

Workshop:

Global Product Development Processes

An industrial workshop under the “Global Innovation and Product Development” and “GODSEM” projects.

Agenda

09:30– 10:00	Arrival, breakfast buffet
10:00 – 10:30	Introduction and status of the GiPD project and the GODSEM project <i>Saeema Ahmed-Kristensen, Professor</i> <i>Dyson School of Design Engineering, Imperial College London & DTU</i>
10:30 – 11:30	Product development models in a global context <i>Jakob Spangberg, PDP Expert, Danfoss</i>
11:30 – 11.45	Coffee break
11:45 – 12:30	Product development in Denmark and China: designing for global markets <i>Xuemeng Li, PhD, Design Engineering and Innovation, DTU</i>
12:30 – 13:15	Lunch & networking
13:15 – 13:45	Decision making: Industry experiences <i>Plenum discussion</i>
13:45 – 15:00	Decision making: Exercise – Decision support for global decisions <i>Erik Søndergaard, PhD, Design Engineering & Innovation, DTU</i>
15:00 – 15:15	Coffee break
15:15 – 15:45	Making decisions to globalize product development – Insights from Danish and Chinese cases <i>Erik Søndergaard, PhD, Design Engineering & Innovation, DTU</i>
15:45 – 16:00	Wrap-up <i>Jaap Daalhuizen, Assistant Professor, Design Engineering and Innovation, DTU</i>

Formalities

DATE: November 24th 2015
TIME: 10:00-16:00
RSVP: November 18th 2015

LOCATION: IDA Mødecenter, Ingeniørens Hus
Kalvebod Brygge 31, **Room 105**
1560 København, Denmark

Participation fee is kindly sponsored by “Industriens Fond” from DTU Management Global Product Development project. The workshop focuses on industry participation only.

