economics

In cooperation with the ministry of industry and trade of the Czech Republic

# Welcome note



## Dear guest,

Innovation and Technology Management is one of the key areas for enhancing business competitiveness and survival chances, not only during a financial crisis. Ability to innovate will contribute significantly to long-term prosperity of every individual company. For the first time in recent history, companies in Central and Eastern Europe are facing the challenge that competitive advantage based on innovation is a pre-condition of their long-term survival in the period after the financial crisis, as price advantages start to erode. Radical innovation becomes a vital element in creating competitive advantage and is therefore also on the radar of Czech companies and research institutions.

Innovation Day Prague is the new multi-industry and multi-disciplinary platform for knowledge and inspiration-sharing in the field of technology and innovation management in the Czech Republic and beyond. Together with the Radical Innovations Symposium Network, one of the leading expert communities on Radical Innovation in Germany and organizer of expert workshops on this subject, at this event we will deal with issues such as radical and open innovation or cooperation between universities and companies. Break-out sessions and other forms of direct involvement will help to make the topics more comprehensible, directly convertible into your daily business and inspiring for long-term strategic decision making.

We look forward to meeting you personally at the first Innovation Day Prague in May 2010 at the University of Economics, Prague.

With best regards,



Martina Jakl

Institute for Technology and Innovation Management, University of Economics Prague

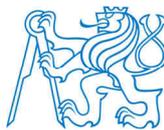
On behalf of the organizers of  
the Innovation Day Prague and the Radical Innovation Group

# Our partners and sponsors

Main organizer

**TIM-FPH**

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**HST**

# Why should you participate?

## Concept of the Innovation Day Prague

- The morning speech sessions will provide insights into recent topics in innovation management from the viewpoint of researchers and practitioners
- Targeted break-out sessions in the afternoon will deal with actual and future topics in innovation management in the daily practice of global active innovative companies as well as medium-sized enterprises, including visionary views, and will facilitate direct interaction between the participants
- A panel discussion will close the event in the late afternoon, dealing with the issue of how radical innovation can enhance future competitiveness of Europe and the Czech Republic

## Target Groups

- Executives from actively innovating companies ranging from small to medium enterprises up to global multinationals
- Employees from research and development
- Academics interested in the field of innovation management
- Representatives from public administration dealing with the issue of innovation
- Decision makers from the area of innovation policy such as responsible persons from cluster initiatives or regional innovation policy

## Your benefits

- You will gain insights into recent developments in innovation management
- You will obtain valuable and first-hand information as a basis on how to shape your innovative initiatives
- You will have the chance to meet and discuss with leading experts in the field and decision makers from several industries
- You will get useful inspiration from best-practice experience and exchange of ideas

# Program

**08.00**     *Registration, welcome coffee*

**09.00**     **Welcome & Introduction**

- Vaclav Fischer, Prime minister of the Czech Republic (enquired)
- Vaclav Havlicek, Rector, Czech Technical University in Prague
- Representative of the University of Economics, Prague
- Organizers: TIM-VSE, BTU, CVUT and Vodafone

**09.20**     **Key Note Speeches: Radical Innovation, Crisis and Competitiveness**

- Oliver Gassmann
- Milan Hovorka

**10.30**     *Coffee break*

**11:00**     **Speech session: The Next Innovation Principles**

- Alex Castellarnau, IDEO
- Jane Gilson, Microsoft
- David Vrba, 3M
- Bernd Wiemann, Vodafone

**12:30**     *Lunch*

**14:00 Break Out Sessions**

- 1: Radical Innovation – New Principles?
- 2: How Computer-Aided-Innovation and Open Innovation Methods will shape future innovation processes?
- 3: What is the Future of Interactive Services?
- 4: Technology Transfer between Academia and Business
- 5: Energy-Conscious Change in Business and Society
- 6: Shaping Future Mobility
- 7: International and Cultural Aspects of Innovation Management
- 8: Ensuring Innovation Spending Effectiveness by Putting Innovation Strategy First

**15.30 *Coffee break***

**16.00 Open Space Result Presentation**

**17.00 *Coffee break***

**17:15 Panel Discussion: Competitive Edge of Europe**

Radical innovation as opportunity for local innovators and as source for external innovation

