

Abstract for the 10th INSME Annual Meeting

“Investing In Innovation: Building a Sustainable Knowledge-based Economy”

Venue: Masdar City - Khalifa City ‘A’, Opp. Presidential Flight

Thursday, 20th of March 2014
Innovation Tour and Training Agenda

“Success seems to be connected with action.
Successful people keep moving.
They make mistakes, but they don’t quit.”

Conrad Hilton

Welcome to INSME-Khalifa Fund
International Training Workshop!

Background and Objectives

In an ideas-based Economy, where the value of creativity and talent is at the basis for global development, innovation protagonists need to strengthen their ability to innovate and reinvent by suggesting new solutions. Companies have understood that to compete effectively in today’s fast changing world, the game is no longer just about generating revenues and increasing profit margins, it is as much about expanding knowledge and connectivity to promote positive social, economic and environmental impact. This creates a virtuous circle, in which corporations, individuals and communities interact in ways that enhance the quality of life and the stewardship of our resources.

Research and new technologies have a fundamental role in this knowledge-driven universe, but the fruits of research need to be disseminated in ways that have the greatest impact. Connecting researchers to market is a first step to drive economic growth; however, it is increasingly clear that a holistic approach where partners, buyers and adopters of “open innovation” interact is more likely to yield greater impact.

Last, but not least, new approaches, inspirations and ideas have to be communicated effectively and positively and key messages today are required to be delivered across multiple platforms. Referring to an SME audience means addressing a wide and heterogeneous audience with a variety of challenges and goals.

Training participants are innovation multipliers if they embrace a “network-centric approach” and will receive useful insights from market leaders on topics including innovation, design and creative communication. The international Khalifa Fund-INSME Training Workshop will inform and inspire participants to adapt to fundamental new realities in establishing successful innovation eco-system. The mantra is clear; enable successful people to “keep moving”.

Method

The training workshop is designed to be an interactive one. Comments and questions of the audience are considered an important part of the workshop. The intensive half-day training combines frontal learning as well as short group discussions and a wrap-up session at the end of the training.

Trainers will also facilitate group discussions among the participants that will enjoy working in a very interactive Q&A environment, enriched by expert analysis and experience, as well as concrete case studies in an innovative environment, which is Masdar City – the city of the Future.

Innovation Tour and Training Agenda

09:00 - 12:00	Innovation Tour of the Masdar City
12:00 - 13:00	Light lunch & Networking at the Masdar City All participants of the innovation tour
13:00 - 13:15	Training - Opening and Introduction Mr. Manish Kotwala Director – Strategic Planning & Performance Management, Khalifa Fund for Enterprise Development UAE Moderator: Ms. Christin Pfeiffer Secretary General INSME Italy
13:15 - 14:30	Module 1: “Sustainability, Innovation and Design” Mr. Miguel Alva Country Manager Mexico and Columbia GOOGLE Mexico Abstract: Society around the globe is changing radically, a country’s economic life is no longer based on concrete resources, tangible values and infrastructure but ever so strongly on the value of creativity; a word that not only refers to the ability to innovate, but also to reinvent, break paradigms and suggest new solutions. We live in a time when creativity and more specifically ideas are the main contributors to development. The so-called creative economy is redefining the way society is being restructured. The ideas-based economy is already part of the discussion of global development, an economy that requires us to approach the way we’ve learned to do everything in a better way. And where innovation and technology are inherent in this new class. We’ve gone from the information society to a more holistic approach where the driving force is creativity led and supported by knowledge & connectivity. The capability to do things differently and consider new paths to make them happen is what we call “thinking outside the box”, mainly innovating in a disruptive manner. The challenge companies are facing is to transform the way they’ve been designed; it’s no longer just about generating profits & revenues, but about promoting positive social, economic and environmental impact through the development of ideas. Define a company’s purpose considering this will play a key role on its permanence, but further more will allow it to become the inspiration and the agent of change that both the planet and society are demanding.
14:30 - 15:45	Module 2: “Commercialization of Research” Mr. Rohit Shukla CEO Larta Institute USA (INSME Member) Abstract: Research regimes constitute the building blocks of innovation, especially in the sciences. Scientific and technical research drives helpful and often trailblazing approaches to the resolution of many problems affecting the human condition. Yet, the record of commercialization of such research is mixed across the globe. While many countries and institutions in those countries are convinced that connecting researchers to markets (and thus initiating a concern with outcomes of research) is a strong driver of economic growth, too often such efforts fail to institute processes to assure beneficial outcomes. Often, they seem to adopt straight-line approaches to markets that in a globalized environment are sub-optimal. The preoccupation with “venture capital” is often mistaken as a proxy for economic value without a grounded understanding of the limitations of such instruments. Instead, a “network-centric” approach involving partners, buyers, and adopters of “open innovation” assures a more holistic approach to the commercialization of research and more useful (and usable) outcomes in a world that is smaller in so many ways. This network-centric approach emphasizes the growth of enterprises more suited to commercialization as a ‘long and winding road’, while maintaining a “feedback loop” with research efforts. This session will explore aspects of this approach which has generated strong results as typified by the work of Larta Institute in the U.S. over two decades.
15:45 - 16:00	Coffee Break
16:00 - 17:00	Module 3: “Tricks and Tips on creative communication” Ms. Vicky Gannason and Mr. Wayne Lim Msme News Network Malaysia (INSME Member) Abstract: Communications has evolved throughout the years. The approaches used today require the message to be delivered across multiple platforms (print media, social media, online) in an integrated fashion. In this training we will touch on creative communications relevant to government agencies, corporate entities and associations that are focused in the SME market. Some pertinent questions will be discussed: 1. How to approach media organizations with your organizations SME-related news? 2. How can your organization communicate effectively and positively to attract the SME market? Some paid examples used by government bodies and corporates will be highlighted. 3. What to consider before deciding on your communication activities? The methodology and type of thinking to achieve the objective would be considered. 4. Why consider your SME audience? SMEs are from a diverse group and it’s important to understand them and their industry. 5. The training will also touch on Social and Online Platforms, based on the approaches MALAYSIA SME as an organization believes in.
17:00 - 17:15	Closing Ceremony Certificates of attendance Mr. Andrea Di Anselmo President INSME Italy Mr. Ayman Al Ammadi, Senior Manager - Capacity Building Dept., Khalifa Fund for Enterprise Development UAE