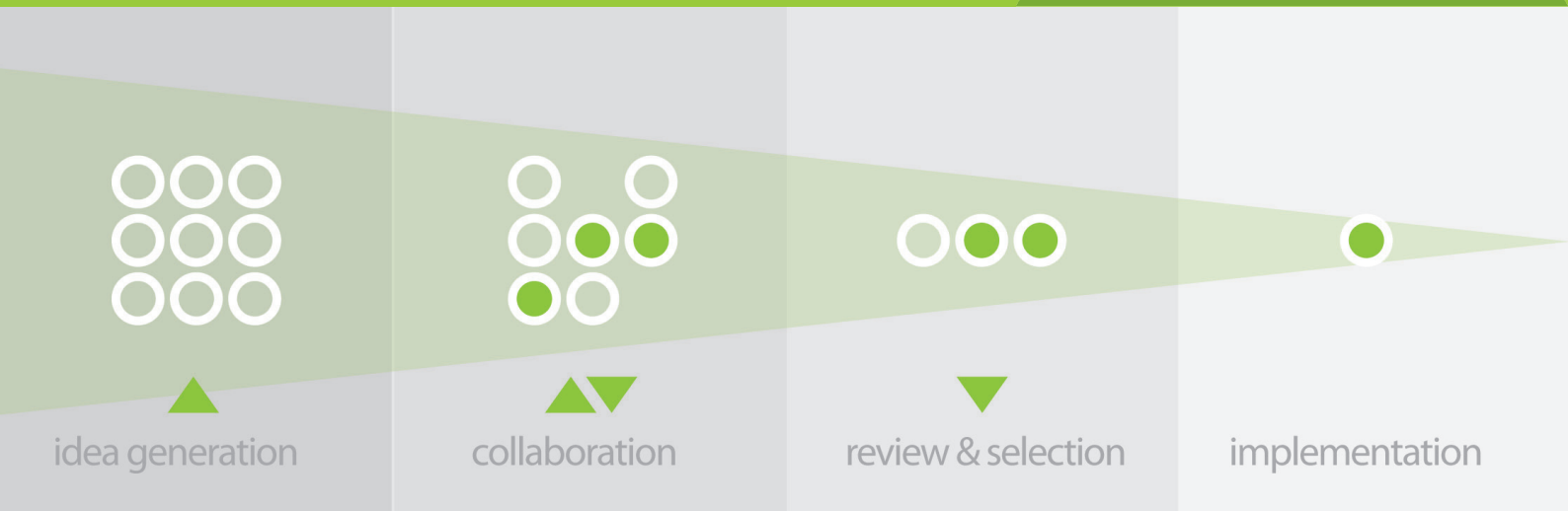Wednesday, 14th of May 2014

Open Innovation Day
OpenAlps Final Conference

Haus der Wirtschaft
Willi-Bleicher-Straße 19, 70174 Stuttgart
Germany

Ideas have no borders.
Open Innovation in Alpine SMEs

idea generation   collaboration   review & selection   implementation

OpenAlps
Open Innovation

Agenda

09:30	*Registration and Welcome Coffee*	30'
10:00	**Welcome** • Dr. Peter Mendler, Ministry of Finance and Economics Baden-Wuerttemberg • Egon Warfia, CCI Black Forest-Baar-Heuberg • Dr. Jürgen Jähnert, MFG Innovation Agency for ICT and Media	15'
10:15	**Open Innovation -** **How can SMEs benefit from the Intelligence of the Masses?** • Prof. Dr. Johann Füller, CEO Hyve Innovation Community GmbH	45'
11:00	**Co-Ideation in a Business-to-Business Market** • Dr. Michael Heiss, Siemens AG Austria, Corporate Technology, Open Innovation and Scouting	40'
11:40	**Panel Discussion OpenAlps Project: Review and Perspective** • Introductory Speech: Prof. Marco Cantamessa, Polytechnic University of Turin • Panel Discussion: Prof. Marco Cantamessa, Melanie John - CCI Black Forest-Baar-Heuberg, Sébastien Gay - ARDI Rhône-Alpes, Bernhard Lehofer - Innovation and Technology Transfer Salzburg, Borut Jurišić - Maribor Development Agency, Anne-Séverine Lay - Alpine Space Programme	70'
12:50	*Lunch Break*	70'
14:00	**Open Innovation Made in Alpine Space** • SMEs from the Alpine Space Report on their Open Innovation Experiences	60'
15:00	**Demola Lab - An Open Innovation Success Story from Finland** • Ville Kairamo, Head of Demola Network	30'
15:30	**Excubation – Link Open Innovation to Corporate Strategy** • Hans-Heinrich Siemers, innoWerft - Technology and Start-up Centre Walldorf Stiftung GmbH	30'
16:00	*Closing Cocktail and Networking*	

The Open Innovation Day will be moderated by Dr. Sven Schimpf of the Fraunhofer Institute for Industrial Engineering IAO Stuttgart.