**18.30 *End of the conference, reception and networking***

# Key Note Speeches

## Radical Innovation, Crisis and Competitiveness

### **Oliver Gassmann**

Prof Dr. Oliver Gassmann is since 2002 Professor for Technology Management and Director of the Institute for Technology Management at the University of St. Gallen. He worked previously from 1996 to 2002 at Schindler Lifts Ltd. where he was responsible since 1998 as Vice President of Technology Management for the conduct of research and to advance technological development in the Schindler Group. Prof. Dr. Oliver Gassmann has conducted numerous international projects, particularly in R&D. He is the author or editor of 10 books and over 130 publications in the field of innovation and project management. Professor Gassmann is a member of the Research Committee of Economiesuisse and the Editorial Board of R&D Management Journal. He studied economics at the University of Hohenheim and graduated with highest honors from the University of St. Gallen. He spent time working in Germany, England, Ireland and Singapore for Daimler, Festo, Woco, Norma and Kolb. In 1998 he was awarded the prize RADMA in Manchester.



### **Milan Hovorka**

Milan Hovorka has held the positions of the Vice-Minister of the Ministry of Industry and Trade and Head of the Section of International Trade since 1st September 2007. In the period from 1998 to 2004 Mr. Hovorka worked for the Ministry of Foreign Affairs at the Czech Permanent Mission in Geneva successively as Permanent Representative to WTO, Head of the Mission and a member of various elected WTO bodies. From 2004 till August 2007 he was Director of the European and CIS Countries Department at the Ministry of Industry and Trade. In 1984 he graduated from the Faculty of Trade at the University of Economics in Prague.



# Speech session

## The Next Innovation Principles

### Alex Castellarnau



Alex Castellarnau is a senior design strategist at IDEO, focusing primarily on service and experience design projects. He is passionate about collaborative design as a means to solve complex systemic problems. Since joining IDEO, he has led, managed, and contributed to a range of programs with clients in education, healthcare and finance. He has tackled challenges ranging from organizational design to customer experience. He has contributed to the development of the IDEOs design for learning group, developing key strategic relationships with leading academic institutions.

### Jane Gilson



Jane Gilson was appointed the General Manager of Microsoft Czech Republic on October 11, 2007. She has been with the company's Czech branch since March 2007, originally serving as its Business and Marketing director. Before joining the Czech Microsoft, Jane Gilson managed the Windows Embedded division in the company's headquarters in Redmond, WA, where she was responsible for product management marketing, alliances with business partners and users' awareness of Windows advantages for single-purpose solutions.

### David Vrba



David Vrba is Managing Director of 3M Czech Republic. David Vrba has been with 3M for more than 8 years. Before being promoted to the position of the Managing Director, he held the position of 3M Unitek General Manager for Europe, Middle East and Africa. 3M Cesko was founded in 1991. The company currently offers commercial graphic supplies, industrial glues and abrasives, architecture supplies, office supplies, homecare products, library security products, healthcare and dental tools and materials as well as work protection equipment.

### Bernd Wiemann



Bernd Wiemann is Head of R&D Advanced Research of Vodafone Group R&D Germany in Munich. He is a graduate in measurement and control technology from the University of Applied Science in Furtwangen in southwestern Germany and holds a PhD in computer science from Munich Technical University. He became in 1992, the founding managing director of Mannesmann Pilotentwicklung, which he has headed ever since and which became Vodafone Group R&D Germany in 2001.

# Break out session 1

## Radical Innovation – New Principles?

### Radical Innovation – New Principles?

Radical Innovation implies multiple level changes on individual, firm and society level. We are about to face some of these rare paradigm changes in recent time and future. Will conventional approaches or new principles guide towards the next paradigm?

#### Workshop speakers include:

- Session Chair: Christiane Hipp, BTU Cottbus
- Academic: Oliver Gassmann, University of St. Gallen
- Industry: Stefanie Biala, Vodafone
- Visionary: Stefan Doeblin, Network Economy

#### The workshop will deal with the following questions:

- What are the differences between radical and incremental innovation?
- Which insights can theory and industry experiences deliver?
- Which are the next innovation principles to master and enable radical change?

