

# 2ND ANNUAL GBG SUMMIT

## PRODUCT DEVELOPMENT AND MANAGEMENT SUMMIT GBG BUSINESS PLATFORM

15 & 16 OCTOBER 2008  
HOTEL AB SKIPPER, BARCELONA, SPAIN

Generating breakthrough ideas across all divisions and through external collaboration to deliver sustainable, consumer-centric innovative and profitable products to maximise the value of your global portfolio and increase business growth

### Summit Partners



### Organised by



### WITH THE CONFIRMED PARTICIPATION OF THE FOLLOWING LEADING EXPERTS:



**Daryl Dunbar**  
SVP Innovation  
REED ELSEVIER



**Dr. Carlos Härtel**  
Managing Director  
Europe  
GE GLOBAL  
RESEARCH



**Charles Maclean**  
Director Innovation  
SIEMENS HOME AND  
OFFICE  
COMMUNICATION  
DEVICES



**Denis Weil**  
Vice President  
Innovation & Concept  
Development  
McDonald's  
Corporation



**John Nevins**  
Head of Service  
Innovation  
BT



**Chris Lawer**  
Managing Director  
STRATEGYN



**Nello J. Spiteri**  
Director Innovation &  
Business Development  
ELSEVIER



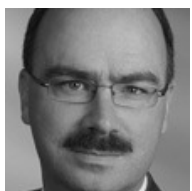
**Dr. Kai Engel**  
Partner  
A.T. KEARNEY



**Gogo Eneyok**  
Shell GameChanger  
SHELL



**Dr. Mellor Hennessy**  
Global Portfolio  
Strategist  
AstraZeneca



**Dr. Markus Pompejus**  
Head of Product  
Development  
BASF Future Business  
GmbH



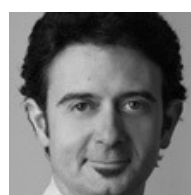
**Doug Dean**  
Senior Vice President,  
Research and  
Development  
PHILIP MORRIS  
INTERNATIONAL



**Pedro do Carmo Costa**  
Managing Director  
STRATEGOS



**Klaus Estenfeld**  
Head Innovation  
Management,  
Business Development  
and Innovations  
Department  
NOKIA SIEMENS  
NETWORKS



**Daniele Chiari**  
Product Portfolio  
Management Senior  
Vice President  
FIAT GROUP  
AUTOMOBILES



**Dr. Joachim von  
Heimburg**  
Director of Corporate  
R&D, Innovation and  
Knowledge  
PROCTER & GAMBLE



**Judith Vigar**  
R&D Director  
Beverages - UK and  
Europe  
PEPSICO



**Katja Seidenschur**  
Innovation  
Acceleration Team  
Manager  
NESTLE



**Dirk Kronemeijer**  
VP, Business  
Innovation  
KLM

### ATTEND THIS EXCLUSIVE 2ND PRODUCT DEVELOPMENT AND MANAGEMENT SENIOR EXECUTIVE SUMMIT TO LEARN FROM LEADING GLOBAL CORPORATIONS SPEAKING ON:

- Creating a sustainable environment for fostering creativity and innovation
- Generating breakthrough ideas through effective networks and social communities
- Embracing green product development for increased growth
- Truly uncovering unmet consumer needs for increased profitable products
- Maximising the value of your global portfolio by creating a balanced portfolio of long-term and short-term innovations

## SUMMIT REGISTRATION & WELCOME DRINK

FROM 18:00 UNTIL 20:00  
14 OCTOBER 2008, HOTEL AB SKIPPER, BARCELONA

## DAY 1

15 OCTOBER 2008, HOTEL AB SKIPPER, BARCELONA

7:30 - 8:15 WELCOME BREAKFAST

8:15 - 8:30 OPENING REMARKS FROM CHAIRPERSON  
**Dr. Kai Engel - Partner - A.T. KEARNEY**

