



Carnegie Bosch Institute

for Applied Studies in International Management

Multipolar Innovation

A Cross-Industry Executive Conference



April 17, 2008

Posner Center
Carnegie Mellon
Pittsburgh, Pennsylvania
USA

Dr. Sunder Kekre, Bosch Professor at Carnegie Mellon University, hosts top executives from across the globe as they share different perspectives on innovation in their respective industries.

Registration deadline:
April 4, 2008

Conference Overview: Multipolar Innovation

Innovation for Global Delivery

YOKOTA: Executive Vice President, Embraer – Brazil

D'SOUZA: President & CEO, Cognizant – USA

SEETHARAMAN: CEO, Doha Bank – Qatar

Innovation in Consumer Markets

MOLNAR: President & CEO, Bayer Corporation USA

SEITZ: President & CEO, Bosch Power Tools North America

Innovation at the Crossroads of Academia & Business

DUNN: Dean, Tepper School of Business, Carnegie Mellon University

KHOSLA: Dean, College of Engineering, Carnegie Mellon University

MCCULLOUGH: Vice President of Research,
Carnegie Mellon University

Innovation in Emerging Markets

MOYEN: Partner, The Innovation Circle – Brazil

GOODISH: Executive Vice President, U. S. Steel



Please register by April 4, 2008

Register online at: <http://cbi.tepper.cmu.edu>

For more information, please call 1-412-268-7812

Conference Registration Fee: \$200

Faculty & Students: Gratis (*limited space*)

Schedule:

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. Lester Lave Professor of Economics and University Professor, Tepper School of Business
	Dr. Peter Boatwright Associate Professor of Marketing, 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

Innovation has become a major component of global companies’ competitiveness. Innovation must be present in the product, in technology, in development processes, and in all the supply chain. Innovation must be implemented with the customer in focus and it must be sustained through the continuous development of the people involved with it.

9:45 a.m. **Keynote 2: The Next Generation of Global Services Delivery**
Francisco D’Souza • President & CEO, Cognizant, USA

Global delivery of services such as IT and Business Process Outsourcing has become a common topic for discussion today. In the next generation of global services delivery, sophisticated tools and technologies like Web 2.0, knowledge management and active process guidance will be used to orchestrate the delivery of services from many locations around the world. The goal will be to deliver services “from anywhere to anywhere.”

Please register by April 4, 2008

10:30 a.m. BREAK

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

R. Seetharaman • CEO, Doha Bank, Qatar

Within the financial services sector, differentiating strategies, continuous product innovation, customer-centric technology integration, and effective development of a knowledge-based workforce are prerequisites for success in our global economy. Mr. R. Seetharaman will examine these topics as well as the transforming role of financial services business managers, the evolution of bankers from product bankers to financial advisors and consultants, and the factors behind the success of Doha Bank in this era of globalization.

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

Over the past 5 years, Bayer – a global company with core competencies in Health Care, Nutrition and Material Sciences – has been outperforming its respective competition in growth and value generation. The backbone of Bayer’s success is science and technology, and growth through innovation. Dr. Molnar will give examples of tools Bayer uses to benchmark its innovative capabilities, describe Bayer’s innovation portfolio, outline some of the challenges Bayer identified for the future, and describe programs and processes Bayer uses to improve on its innovation capabilities even further.

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.)

Dr. Peter Boatwright, faculty moderator

2:15 p.m.

Keynote 5: Competing in Retailer Dominated Markets

Manfred Seitz • President & CEO, Bosch Power Tools North America

The American home improvement market is increasingly characterized by a highly consolidated retailer landscape. While product innovation is still key, excellence and innovation in other aspects of the business, such as time to market, marketing and sales, supply chain and manufacturing processes determine success in the market place.

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 Muyen • Partner, The Innovation Circle, Brazil

For decades, global marketers have been prisoners of a perverse business model: one that defines success by share of wallet in “addressable markets” and forces R&D and marketing investments to be diluted in consumer segments that can afford the price. Everyone is after the big, quick buck that wealthy consumers can provide. However, the next frontier lies in the often disregarded “non-addressable” market segments of emerging economies. Most global companies are just learning to play this game – but a few are paving the way.

4:00 p.m.

Keynote 7: Steel: Catalyst for an Emerging Europe

John Goodish • Executive Vice President, U. S. Steel

Driven by rapid macroeconomic development and surging international trade flows, the steel industry – long dominated by domestic producers serving national markets – has undergone profound restructuring. Globalization has created an integrated, multipolar market of international steel producers, customers, and suppliers. With its move first into Slovakia and then Serbia, U. S. Steel helped catalyze the ongoing emergence of Central and Eastern Europe as a new and dynamic center of development, growth, and influence in the global economy.

4:45 p.m.

Closing Remarks