#### Workshop speakers:

**Christiane Hipp** became vice-dean of the faculty in 2007 and full professor for Organization, Human Resource Management and General Management at the Technical University Cottbus in 2005. Her areas of interest include demographical change, service innovation, innovation strategies, intellectual property and innovation processes.

**Oliver Gassmann** is professor for technology management at the University of St. Gallen and director at the Institute of Technology Management since 2002. Between 1996 and 2002 he worked for Schindler and led its Corporate Research as Vice President Technology Management. He has published 11 books as author, coauthor and editor, and over 150 publications on management of innovation.

**Stefanie Biala** studied Theoretical Physics and Biophysics and also holds a PhD in these subjects. She is a Senior Line Manager for Application Fields in Vodafone Group R&D and has several years of experience in telecommunications and R&D.

**Stefan Doeblin** is a serial entrepreneur and the founder and chairman of Network Economy Group. Currently Stefan Doeblin is engaged in FTTH projects in Western Europe and he is chairman of Biossence Ltd, a renewable energy from waste company in the UK.

# Break out session 2

## How Computer-Aided-Innovation and Open Innovation Methods will shape future Innovation Processes?

### How Computer-Aided-Innovation and Open Innovation Methods will shape future innovation processes?

New methods using information technology to support the innovation process will be discussed and latest trends and tools presented. The future implications for management of innovation and Computer-Aided-Innovation will be discussed.

#### Workshop speakers include:

- Session Chair: Stefan Hüsigg, VSE & University of Regensburg
- Academic: Stefan Hüsigg, VSE & University of Regensburg
- Industry: Josef Hechberger, XWS
- Visionary: Michael Bartl, HYVE AG

#### The workshop will deal with the following questions:

- What is Computer-Aided-Innovation (CAI) and which potential benefits can be realized?
- Which effects will Open Innovation & Web2.0 methods have on future innovation processes and how to implement these methods?
- How will the future innovations processes and methods look like regarding CAI & Open Innovation?

#### Workshop speakers:

**Stefan Hüsigg** is Deputy Director, Co-founder and Lecturer at the Institute for Technology and Innovation Management at the Faculty of Business Administration, University of Economics in Prague, Czech Republic which was established in 2009. He also holds a position as an assistant professor at the Chair of Innovation and Technology Management at the University of Regensburg since 2007.

**Josef Hechberger** works as marketing manager for XWS Cross Wide Solutions, Regensburg since 2006. He studied media education at Ludwig-Maximilians-University of Munich and Business Administration at the university of applied sciences, Leipzig. For six years he spent working in Cairo in the field of Change Management.

**Michael Bartl** has been CEO of HYVE AG since 2004. He worked for AUDI AG in the electronics development division in Ingolstadt from 2000 to 2004. Following a working stay in New York at the AXA Colonia Insurance Group, he graduated from the University of Westminster in London and the Ludwig Maximilian University in Munich in business administration. He completed his doctorate at the Otto Beisheim School of Management on "Customer integration in the innovation process" and "New media".

# Break out session 3

## What is the Future of Interactive Services?

### What is the Future of Interactive Services?

With digital technologies rapidly evolving around us and networks providing connectivity anytime, anywhere, the nature of creating, provisioning and interacting with services is changing fundamentally as well.

#### Workshop speakers include:

- Session Chair: Lukas Kencl, R&D Centre for Mobile Applications (RDC), Czech Technical University in Prague
- Industry: Jan Kleindienst, IBM Research Voice Technologies Prague
- Visionary: Daniel Holle, University of Regensburg & New Media Online

#### The workshop will deal with the following questions:

- What novel means and methods of digital interaction will ascend?
- How will the drive towards more natural interaction (speech, haptic, brain) affect services?
- How will the emerging paradigms of augmented reality, virtual worlds, cloud services, mobile computing and shared wikinomics affect service creation?
- What will it mean to innovate radically and what will drive the process in this changing landscape?

