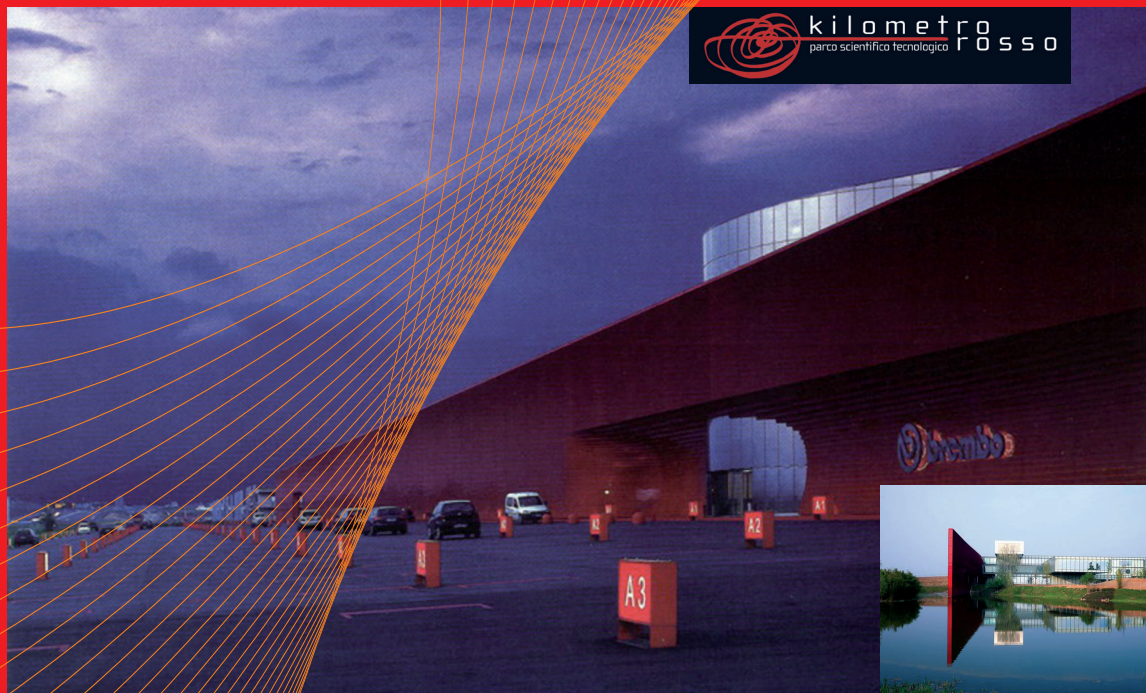




European Commission



# Product Innovation 1st Industrial Meeting of European Leaders



**Friday May 8<sup>th</sup> and Saturday 9<sup>th</sup> 2009**

**Bergamo Italy - Kilometro Rosso**  
Viale Europa, 2 - 24040 Stezzano (BG) - Italy  
[www.kilometrorosso.com](http://www.kilometrorosso.com)

SUPPORTING ORGANIZATIONS:



CONFINDUSTRIA BERGAMO  
Unione degli Industriali della Provincia



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INNOVATIVI E TECNOLOGICI

## Objectives

To activate industrial collaborative research projects on Product Innovation among European Leader Companies operating in different industrial sectors.

When joint research forces of Industries from various European Countries operating in different industrial sectors are addressed to common competitive objectives advanced Product Innovation can be better achieved.

The sharing of common goals, priorities, time to market, vision of the future and research methodologies are the main scope of this international meeting.

Italy, the country known for its tradition in high quality products, is honored to host such an important industrial meeting during the European Union year dedicated to creativity and innovation.

## Target:

The Meeting is addressed to Product Research Managers in charged of product development of leading European Companies.

## Meeting Structure:

The Meeting is exclusively reserved to representatives of industrial leaders in their field of operation. A target (minimum) of 10 industries for each of the following countries will attend: France, Portugal, Finland, Spain, UK, Germany and Italy for a total of approximately 60/70 participants.

Leader and Different are the innovative key words of this Conference: leader industries from different industrial sectors, from different European countries.

