

È possibile standardizzare l'innovazione?

Dalle multinazionali alle PMI esperienze a confronto

PROGRAMMA

Ore 9.15 **Welcome address**

Massimo Longhi (Confindustria Bergamo, Innovation & Internationalization Dept. Manager)

Daniela Alezziani (3M Italia, Communication Manager)

Piergiuseppe Cassone (Confindustria Bergamo, Innovation Dept.) Italian Delegate for ISO/TC 279

Ore 9.30 **Why a standard on Innovation Management?**

Alice De Casanove (Airbus Defence and Space, Head of Innovation Faculty) ISO TC 279 Innovation Management Chairman

Addressing your innovation obstacles, systematically

Johan Grundström Eriksson (Sony Mobile Communications, Deputy Head of Management System & Audit, Corporate Strategy) Advisor, Lecturer, Member of ISO TC 279

Learning from Innovation Management Assessment within value-networks

Eva Diedrichs (IMP³rove – European Innovation Management Academy, Managing Director) ISO TC 279 WG4 Innovation Assessment Chairman

Innovation: Examples from Innovation in Norwegian companies and different «tools» used to support and stimulate start ups and businesses to innovate.

Magnus Hakvag (House of Knowledge) ISO TC 279 WG2 Terminology Chairman

Ore 10.30 **Round Table : Local experiences on Innovation Management**

Aldo Angeletti (Salf Spa, Vice President) Confindustria Bergamo Best Practices Groups Chairman

Pierino Bertolotto (ABB, R&D Manager)

Enrico Borgarello (Italcementi, R&D Manger)

Mauro Viscardi (Cosberg, Special Project - Innovation)

Alessandro Selle (3M Italia, Technical Manager)

Ore 12.00 -12.45 **Visit to 3M Customer Innovation Center**