



## **Product/service Innovation 2nd International Industrial Meeting**

Aachen, 17-18 June 2010

The event will be held at the Hotel Kasteel Bloemendal ([www.hotelbloemendal.nl](http://www.hotelbloemendal.nl)) in Vaals, The Netherlands, only 5 minutes from the centre of Aachen, Germany.

The most innovative design-centered and product/service-centered European Companies will attend the Product/service Innovation 2nd International Industrial Meeting.

Come and help us to shape the future of design and product/service innovation!!

### **Objectives**

- To share knowledge, best practices, know-how, trends and challenges on products/service innovation and design.
- To group together industry leaders on product/service innovation and design.
- To share a vision on product/service innovation and design.

### **Target**

The Meeting is addressed to Product Research Managers in charge of product/service design and development of leading European Companies



**Wednesday June 16<sup>th</sup>, 2010**

20.00 Welcome dinner at the Hotel Kasteel Bloemendal

**First Day, Thursday June 17<sup>th</sup>, 2010**

9.00 Get Together

9.30 Welcome and Introduction

- Volcker Stich, CEO, FIR - Research Institute for Operations Management, Germany
- Alessandro Sciolari, Scientific Director, Assoknowledge, Italy

9.40 Keynote Speeches

- Andrea Pontremoli, CEO and General Manager, Dallara Automobili, Italy
- Jean Severijns, EUREGIO industries delegate, Project manager for Internationalization at the Regional Government Limburg, The Netherlands

10.20 Session 1

- KONE - Lea Lehtinen, Assistant Vice President, Service Innovations, Finland, "KONE in front of service research: What are the expectations?"
- Elekta Group - Rob Westrick, VP Business Transformation, "Applying lean to New Product Development - key lessons learned", United Kingdom
- ADIRA - Tiago Faro, Head of the Product Design Development Department, Portugal, "Modularization as a base for differentiation in ADIRA's Objectives for Product / Service Design Innovation"
- Creaholic - Elmar Mock, CEO, Switzerland, "Creaholic: Creating Timely Advantages"

11.30 Coffee Break

11.50 Session 2

- CETIM - Philip Lubineau, France, "Mechatronics Innovation in French SMEs"
- Philips - Geráld Pöttsch, Director Business Units CT/NM, PHRS, Care Cycles, Philips Healthcare DACH, "Meeting Challenges in Future Health Care Systems with Integrated Solutions"
- FIMECC Ltd. - Harri Kulmala, CEO, Finland, "FIMECC research program for services in manufacturing industry"



- FIR - Gerhard Gudergan, Head of Department of Service Management, Head of Division Reserach, "Innovation with Services - How New Offerings Succeed"

13.00 Lunch

14.00 Session 3

- Thierry Gidel - Université de Technologie de Compiègne, France, "Collaborative Open Space Dedicated to SME's: the UTC Innovation Centre Case"
- Rolls-Royce Group plc - Badr Haque, United Kingdom
- BTicino - Ernesto Santini, Vice President, Italy, "A new model for value creation: My Open Community"
- Konecranes - Tuomo Härkönen, Director, Head of Global Technical Services, Finland, "Service research needs: Machine servicing, intelligent sensing and remote monitoring"
- Centro Ricerche Fiat - Alessandro Rosati, Project Manager, Italy, "Product Development Methodologies"
- Swatch Group - Jean-Luc Bazin, Switzerland, "Swatch Group: Sustainable Innovation in Europe"

16.10 Coffee Break

16.30 Report from the national platforms, part 1

- Finland, Harri Kulmala, Fimecc Oy
- Germany, Gerhard Gudergan, FIR - Research Institute for Operations Management
- Sweden, Johan Stahre, Chalmers University of Technology
- Switzerland, Dimitris Kiritsis, Ecole Polytechnique Fédérale de Lausanne

17.30 Roundtable with all the speakers of the day. Moderator: Andrea Gentili, European Commission

18.30 End of the day

19:30 Meeting Dinner at the Hotel Kasteel Bloemendal



**Second Day, Friday June 18<sup>th</sup>, 2010**

8.30 Get Together

8.40 Politecnico di Milano – Marco Taisch, Italy “Presentation of the European Concept Strategic Research Agenda”

9.40 European Commission - Andrea Gentili, “Research and innovation for product/process development in NMP programme”

10.10 Coffee Break

10.30 Report from the national platforms, part 2

- France, Thierry Gidel, University of Technology of Compiègne
- Italy, Marco Taisch, Politecnico di Milano
- Portugal, José Coutinho Sampaio, INEGI – Institute of Mechanical Engineering and Industrial Management
- United Kingdom, Ahmed Al-Ashaab, Cranfield University

11.30 Wrap up: meeting keynotes, Andrea Gentili, European Commission

12.00 End of the meeting