

# Expert Symposium

13 February 2007

Brandenburg Technical University,  
Cottbus, Germany



BTU



## Expert Symposium

### Organisational Structures for Radical Innovations in Established Firms

#### State of the Art and Challenges for the Future

Brandenburg Technical University, Cottbus,  
Germany 13<sup>th</sup> of February 2007

Organized by deep innovation GmbH and initiated  
by Vodafone Group R&D .DE

The expert symposium „Organisational Structures for  
Radical Innovations in Established Firms State of the Art  
and Challenges for the Future“

is organised by deep innovation GmbH and initiated by  
Dr. Bernd Wiemann, head of Vodafone Group R&D .DE. It  
is held at the Brandenburg Technical University (BTU)  
located close to Berlin and Dresden in Cottbus, Germany.  
The partner at the BTU is Prof. Dr. Christiane Hipp with  
her chair of Organization, Human Resource Management  
and General Management.

This conference focuses exclusively at specific  
challenges, concepts and experiences of organisational  
units in large, established firms which aim on the  
development of new markets and businesses based on  
emerging technologies leading to radical or disruptive  
innovations. This expert symposium provides a unique  
opportunity for 20-30 representatives of large European  
companies and leading researchers with a common  
interest on organisational structures for the front end of  
radical innovations, to up-date as well as exchange views  
and experiences.



To enable this exchange, deep innovation and Vodafone  
Group R&D Germany invite representatives from firms  
and institutions who are encouraged to present results,  
views and experiences of their own work in such  
organisational environments. Besides the exchange of  
experiences between firm representatives, academic  
presentations enrich the discussion and provide a more  
general, fresh perspective.

#### Initiator and sponsor:

Dr. Bernd Wiemann,  
Head of Vodafone Group R&D .DE

#### Organising committee:

Dr. Stefan Hüsigg,  
deep innovation:  
Concept and Organisation

Prof. Dr. Christiane Hipp,  
Brandenburg Technical University (BTU):  
Local Organisation and Concept

## Agenda

09:00	Opening Reception		
09:30	Welcome/Opening Address	<b>Prof. Dr. Christiane Hipp,</b> Brandenburg Technical University <b>Dr. Bernd Wiemann,</b> Vodafone Group R&D .DE	
10:00	Session 1: Radical and Open Innovation	<b>Prof. Wim Vanhaverbeke,</b> Hasselt University & Eindhoven University of Technology	"Creating New Businesses Based on Open Innovation"
		<b>Dr. Bernd Wiemann,</b> Vodafone Group R&D .DE	"Radical Innovation Challenges for Established Firms in the German Innovation System"
		<b>Dr. Andreas Gutsch,</b> Degussa, Creavis Technologies & Innovation	"Science-to-Business Concept – Open Innovation in Traditional Industry"
12:00	Lunch		
13:00	Session 2: Organisational Structures for Radical Innovations (Part I)	<b>Prof. Richard DeMartino,</b> Rochester Institute of Technology	"Organizing for Radical Innovation"
		<b>Dr. Detlef Wollweber,</b> Bayer Innovation GmbH	"Innovation- and Business Model of Bayer Innovation GmbH: Objectives, Projects and Experiences"
		<b>Stefan Heuser,</b> Siemens Technology-To-Business Center	"Siemens TTB's Innovation Concept"
		<b>Dr. Babak Farrokhzad,</b> Siemens Automation & Drives	"Handling Radical and Disruptive Innovations within Siemens Automation & Drives"
15:30	Coffee Break		
15:45	Session 3: Organisational Structures for Radical Innovations (Part II)	<b>René Rohrbeck,</b> Deutsche Telekom Laboratories/Innovation Development Laboratory	"Fuzzy-Front-End and Internal Corporate Venturing at the T-Labs"
		<b>Stefan A. Jenzowsky,</b> t+d GmbH <b>Prof. Dr. Marc Drüner,</b> Steinbeis University	"Think Tanks in Europe"
		<b>Dr. Klaasjan Visscher,</b> University of Twente	"Rise and Fall of an Innovative Organisation – The Innovation Journey of Ericsson Enschede"
17:30	Open Discussion and Reflection		
18:00	Break at Hotel		
20:00	Informal Evening Event in Cottbus	<b>Sorat Hotel Cottbus,</b> Schlosskirchplatz 2, 03046 Cottbus	<a href="http://www.sorat-hotels.com">www.sorat-hotels.com</a>