

Track

07

Technology Innovation / The Entrepreneurship Boot Camp 2015

From Local Innovation to Global Collaborations

April 8(Wed), 13:00 ~ 17:30 / Room. 307

Innovation is the key driver in today's life sciences industry. In a fast-connecting business world global collaborations have become part of today's day-to-day business. This year's Entrepreneurship Boot Camp will provide an holistic approach to develop a global business. Beside strategies for managing innovation on a local basis, the enablers from a business and organizational perspective for building a global business will be presented. Scope of this year's Entrepreneurship Boot Camp is the logical pathway from managing local innovation, properly modelling the business and to a sustainable organizational and cultural transformation.

SESSION 1. FROM LOCAL INNOVATION TO GLOBAL COLLABORATIONS

13:00 ~ 17:30

SESSION CHAIR Sebastian Fernández, Managing Partner, Fernandez Health Care Consultants GmbH, Germany

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|---------------|---|
| 13:00 ~ 13:40 | Innovation Strategies
Kurt Herrenknecht, Managing Director, SciArcum Biotech Consulting, Germany |
| 13:40 ~ 14:20 | Exploiting Synergies between Innovation Management and Business Development
Michael Walliser, Partner, Fernandez Health Care Consultants, Germany |
| 14:20 ~ 15:00 | Business Modelling: An Essential Pathway for Partnering in the Life Science Industry
Sergi Trilla, CEO, Trifermed S.L., Spain |
| 15:00 ~ 15:30 | Session Break |
| 15:30 ~ 16:10 | Think Big – Organizational and Cultural Transformation
Miguel Gurrola, Managing Director, Miguel Fernandez GmbH, Germany |
| 16:10 ~ 16:50 | Innovation Landscape: Introduction of the Innovation Leader Germany
Holger Bengs, CEO, BCNP Consultants GmbH, Germany |

Panel Discussion

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| | Chair Sebastian Fernández, Managing Partner, Fernandez Health Care Consultants GmbH, Germany |
| | Panel Kurt Herrenknecht, Managing Director, SciArcum Biotech Consulting, Germany |
| | Michael Walliser, Partner, Fernandez Health Care Consultants, Germany |
| 16:50 ~ 17:30 | Sergi Trilla, CEO, Trifermed S.L., Spain |
| | Miguel Gurrola, Managing Director, Miguel Fernandez GmbH, Germany |
| | Holger Bengs, CEO, BCNP Consultants GmbH, Germany |
| | Moon Sue LEE, CEO, InnoTherapy, Korea |
| | James Jungkue Lee, CEO, REXBIO, Korea |