#### Workshop speakers:

**Lukas Kencl** received a Ph.D. degree from EPFL, Switzerland, and MSc. from Charles University in Prague. After research positions at IBM Research-Zurich and Intel Research, Cambridge, UK, he is now director of the R&D Centre for Mobile Applications (RDC) at Czech Technical University in Prague. His research focuses on novel interfaces, services and applications in mobile wireless networks and on architecture and performance optimization of networking systems. He is co-inventor of multiple network technology patents and holder of several industrial grants (Vodafone, IBM and Microsoft).

**Jan Kleindienst** received his MSc. in 1992 (CTU), and Ph.D. in 2000 (MFF, Charles Univ.). In 1997, he joined the Voice Technologies and Systems Group, at IBM Research, Prague, which he currently manages. As the key mission, the Prague lab is responsible for development of IBM Embedded ViaVoice product that sold more than 7 million licenses worldwide for in-car voice services (Honda, Toyota, GM). He has published over 40 articles in these areas and has more than 15 patents granted worldwide.

**Daniel Holle** is the CEO and founder of an online new media startup (tba) in Berlin. His company is bridging the gap between video portals in web 2.0 and future global news editing business. Prior to this venture he worked several years as a strategy consultant for a leading global consulting firm. At the University of Regensburg he researches in the field of product development and convergence products in the Telecom, Internet, Media & Entertainment markets.

# Break out session 4

## Technology and Knowledge Transfer between Academia and Business

### Technology transfer between academia and science: can there be a common interest?

Effective technology and knowledge transfer between academia and business is one of the major challenges for Czech and even European competitiveness for the years to come. Finding a common language and interest are major hurdles in the process of finding good partners on each side. In addition, unfavorable legal and fiscally conditions as well as the general question about the role of universities and research institutions in a national innovation system are hot topics for discussion in the Czech Republic.

#### Workshop speakers include:

- Session Chair: Martina Jakl, TIM-VSE
- Academic: Vladimír Marik, Department of Cybernetics, Czech Technical University in Prague
- Industry: representative Certicon
- Visionary: Florian Kirschenhofer, Max Planck Innovation GmbH

#### The workshop will deal with the following questions:

- What are successful models of cooperation between academia and business?
- Which barriers have been overcome in the past and which one are still existing?
- What can be radical business models of the future regarding this cooperation?

#### Workshop speakers:

**Martina Jakl** is a director at the Institute for Technology and Innovation Management at the University of Economics in Prague. The institute deals with issues such as innovation management, lean management or radical innovation and aims at linking closer industry and academia.

**Vladimír Marik** founded in 1990 and since has led Gerstner Laboratory for intelligent decision making. Professor Mařík became Head of the Department of Control Engineering in 1997 and formed Department of Cybernetics in 1999, which achieved a prestigious title "EU Centre of Excellence" (EUCE) in 2000. He closely cooperates with industrial leaders and is in charge of long-term research contracts between ČVUT and companies like Vitatron Medical (Netherlands), Robert Bosch (Germany), Denso (Japan), Cadence (USA) and other institutions, such as NASA or U.S. Air Force Research Lab.

**Florian Kirschenhofer** is employed at the Max-Planck-Innovation GmbH as a Start-up Manager. He is screening entrepreneurial opportunities and supports spin-offs of the Max-Planck Gesellschaft. After graduation he founded a Biotech Start-up in Regensburg as a co-founder. In autumn 2007 he finished his PhD about Factors which influence the long-term success of habitual Entrepreneurs at the University of Regensburg.

# Break out session 5

## Energy-Conscious Change in Business and Society

### Energy-Conscious change in business and society: Will innovations help to manage energy supply and demand?

The energy sector is one of the hottest discussed topics not only in the Czech Republic. Questions in relation to innovation and radical innovation do not only arise regarding better production of energy. Innovations will definitely play also a role in distributing and consuming energy more effectively.

#### Workshop speakers include:

- Session Chair: Alexander Kainer, Roland Berger
- Academic: Jiri Hnilica, VSE
- Industry: Jiri Nykodym, Indra Company
- Visionary: representative ABB (enquired)
- Visionary/Startup: Hans Mulder, Munisense

#### The workshop will deal with the following questions:

- Which changes can be expected regarding energy and supply?
- How can radical innovations help to overcome challenges in the energy sector?
- How can companies prepare for these future challenges?