8:30 - 8:45 **INTRODUCTORY SPEED NETWORKING**  
Brief networking introduction with your peers for a few minutes to become acquainted with your fellow attendees

8:45 - 9:30 KEYNOTE PRESENTATION

### TOP-DOWN AND BOTTOM UP INNOVATION - DRIVING INNOVATION FROM BOTH DIRECTIONS ACROSS YOUR COMPANY

- Recognising the importance of developing a common innovation language
- Getting senior management buy-in and involvement for increased innovative success
- Building a tool kit to enable divisions to innovate more freely
- Providing support services to drive innovation at the business unit level

**Daryl Dunbar - SVP Innovation - REED ELSEVIER**

9:30 - 10:15 KEYNOTE PRESENTATION

### EMBRACING GREEN PRODUCT DEVELOPMENT FOR INCREASED GROWTH

- Translating the green trend into a viable business strategy
- Identifying environmental issues that matter most to consumers and society, developing products that respond to these demands
- Managing R&D to align technology development with emerging market opportunities
- Delivering sustainable and green products that drive revenue and business growth

**Dr. Carlos Härtel - Managing Director Europe - GE GLOBAL RESEARCH**

10:15 - 10:45 PARTNER SESSION

10:45 - 11:45 COFFEE & NETWORKING BREAK

10:45 - 11:15 FACE-TO-FACE MEETINGS

11:15 - 11:45 FACE-TO-FACE MEETINGS

11:45 - 12:30 KEYNOTE PRESENTATION

### MOVING FROM R&D LED TO CONSUMER LED INNOVATION IN THE CONSUMER ELECTRONICS INDUSTRY

- Investigating issues caused by the R&D focus
- Examining techniques and arguments used to agree on a focus on consumer driven innovation
- Which innovation and research methods led to success
- Lessons learned and the way forward

**Charles Maclean - Innovation Director - SIEMENS HOME AND OFFICE COMMUNICATION DEVICES**

12:30 - 13:30 NETWORKING BREAK & FACE-TO-FACE MEETINGS

12:30 - 13:00 FACE-TO-FACE MEETINGS

13:00 - 13:30 FACE-TO-FACE MEETINGS

13:30 - 14:30 NETWORKING LUNCH

14:30 - 15:15 KEYNOTE PRESENTATION

### RECOGNISING AND CAPITALISING ON CREATIVITY FROM WITHIN

- Working closely with the HR department to uncover creative minds
- Developing an internal structure that supports and promotes "out of the box thinking"
- Encouraging risk taking and entrepreneurial spirit to accelerate product development
- Acknowledging and rewarding the best innovators to stimulate creativity
- Promoting a creative driven approach versus a results driven approach to ultimately generate more innovative products

**Denis Weil - Vice President Innovation & Concept Development - McDonald's Corporation**

15:15 - 16:00 KEYNOTE PRESENTATION

### IMPORT AND EXPORT OF INNOVATION DNA

- Enlisting an organisation for Innovation
- Ideas Campaign - prime pump ideas
- The innovation boot camp - preparing minds
- Base camp - ready for the summit
- View from the top opening your innovation network

**John Nevins - Head of Service Innovation - BT**

## DAY 1

15 OCTOBER 2008, HOTEL AB SKIPPER, BARCELONA

16:00 - 16:30 PARTNER SESSION

### DRIVE PREDICTABLE INNOVATION THROUGH JOBS AND OUTCOMES

Figuring out what customers want is predicated on knowing what jobs they are trying to get done and what outcomes they want to achieve. Only then can companies bring discipline and predictability to the process of innovation. Chris, head of Strategyn UK, will describe the outcome-driven methodology that many Global 500 companies such as Microsoft, J&J, HP and Kimberly Clarke are using to manage innovation. He explains what factors introduce variability into the innovation process and how they can be controlled to systematically create significant customer value and drive predictable core market, disruptive and new market growth.

