

# Invitation to Workshop: Towards a Globally Integrated Joint Innovation Process

- An industrial workshop under the “Global Innovation and Product Development” project

## Motivation

Structuring the innovation process to allow collaborating partners to release the full potential of a joint innovation effort remains a challenge. Current efforts have focused upon western companies, rather than with successful integration between multiple innovation processes or the integration of the best practices from the east with the west. The focus of this workshop is to get a step closer to such an integrated process through close collaboration between the research team and the invited companies.

## Agenda

- 08.30 - 09:00 **Breakfast and registration**
- 09:00 - 09:20 **Introduction and status of the GiPD project**  
*Saeema Ahmed-Kristensen, Professor in Design Engineering and Innovation, DTU*
- 09:20 - 10:00 **Presentation of results from the “Joint Innovation Process Survey” in DK**
  - Current state of Danish Industry*Ole Kjeldal Jensen, Assistant Professor, DTU*
- 10:00 – 10:15 **Break**
- 10:15 – 10:30 **Presentation of results from a case study in China**
  - Chinese innovation processes
  - Suggestions for successful collaboration*Saeema Ahmed-Kristensen, Professor in Design Engineering and Innovation, DTU*
- 10:30 - 11:00 **The industrial view: “Towards a Fully Integrated Global Innovation Process”**  
*Jakob Bønnelykke Kristensen,*  
*R&D Senior Project Manager, PMP, Platform Development, AMBU A/S*
- 11:00 - 12:00 **Group work: Towards implementing a fully integrated innovation process**
- 12:00 - 12:30 **Improved Innovation Performance through Improved Team-Communication**  
*Phil Cash, Assistant Professor, DTU*
- 12.30 - 13:00 **Wrap-up, next steps, and lunch**

## Formalities

- DATE: 31<sup>st</sup> October 2013      LOCATION: Danmarks Tekniske Universitet  
TIME: 8:30 - 13:00      Anker Engelunds Vej 1 – A  
RSVP: 24<sup>th</sup> October 2013      Meeting room 2

Participation fee is kindly sponsored by the “Industriens Fond”.

Please register by e-mail to Xuemen Li: [xuemli@dtu.dk](mailto:xuemli@dtu.dk) before the RSVP date.