#### Workshop speakers:

**Jiri Hnilica** graduated at the University of Economics in Prague, where he currently works as deputy of chair in the department of Business Economics. His professional interest is focused on business finance, private equity and venture capital. Current projects include risks analysis and regulation/deregulation issues in the energy sector.

**Alexander Kainer** has been a Principal on the management team in the Vienna office from beginning of 2010. He is working on expanding the power supplier business in Austria and Central and Eastern Europe. In doing so, he is focusing on traditional issues of strategic realignment and reorganization, but also looking ahead to electro mobility, renewable energy and smart grids.

**Hans Mulder** is co-founder/director of Munisense Corporation in the Netherlands. Munisense provides managed sensor-network and communication services. Prior he worked for Intel as Senior Principal Engineer until 2000 and as Associate Director for Intel Research until 2007. Before Intel, he was an Assistant Professor at Delft University. Dr. Mulder holds a PhD from Stanford and a MSc from Delft University.

**Jiri Nykodym** is Managing Director of Indra Company Czech Republic, a premier Information Technology company. It is ranked as the second European company in its sector according to stock market capitalization, and also the second Spanish company with the most investment in R&D. Before joining Indra, Jiri Nykodym has been in leading positions in the Czech Republic with Alcatel or CzechInvest.

# Break out session 6

## Shaping Future Mobility

### The future of mobility:

#### Will disruptive innovations transform the mobility industry?

Not only the automotive industry is questioning their standard business models as discussions about electro cars are challenging not only designers but also production and our overall understanding of mobility. As well questions do arise, which form of individual and public transportation will be sustainable in the future and how radical innovations will shape it. Convergence will be one topic which will have a direct impact especially on the whole mobility sector.

#### Workshop speakers include:

- Session Chair: Dr. Carmen Kobe, Kobe Consulting
- Academic: Philipp Klenner, Monitor Group
- Industry: representative Skoda Auto (tbc)
- Visionary: Günther Weber/Vodafone Mobility

#### The workshop will deal with the following questions:

- What will future models of mobility look like?
- How will innovations shape the future of companies in the mobility sector?
- How can companies prepare for these future challenges?

#### Workshop speakers:

**Carmen Kobe** did her doctoral degree in Innovation Management at the University of St. Gallen, Institute of Technology Management. She continued researching and teaching at ETH Swiss Federal Institute of Technology Zurich. In 2008 she founded Kobe Consulting to assist technical companies in increasing their innovation capabilities. Besides this she still leads the research group “Innovation and Creativity” at the Autonomous Systems Lab at ETH Zurich. Her research interests are in the area of innovation and creativity methods, the front end of innovation processes, innovation process implementation, and measurement and improvement of innovation capabilities in companies.

**Philipp Klenner** studied business administration at the Friedrich-Alexander University Erlangen-Nuremberg. Since 2006 he works as a consultant for the international strategy consulting company Monitor, a leading consulting company, founded in Cambridge, USA. Since October 2008 he is an external PhD student at the University of Regensburg and deals with the research area of the ex-ante identification of disruptive developments in markets.

# Break out session 7

## International and Cultural Aspects of Innovation Management

### **International and Cultural Aspects of Innovation Management: Are different cultural settings enhancing or endangering innovation? Is there a global market for innovation?**

Subsidiaries of foreign companies in the Czech Republic are experiencing major challenges regarding the future setting of the overall company. Innovations can play a major role in enhancing the role of the Czech subsidiary, but the implementation of an innovation system shows to be a major challenge. Additionally, Czech innovations are facing one major challenge when expanding the business: are they ready for a global market?

#### **Workshop speakers include:**

- Session Chair: Martin Lukes, VSE
- Academic: Frank Ulsamer, Plaston
- Government: Ivan Jukl, CzechTrade
- Industry: George Blaha, RS Dynamics

#### **The workshop will deal with the following questions:**

- How can you deal with different cultural settings in an internationally active company?
- What are successful strategies in international innovation management?
- How can small companies handle international innovation management?

#### **Workshop speakers:**

**Georg Blaha** is the founder and CEO of RS DYNAMICS, a Czech company active in the design and manufacture of Earth Science and environmental instrumentation. The company has since several years a daughter affiliation in Japan and is selling its products worldwide.

