

How to maximize corporations' benefits from innovation?

Conference by Pr. Dr. Pascal Morand

Dean of ESCP Europe, mandated by the French Ministry of Economy, Industry & Employment

Tuesday, March 2nd, 2010 - University of Economics Ho Chi Minh City, Room A 116
59C Nguyen Dinh Chieu, 18.00/20.00

ABOUT PR. DR. PASCAL MORAND

Pr. Dr. Pascal Morand is Dean of ESCP Europe, one of the top business schools in Europe and the main partner of CFVG. Doctor in Economics, he wrote numerous books, chapters and articles on International Economics and the links between Economy and Culture. He was previously Director of the 'Institut Français de la Mode' (French Institute of Fashion).

Pr. Morand chaired a high level workgroup on globalization for the French Ministry of Economy, Industry and Employment, with a particular focus on innovation. These researches on innovation and recommendations to the French government were summed up in the report *"Pour une nouvelle vision de l'innovation"*.

SUMMARY

Pr. Morand will share the insights on innovation from his ministerial mission work. He will present received wisdom about innovation as well as key ideas that must underlie in innovative firms, environment and nations to promote innovation in a long term strategy.

From his workgroup's observations, he will stress how companies can gain in competitiveness through innovation, not only thanks to research for advances in technical products in some specific sectors, but at all level, in all domains, for companies of various sizes and in all sectors. He will emphasize on the impact of the company culture, especially its tolerance for failure that is of paramount importance to stimulate innovations.

Pr. Morand will illustrate his ideas with very concrete examples and testimonies of leaders that have successfully implemented great innovation strategies in small and medium companies as well as numerous international companies such as Hermès, Sony, Orange or L'Oréal.

WHO SHOULD ATTEND?

- High level management professionals involved in market and business strategy
- Executives, organization and HR managers focusing on innovation
- Senior public administrators of economy, industry, development and planning

WHY NOT MISS THIS CONFERENCE?

Implementing a cutting-edge strategy based on an innovative mindset is a must for companies to gain competitiveness both on local and international markets. From this conference you will gain invaluable insights from the leader of a workgroup mandated by the French government to cut short on false ideas on innovation, stimulate and generate innovation, establish an innovative culture in companies of all sizes or sectors and in public policy. The conference will be lectured in English.

CONTACT

Purpose	For more information	For sponsorship opportunities
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