## Research Projects:

- The five research project ideas are a contribution of the European Concept – Manufuture Subplatform to an “ideal” implementation Road Map to the European Product Innovation
- The five proposed research ideas identify the areas where the most competitive advantage can be gained
- Companies that do not like to collaborate with competitors operating in the same industrial field have the opportunity to activate industrial intersectorial collaborative research programs.
- The results of intersectorial collaborative Research on product innovation are the real competitive advantage that the European industrial system has versus the other emerging countries (everything can be copied: product, technologies, processes not the possibility that European industries operating in different industrial sectors have, to collaborate among them self)
- Each Research Project is based on the “European Concept investment rule”: 80% Industries 20% Research Institutions
- Each Research Project will be lead by one Scientific Partner
- Each Research Project should have a participation of at least 3 Countries and not less than 4 Industries for each Country (this is the philosophy and the commitment, since the beginning, of the of the European Concept – Manufuture Subplatform, of promoting highly industrial initiatives)

## Expected results:

At the end of the two days meeting the participants should have a clear understanding of the product strategies of some of the most influent European industrial players and precise information on important industrial research projects on product/service innovation that will be activated in Europe and that will inevitably influence the competitive market environment of the next years.

In addition participants will also have a complete range of business information on which to decide, once back home, if and in which research project participate.

In conclusion the participation to the meeting should provide qualified answers on where the product innovation market in Europe is going in the next future and how to be part of this change by participating to the collaborative intersectorial and international research initiatives activated by some of the most influent European business and scientific players.

## **First day 8th May**

### **11.00 a.m. to 11.10 a.m.**

#### **Introduction**

Prof. Alessandro SCIOLARI: *European Concept-Manufature Sub Platform Chairman*

*Welcome, Introduction and Meeting Objectives*

### **11.10 a.m. to 11.20 a.m.**

Prof. Francesco JOVANE: *Manufature V. President*

*Welcome and Manufature Research Priorities*

### **11.20 a.m. to 11.30 a.m.**

Dr. Ing. Stefano SCAGLIA: *Confindustria Bergamo V. President*

Ing. Ennio LUCARELLI: *Confindustria SIT V. President*

Dr.ssa Laura DEITINGER: *Assoknowledge President*

*Welcome on behalf of the Italian Industrial System*

### **11.30 a.m. to 01.00 p.m.**

#### **Company presentations**

Representatives of some of the most prestigious European Industries will, in a 15 minutes presentation, illustrate the product strategy and market vision of their Company for the near future.

Italian Companies:

**Fiat** Ing. Nevio DI GIUSTO *President & CEO of FIAT C.R.F.*

**Brembo** Ing. Alberto BOMBASSEI *CEO of Brembo*

**Dallara** Ing. Andréa PONTREMOLI *CEO of Dallara Automobili*

**Bticino** Ing. Ernesto SANTINI *Vice President of Legrand*

**Indesit** Ing. Giancarlo MATTIONI *Innovation & Digital Design*

### **01.00 p.m. to 02.00 p.m.**

*Lunch Break*

### **02.00 p.m. to 04.00 p.m.**

Finnish Companies:

**Nokia** Dr. Tero JUUTI, *Senior Manager, Operational Development, Devices R&D/Common*

Spanish Companies:

**Industrias de Optica** Dr. Juan Carlos DURSTELER *R&D Manager Lens Business Unit*

Portuguese Companies: ...

German Companies: ...

Dutch Companies: ...

### **04.00 p.m. to 07.00 p.m.**

#### **Structured debate**

Participants will actively contribute with questions and answers and exchange of ideas to build a common vision of the future in terms of Product Innovation competitiveness and consequently determine the Research priorities on which to invest preferably in a collaborative way.

### **07.30 p.m.**

*Transfer for Dinner to a typical Restaurant in Bergamo Alta*

## **Second day 9th May**

### **09.00 a.m. to 09.10 a.m.**

#### **Introduction**

Prof. Francesco JOVANE: *Manufature Vice-President*

*Welcome, introduction to the Scientific Session*

### **09.10 a.m. to 01.00 p.m.**

#### **Projects Presentation**

Prof. Marco TAISCH, Politecnico di Milano

*Research Projects Presentations*

Representatives of the research organizations, partners of the meeting, will illustrate the Research Projects Ideas on sustainable products/services developments.