**Ivan Jukl** has been the Managing Director of CzechTrade Promotion Agency since 2006. He also acts as a member of the Managing Board of the Danish-Czech Business Forum. The main task of CzechTrade is to help improve the export performance and competitiveness of Czech companies on foreign markets, regardless of their export experience.

**Martin Lukes** is an Assistant Professor at the University of Economics in Prague in the area of managerial psychology. His main research interests are in the area of sociological behaviour in innovations. Actual research topics include the innovativeness of populations and innovation behaviour in foreign subsidiaries.

**Frank Ulsamer** is business development manager within the Swiss Plaston Group and responsible for the development and introduction of new innovations. The company has subsidiaries in the Czech Republic and China. His current research focuses on the early phases of innovation processes and the role of organizational settings.

# Break out session 8

## Ensuring Innovation Spending Effectiveness by Putting Innovation Strategy First

### Ensuring innovation spending effectiveness by putting innovation strategy first: How can we manage effectiveness in innovation spending?

Innovation is crucial capability for survival and growth in ever increasing competitive environment. How can we manage effectiveness in innovation spending? The process starts with formulation and implementation of solid innovation strategy. This process includes identification of the main elements of the innovation strategy by understanding external environment and internal competencies as well as translating strategic results into effectiveness and efficiency improvement measures.

#### Workshop speakers include:

- Session Chair: Tomislav Corak, AT Kearney
- Academic: Eugen Voit, Leica Geo Systems AG
- Industry: representative Vodafone CZ (enquired)
- Visionary: David Vrba, 3M

#### The workshop will deal with the following questions:

- How can you combine an effective company strategy with effective spending in innovations?
- What are successful innovation strategies?
- How can you plan innovation spending?

#### Workshop speakers:

**Tomislav Corak**, Manager at A.T. Kearney, has done in his career several projects in the field of innovation management, focusing on innovation strategy issues and operational organization of the innovation processes. Besides that, Tomislav Corak is the leading coordinator for Innovation management within A.T. Kearney's Operations practice in Eastern Europe. Also, Tomislav Corak was the leading member of the first "Best Innovator" study in South East Europe, the traditional A.T. Kearney's study focusing on innovation management.

**Eugen Voit**, is Corporate Technology Manager and member of the Executive Committee of Leica Geosystems AG. He is a lecturer for Innovation Management at the University of St. Gallen, Switzerland. From 1997 to 2000 he was vice president of the Institute for Technology Management. He is chair of the Integrated Product Development at Vorarlberg University of Applied Sciences.

**Daniel Vrba** is Managing Director of 3M Czech Republic. David Vrba has been with 3M for more than 8 years. 3M Česko was founded in 1991. The company currently offers commercial graphic supplies, industrial glues and abrasives, architecture supplies, office supplies, homecare products, library security products, healthcare and dental tools and materials as well as work protection equipment.

# Panel Discussion: Competitive Edge of Europe

## Radical Innovation as Opportunity for local Innovators and as Source for external Innovation

Europe is facing several challenges when looking at the sources of future competitiveness, one of them is the untapped potential regarding radical innovation. This type of innovation can explore new technologies and create a dramatic change that transforms markets or create new ones, those offering the chance for a competitive advantage even on a global scale. Hurdles for tapping this type of innovation are manifold: ineffective technology transfer, business environment, cultural hurdles. In this panel discussion, those topics will be addressed and discussed, which measures need to be taken in order to make radical innovation a chance for local innovators in the Czech Republic and as source for external innovation in Europe in general

### Panelists:

**Barbara Frei** is country CEO of ABB Czech Republic. She holds a M.Sc. in mechanical engineering and a PhD in electrical engineering, and has worked for ABB since 1998.

**Christiane Hipp** became vice-dean of the faculty in 2007 and full professor for Organization, Human Resource Management and General Management at the Technical University Cottbus in 2005.

**Lukas Kencl** is director of the R&D Centre for Mobile Applications (RDC) at Czech Technical University in Prague since 2007. Prior he held research positions with IBM Research-Zurich and Intel Research, Cambridge, UK. He is co-inventor of multiple network technology patents and holder of several industrial grants (Vodafone, IBM and Microsoft).