Chris Lawer - Managing Director - STRATEGYN

16:30 - 18:30 COFFEE & NETWORKING BREAK

16:30 - 17:00 FACE-TO-FACE MEETINGS

17:00 - 17:30 FACE-TO-FACE MEETINGS

17:30 - 18:00 FACE-TO-FACE MEETINGS

18:00 - 18:30 FACE-TO-FACE MEETINGS

18:30 - 20:00 WORKSHOPS - PLEASE SELECT STREAM 1 OR STREAM 2

#### STREAM 1

##### IDEA GENERATION AND INNOVATION MANAGEMENT

### CREATING AN INNOVATION CULTURE - HOW TO CREATE A SUSTAINABLE ENVIRONMENT FOR NURTURING INNOVATION

During the first 30 minutes, Nello J. Spiteri from Elsevier will share with you how he drove innovation from the group up through some of the following approaches:

- LEAD BY EXAMPLE: Understand how strong leadership allows innovation to flourish
- BREAK HABITS: Encourage new and alternative perspectives and behaviours
- SHARE: Collaborate, share work-in-progress and cross-pollinate
- ENERGISE: Keep everyone excited and committed to innovation

During the remaining hour, he will lead a discussion with some examples of action planning and metrics on all of the above themes.

Dr. Nello J. Spiteri - Director Innovation & Business Development - ELSEVIER

#### STREAM 2

##### OPTIMISING PORTFOLIO MANAGEMENT

### INVESTIGATING GLOBAL PORTFOLIO MANAGEMENT

During this interactive session, you will have the opportunity to brainstorm on some of the following issues around global portfolio management:

- Enabling continual global product value creation to optimise your portfolio
- Aligning your products to global value drivers
- Understanding and evaluating how to develop and sustain successful products in a global environment
- Integrating emerging markets needs into your global portfolio for increased turnover

Dr. Kai Engel - Partner - A.T. KEARNEY

20:00 - 20:45 CASE STUDIES - PLEASE SELECT STREAM 1 OR STREAM 2

#### STREAM 1

##### IDEA GENERATION AND INNOVATION MANAGEMENT

### SUCCESSFULLY MEASURING INNOVATION CAPABILITY AND COMPETENCE WITHIN YOUR ORGANISATION

- Effectively assessing the return on your innovation initiatives
- Proving the value of innovation for all stakeholders through specific innovation metrics
- Utilising qualitative as well as quantitative metrics to assess the success of innovation
- Demonstrating to the board that invested budgets do positively impact the company's bottom-line

Gogo Eneyok - Shell GameChanger - SHELL

#### STREAM 2

##### OPTIMISING PORTFOLIO MANAGEMENT

### CREATING A BALANCED PORTFOLIO OF LONG-TERM AND SHORT-TERM INNOVATIONS

- Bringing back to life existing products while developing new innovative products
- Reviewing and evaluating the overall portfolio on a regular basis to minimise risk and work duplication
- Aligning portfolio management with strategic businesses within your company
- Achieving differentiation and remaining competitive with your product portfolio

Dr. Mellor Hennessy - Global Portfolio Strategist AstraZeneca

21:00

NETWORKING DINNER

## DAY 2

16 OCTOBER 2008, HOTEL AB SKIPPER, BARCELONA

7:00 - 7:45 BREAKFAST

7:45 - 8:00 OPENING REMARKS FROM THE CHAIRPERSON

8:00 - 8:45 KEYNOTE PRESENTATION

### TURNING TRENDS INTO NEW BUSINESS

- Identifying and developing future business areas in a large organisation
- Organisational set-up to enable and ensure successful development
- Realisation and lessons learned discussed using a recent example

Dr. Markus Pompejus - Head of Product Development - BASF Future Business GmbH

8:45 - 9:30 KEYNOTE PRESENTATION

### CHANGING MINDSETS - DEVELOPING A TRUE INNOVATIVE CULTURE ACROSS YOUR COMPANY

- Recognising the importance of developing a common innovation language
- Changing mindsets across all divisions to maximise employees involvement and commitments towards creativity
- Getting senior management buy-in and involvement for increased innovative success
- Successfully creating an environment that fuels innovative ideas through company-wide engagement

