



Multipolar Innovation: A Carnegie Bosch Institute Conference
Carnegie Mellon University – Posner Center
April 16-17, 2008

Wednesday, April 16, 2008

7:00 p.m. Dinner for Distinguished Speakers, Pittsburgh Duquesne Club
Hosted by Dr. Jared Cohon, President, Carnegie Mellon University

Thursday, April 17, 2008

8:30 a.m. Carnegie Bosch Institute Welcome

Johannes Elling
President, Carnegie Bosch Institute

President Welcome

Dr. Jared Cohon
President, Carnegie Mellon University

8:45 a.m. Opening Remarks

Dr. Sunder Kekre
Bosch Professor of Manufacturing & Operations
Management, Tepper School of Business

Carnegie Mellon University Faculty Moderator Introductions

Dr. Francisco Veloso – Associate Professor, Engineering & Public Policy, College of Engineering

Dr. Peter Boatwright – Associate Professor of Marketing, Tepper School of Business

Dr. Lester Lave – Professor of Economics and University Professor, Tepper School of Business

Dr. Ashish Arora – Professor of Economics, Heinz School of Public Policy and Management

Innovation for Global Delivery

Dr. Francisco Veloso, faculty moderator

9:00 a.m. Keynote 1: Innovation: Building a Global Competitive
Company

Satoshi Yokota
Executive Vice President, Embraer, Brazil

9:45 a.m. Keynote 2: The Next Generation of Global Services Delivery

Francisco D'Souza
President & CEO, Cognizant, USA

10:30 a.m. BREAK

10:45 a.m. Keynote 3: Changing Paradigm with Globalization of
Financial Services

R. Seetharaman
CEO, Doha Bank, Qatar



Innovation in Consumer Markets

Dr. Peter Boatwright, faculty moderator

11:30 a.m. Keynote 4: Customer-Centric Innovation

Dr. Attila Molnar
President & CEO, Bayer Corporation USA

12:15 p.m. Lunch & Roundtable Discussions

Innovation at the Crossroads of Academia & Business

Dr. Lester Lave, faculty moderator

1:30 p.m. Carnegie Mellon University Innovation Panel

Dr. Ken Dunn
Dean, Tepper School of Business
Dr. Pradeep Khosla
Dean, College of Engineering
Dr. Richard McCullough
Professor and Vice President of Research

Innovation in Consumer Markets (cont'd)

Dr. Peter Boatwright, faculty moderator

2:15 p.m. Keynote 5: Competing in Retailer Dominated Markets

Manfred Seitz
President & CEO, Bosch Power Tools N. America

3:00 p.m. BREAK

Innovation in Emerging Markets

Dr. Ashish Arora, faculty moderator

3:15 p.m. Keynote 6: Unleashing Massive Growth: The Low Income,
Emerging Market Consumer

Yves Moyen
Partner, The Innovation Circle, Brazil

4:00 p.m. Keynote 7: Steel: Catalyst for an Emerging Europe

John Goodish
Executive Vice President, U.S. Steel

4:45 p.m. Closing Remarks

Dr. Sunder Kekre
Johannes Elling

Conference Organization

Jeff Tsai
Forum Director
Carnegie Bosch Institute
Tel: +1 (412) 268-7812
jefftsai@cmu.edu