**Vlastimil Ruzicka** is Deputy Minister for Research and Tertiary Education at The Ministry of Education, Youth and Sports: This ministry is the central organ of the state administration also for higher education institutions, for scientific policy, research and development, including international cooperation in this area.

**Xenia Svobodova** is a co-founder of Svobi Associates, a Life Science consultancy company based in Switzerland and former CEO of IQA and other ventures in the Czech Republic and Slovakia

**Bernd Wiemann** is Head of R&D Advanced Research of Vodafone Group R&D Germany in Munich. In 1992, he was the founding managing director of Mannesmann Pilotentwicklung, which he has headed ever since and which became Vodafone Group R&D Germany in 2001.

### Moderator:

**Martina Jakl** is a director at the Institute for Technology and Innovation Management at the University of Economics in Prague. The institute deals with issues such as innovation management, lean management or radical innovation and aims at linking closer industry and academia.

# Conference Location

## Venue

University of Economics, Prague – Rajska building

W. Churchill Sq. 4  
130 67 Prague 3  
Czech Republic

[www.vse.cz](http://www.vse.cz)



## Catering



zatiši group

## Hotel recommendation

We recommend booking at the following hotel in walking distance to the conference venue:

Hotel 987 (4\*): [www.987hotels.com](http://www.987hotels.com)

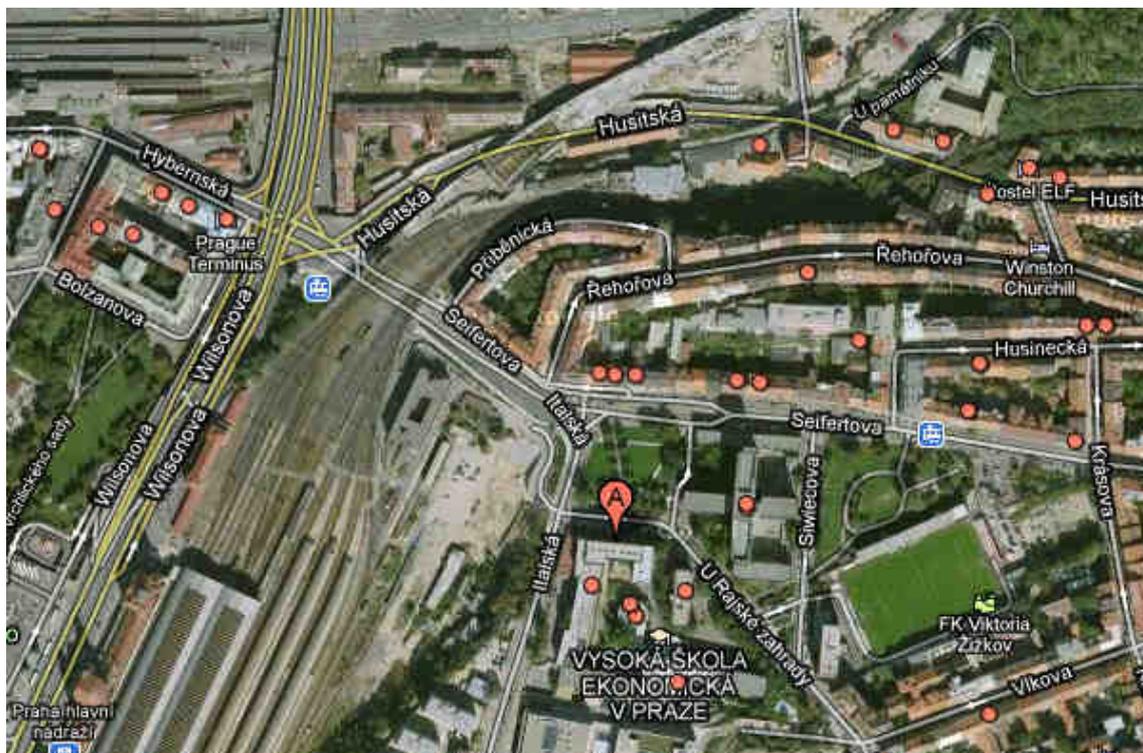
The hotel is offering a special rate of Euro 100 per night for single and double rooms including breakfast. Please reserve your room directly with the hotel with the key word “Innovation Day”.

