

European Business Model Innovation Forum

- Agenda for first meeting -

At the Print Media Akademie/Heidelberger Druckmaschinen,
Heidelberg, Germany, 16-17 July 2007,

Day 1, 16 July 2007:

16:00	Welcome reception
16:30	Business Model Innovation – Why?: The case for a systematic business model innovation process Juergen H. Daum SAP and International Institute of Enterprise - Heidelberg
17:00	Business Model Innovation – How?: Challenges in implementing the business model innovation strategy and how to close the strategy execution gap successfully Karl F. Gruber Deutsche Bank
17:30	Introduction of participating organisations and individuals and their thoughts and expectations (each 10 min) all
19:00	Hotel check-in
19:30	Dinner and networking

Day 2, 17 July 2007 – morning:

Block I: New business models; motivation for business model innovation, actual status, the case for change and major challenges	
08:30	Introduction to the program of the day Juergen H. Daum and Karl F. Gruber
08:40	New business models in Pharma: collaborating with partners on the R&D side – the ‘Roche Cosmos’ Claus-Peter Karg Head of Pharma Finance Global Research and Development Controlling Roche, Basel, Switzerland
09:25	Change of business model: motivation, status, challenges – the Barilla/Kamps view Maximo Ambanelli COO Supply Chain Barilla/Kamps, Düsseldorf, Germany
10:00	Time buffer for Q&A
10:30	Coffee and refreshment break

Block II: Developing new, attractive solutions and business models	
11:00	From traditional service management to a 'sense&respond' model oriented on customer value - the case of Fujitsu Services and major learnings Stephen Parry founder and president of transform4 and former Head of Strategy and Change at Fujitsu Services, Keston, UK - via telco
11:45	Discussion: How to develop new business models? What are the key success factors? Where to start first? Moderation: Jürgen H. Daum , Karl F. Gruber
13:00	Lunch

Day 2, 17 July 2007 – afternoon:

Block III: Implementation of new business models: how to make it happen?	
14:00	Consulting quality and customer enthusiasm – the value drivers of the MLP business model: innovation in the financial services industry Bernhard Kueppers Head of Strategic Planning MLP AG, Heidelberg, Germany
14:45	Discussion: How to implement new business models? What are the key success factors? Where to start first? Moderation: Karl F. Gruber, Jürgen H. Daum
16:00	Coffee and refreshment break
16:30	Next steps and planning for next meeting
17:00	End of meeting

Location:

Heidelberger Druckmaschinen AG
Print Media Academy
Room 4.60
Kurfuersten-Anlage 52-60
D-69115 Heidelberg