#### **Research Area 1 - System Integration Services and methods for Needs and Technologies identification**

Dr. José CALDEIRA, Inescporto, Portugal

Prof. Sergio CAVALIERI, University of Bergamo, Italy

*Advanced Product - Service development and value chain integration.*

Development of new High Added Value "products-services packages" within the context of a set of complementary industries.

Prof. Jos LEIJTEN, TNO, The Netherlands

*Exploring next wave business models for manufacturing.*

Necessity of sustainable business models in the next business cycle: promising research directions.

#### **Research Area 2 - Sustainable Collaborative Design**

Prof. Marco TAISCH, Politecnico di Milano, Italy

*Collaborative Design for Sustainable Product/Service.*

Systems and methods to share the design process among all the stakeholders involved in the Value Proposition

Dr. Johanna MELA, Tampere University of Technology, Finland

*Sustainable design management approach for matching the product structures to business requirements in value networks.*

How to achieve better value creation and responsiveness to the global market and business changes throughout the product life-cycle

#### **Research Area 3 - Systems and methods involving the final user in the design of new product**

Dr. Stephen FOX, VTT, Finland

*How can organizations grow and profit from user orientated innovation?*

User oriented product innovation strategies for sustainable growth and profit throughout value networks and geographic regions.

Dr. Antti PULKKINEN, Tampere University of Technology, Finland

*Conceptual design for the integration of the viewpoints of product design, production processes and supply networks.*

How to integrate product structures, production processes and supply networks for the assessment of new product concept in the development of product families. What is the anticipated impact of new product concept in manufacturing processes and networks when focusing on product structure and its variety.

### **01.00 p.m. to 02.00 p.m.**

*Lunch Break*

### **02.00 p.m. to 04.00 p.m.**

#### **Structured debate**

Representatives of the Research Institutes, organizing partners of the Meeting, will answer to Managers, interested in better understanding specific aspects of the proposed research projects, such as:

- Short and medium term competitive benefits
- Strengths and weakness aspects
- Financial supports (E.U. Member States)
- Collaborative participation modalities
- Project Management rules

### **04.00 p.m.**

*End of Meeting*



## Organizing Partners

Country	Organization	Person
Holland	TNO	Arun Junai
Portugal	INESPORTO	Jose Caldeira
Finland	VTT	Pentti Eklund
	TAMPERE UNIVERSITY	Reijo Tuokko
Spain	FATRONIK	Rikardo Bueno
Germany	ERPC	Gloria Pellischek
Italy	ASSOKNOWLEDGE	Alessandro Sciolari
	POLITECNICO DI MILANO	Marco Taisch
	CONFINDUSTRIA BERGAMO	Marco Vanzi

## PARTICIPATION

The participation to the meeting is free.

All the expenses and the organization will be offered by courtesy of **Confindustria Bergamo**

## REGISTRATION

Please confirm your participation to Miss Irene ROTA, not later 30 April 2009 via e-mail:  
[irota@confindustria.bg.it](mailto:irota@confindustria.bg.it)

For specific information please contact  
 Prof. Alessandro SCIOLARI • E-mail: [sciolari@assoknowledge.org](mailto:sciolari@assoknowledge.org)

## HOTEL BOOKING

All the guests will take advantage of a special price for the Meeting ( 65 € double room / night )

Please reserve your room directly to:

### Holiday Inn Express Bergamo West

Mr. Andrea BRITTI: [andreabritti@ghotelexpress.it](mailto:andreabritti@ghotelexpress.it)  
 via Fausto Radici, 3 - 24030 Mozzo (BG)  
 Tel. +39.035.611190 / Fax: +39.035.4156300  
[www.hiexpress.com/bergamowest](http://www.hiexpress.com/bergamowest)

## MEETING LOCATION OFFERED BY COURTESY OF

### Kilometro Rosso

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**CONFINDUSTRIA BERGAMO**  
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