

April 13, 2010

**Invitation to Innovation Day Prague  
Friday, 21.05.2010, University of Economics, Prague**

Dear business partners,

Innovation and Technology Management is one of the key areas regarding the enhancement of competitiveness not only during the financial crisis. Innovativeness will contribute significantly to long-term survival of every individual company, independent from the sector of operation.

We organized the Innovation Day Prague as a platform for meetings and a source of inspiration in the field of technology and innovation management. During this event, we will deal with current issues such as radical & open innovation, effectiveness of innovation spending or the cooperation between universities and companies.

Different interlocutors from science and from experience will be glad to discuss with you during this day. You will have the possibility to meet Prof. Oliver Gassmann from the University of St. Gallen or Jane Gilson from Microsoft and discuss with them and other speakers their opinion and experience with radical innovation and the handling of innovations in time of crisis.

Feel free for also inviting your colleagues, employees as well as interesting business partners. We would like to have an active broad-based information exchange and to see also new faces. In the attachment you find the brochure of the Innovation Day Prague or you can visit our conference webpage: [www.innovationday.cz](http://www.innovationday.cz).

We are looking forward to your participation in the first Innovation Day Prague in May 2010.

Sincerely,



Martina Jakl, Ph.D., lic.oec. HSG

Director  
Institute for Technology and Innovation Management