Doug Dean - SVP, Research and Development - PHILIP MORRIS

9:30 - 10:00 PARTNER SESSION

### ACHIEVING CONTINUOUS BUSINESS INNOVATION - SUSTAINING THE INNOVATION MOMENTUM OVER TIME

- Empowering staff to drive innovation in your company
- Driving innovation efforts to focus on defined challenges
- Developing mechanisms that engage and support innovation efforts
- Establishing the right innovation metrics

Pedro do Carmo Costa - Managing Director - STRATEGOS

10:00 - 12:00 COFFEE & NETWORKING BREAK

10:00 - 10:30 FACE-TO-FACE MEETINGS

10:30 - 11:00 FACE-TO-FACE MEETINGS

11:00 - 11:30 FACE-TO-FACE MEETINGS

11:30 - 12:00 FACE-TO-FACE MEETINGS

12:00 - 12:45 CASE STUDIES - PLEASE SELECT STREAM 1 OR STREAM 2

#### STREAM 1

##### MANAGING IDEA GENERATION AND INNOVATION MANAGEMENT

##### INCREASING IDEA GENERATION THROUGH EFFECTIVE NETWORKS

- Creating idea generation systems to facilitate and increase new idea generation across all business units
- Ensuring innovative ideas are consumer and business relevant through effective idea generation networks
- Setting up collaborative networking activities to maximise idea generation inside and outside your company
- Capitalising on social communities to enhance creativity and generate breakthrough ideas

Klaus Estenfeld - Head Innovation Management, Business Development and Innovations Department  
NOKIA SIEMENS NETWORKS

#### STREAM 2

##### OPTIMISING PORTFOLIO MANAGEMENT

##### CASE STUDY - FIAT'S PRODUCT PORTFOLIO MANAGEMENT EXPERIENCE

Session outline TBA

Daniele Chiari - Product Portfolio Management Senior Vice President - FIAT GROUP AUTOMOBILES

12:45 - 13:15 PARTNER SESSION

13:15 - 14:15 NETWORKING LUNCH

## DAY 2

16 OCTOBER 2008, HOTEL AB SKIPPER, BARCELONA

14:15 - 15:00 INTERACTIVE PANEL DISCUSSION

## TURNING INNOVATIVE IDEAS INTO PROFITABLE PRODUCTS

During this interactive session, attendees will share views and experience on the following issues:

- Continuously reviewing new and existing projects to accelerate time-to-market of your innovative projects
- Understanding consumer behaviour to ensure readiness of innovative products
- Bringing innovative ideas to successful implementation by ensuring that an idea is innovative and feasible at the same time
- Managing and prioritising your portfolio management to deliver effective innovation
- Evaluating future trends and development in innovation to achieve business growth

## Panel Members:

Dr. Joachim von Heimbürg - Director of Corporate R&D, Innovation and Knowledge - PROCTER & GAMBLE  
Judith Vigar - R&D Director Beverages - UK and Europe - PEPSICO

15:00 - 16:30 COFFEE &amp; NETWORKING BREAK

15:00 - 15:30 FACE-TO-FACE MEETINGS

15:30 - 16:00 FACE-TO-FACE MEETINGS

16:00 - 16:30 FACE-TO-FACE MEETINGS

16:30 - 17:15 KEYNOTE PRESENTATION

## LEVERAGING INNOVATION - INNOVATION PIPELINES AND ACCELERATED MULTI-MARKET ROLL-OUT

- Moving beyond a pure product focus
- Developing 5 generation pipelines to align R&D with consumer benefits and businesses
- Cross fertilising in a decentralised organisation and accelerating multi-market rollout