## Transfer from the airport

Take a taxi and ask the driver to take you to the University of Economics - costs about 30€ (always ask for a receipt) OR Take a bus called AE (direction Nádraží Holešovice (direct bus with no stops for 45 CZK - pay at the driver)) and get off at Dejvická (first stop after leaving the airport – ca. 19 minutes). Then take Subway line A to Mustek (6 minutes) and then Tram Nr. 9 to Husinecká (in 7 minutes). OR Take a bus 119 to Dejvická, then Subway line A to Mustek (6 minutes) and then Tram Nr. 9 to Husinecká (in 7 minutes).

## Transfer from the railway stations

There are two railway stations Nádraží Holešovice and Hlavní Nádraží. From Nádraží Holešovice take tram Nr. 5 get off at Husinecká in 18 minutes. From Praha Hlavní Nádraží (Prague Main Railway station) take any tram and get off at Husinecká in 4 minutes.



# Pricing

## 1-day pass for the 21.05.2010 including reception on 21.05.2010

(including conference material)

### Early-booker until 21.04.2010

Non member of TIM Club	CZK 4'000 (excl. 20% VAT) - (appr. 160 €)
TIM Club member	CZK 2'500 (excl. 20% VAT) - (appr. 100 €)
Members of academic institutions	CZK 1'300 (excl. 20% VAT) - (appr. 50 €)

### Registration from 22.04.2010

Non member of TIM Club	CZK 4'500 (excl. 20% VAT) - (appr. 180 €)
TIM Club member	CZK 3'000 (excl. 20% VAT) - (appr. 120 €)
Members of academic institutions	CZK 1'500 (excl. 20% VAT) - (appr. 60 €)

Innovation Day Prague offers the following pricing system:

- Discounted prices for members of partners of Innovation Day (such as DTIHK or CMA) in the amount of members of TIM Club
- Discounted prices for members of academic institutions such as universities, academy of science or public research institutions (66% of regular price)
- Students will be invited to participate in a essay competition, the 3 winners will be granted free access to the conference, the competition will be announced on [tim.vse.cz](http://tim.vse.cz)
- Discounts are non-cumulativ

**Registration closes on 17 May 2010**

# Inscription

**Yes, I would like to inscribe to the Innovation Day Prague and I am aware of prices and conditions\***

Date, place,

Signature

**I would like to take part in the workshop (please choose one from the list)**

- 1: Radical Innovation – New Principles?
- 2: How Computer-Aided-Innovation and Open Innovation Methods will shape future innovation processes?
- 3: What is the Future of Successful Interactive Services?
- 4: Technology transfer between academia and business
- 5: Energy-Conscious Change in Business and Society
- 6: Shaping Future Mobility
- 7: International and Cultural Aspects of Innovation Management
- 8: Ensuring Innovation Spending Effectiveness by Putting Innovation Strategy First
  
- Yes I will take part in the reception on Friday evening**

**I am eligible for discount price scheme**

- Yes, I am a Member of the following partner institution:
- Yes, I am a Member of the following academic or research institution:

**My contact data:**

Name, Surname:

Function:

Company/Institution:

Address:

Email:

telephone:

ICO/DIC (for Czech entities):

\*Conditions:

Invoice will be issued and is payable within 14 days after issue. If not fully paid until the beginning of the event, the participation can be paid cash at the registration of the day of the conference. You can withdraw your participation until 14 days before the conference against a retainer of CZK 1200.-, after the 17th of May, the full conference fee has to be paid. You can nominate a delegate in case you are not able to participate at the conference and notify us by email ([prague@sctt.eu](mailto:prague@sctt.eu)) about this change. TIM, partners and sponsors of this conference will store data obtained on participants and use it for internal market research purposes. The participant hereby declares his or her consent that TIM, partners and sponsors of this conference may inform him or her of their own and general commercial activities by letter, telephone or telecommunication data transfer both during and after the event. The participant is aware that the before mentioned conditions are an inseparable part of the participation conditions. Changes to the program are being reserved.

**Please return until 17.05.2010 by mail, email or fax (see contacts next page)**



**Prague**  
**21.05.2010**

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