Katja Seidenschneur - Innovation Acceleration Team Manager - NESTLE

17:15 - 18:00 CLOSING KEYNOTE SESSION

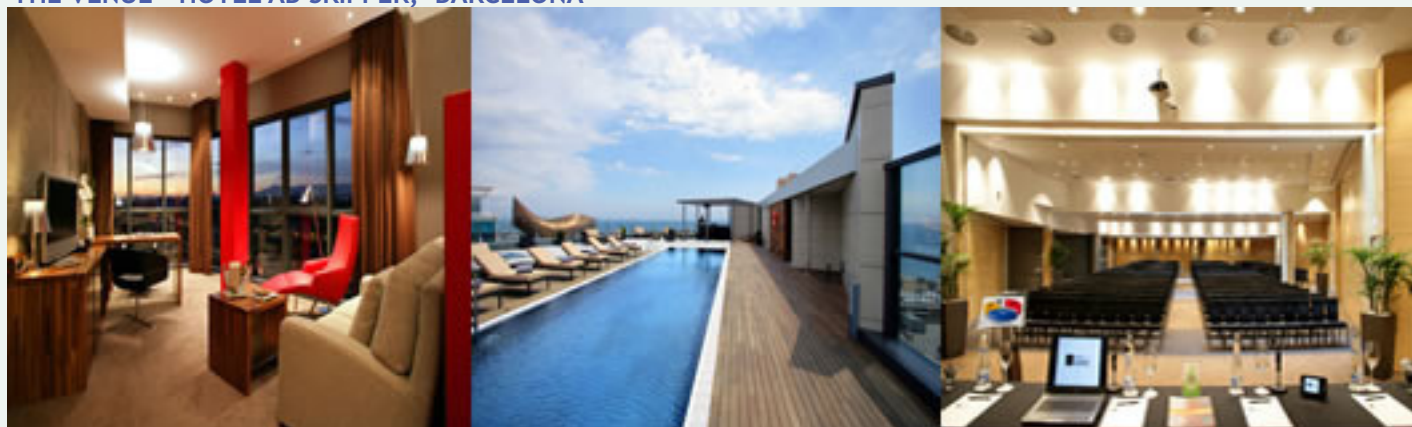
## ACHIEVING SUCCESSFUL PRODUCT DIFFERENTIATION IN A HIGHLY COMPETITIVE ENVIRONMENT (TBC)

- Maintaining a consumer-centric innovation approach given the dynamic characteristics of global trends
- Accelerating the speed of product delivery to market, bearing in mind local, regional and global product legislation
- Conciliating innovation and differentiation in a mature market to positively impact your customers and investors
- Creating an advantage in the marketplace by improving product development and execution
- Keeping up-to-speed with the latest trends and technology to deliver sustainable and profitable products

Dirk Kronemeijer - VP, Business Innovation - KLM

18:00 - 18:15 CLOSING REMARKS FROM THE CHAIRPERSON AND CLOSE OF THE SUMMIT

## THE VENUE - HOTEL AB SKIPPER, BARCELONA



The Hotel AB Skipper is a 5 star hotel located at the Port Olímpic. It is ideally located just 50 metres from the sea-front with fast connections to the airport and the main roads leading into the city. You will also find taxis, the metro, buses and trams just a few metres away from the hotel. Enjoy a relaxing stroll alongside Barcelona's beautiful beaches bringing you to the world-famous Ramblas. A 20-minute walk in the opposite direction will lead you to the new Diagonal Mar district with its Barcelona Forum Convention Centre, the flagship of the new Barcelona.

The hotel's design is light and contemporary and all rooms are fully furnished and fitted to provide optimal comfort. The extensive common areas are filled with Mediterranean light and provide lovely views of our private interior garden. Furthermore, you can be assured with the hotel's personalised service and commitment to meeting your needs so that you can make the most of your stay in the city.

The AB Skipper's goal is to combine business and leisure, creating a hotel which can offer you the best in service and technology to ensure success in your work whilst at the same allowing to enjoy the comforts for a relaxing stay at our luxurious hotel.