

# Swiss Innovation & Trend Day Fribourg 06/05/2010



SCHOOL OF BUSINESS ADMINISTRATION  
HAUTE ÉCOLE DE GESTION (HEG) DE FRIBOURG  
HOCHSCHULE FÜR WIRTSCHAFT (HSW) FREIBURG

*Come, see the future!*

“Innovation, like many business functions, is a management process that requires specific tools, rules, and discipline.”



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## True innovation is a risky business.

When most managers say they want “innovation”, what they really mean is “renovation”. In other words, improving upon an already tried and tested idea.

But these familiar corporate restructuring and cost-cutting measures will never deliver growth on their own. A willingness to innovate, to recognise the value of accurate trend analysis – both are essential for aggressive top-line growth, and increasing bottom-line results.

Most business organisations spend a significant amount of their turnover on innovation – making changes to established products, processes and services, for example. The scale of this investment can range from as low as half a per cent of turnover for organisations with a low level of change to well over a fifth. This budget will typically be spread across various functions, including marketing, product design, information systems, manufacturing procedures and quality assurance.

## True innovation requires more than just ideas.

Such insights must be put into action in order to make any difference to processes within the organisation, or the products or services it provides.

## The benefits of each innovation are always temporary.

This is why implementing a culture of innovation is vital for sustainable corporate development.

The **Swiss Innovation & Trend Day Fribourg** will help participants to think beyond the current market with **innovation success stories and real-life business cases**.

**Come, see the future!**

13:30 – 13:45	Reception Coffee		
13:45 – 14:00	Introductory Speech	Speaker	Language
		Dr. Rico Baldegger, academic director, MA in Entrepreneurship, HEG Fribourg	E
14:00 – 14:05	Kick-Off Swiss Innovation & Trend Day	Speaker	Language
		Etienne J. Rumo, director, Swiss Innovation & Trend Day	E
14:05 – 14:45	<b>Visionary Keynote</b>	<b>Speaker</b>	<b>Language</b>
	The world in 2021	Nils Müller, trend analyst, CEO and founder TrendONE	E
14:45 – 14:55	Questions & Answers	Moderator	Language
		Etienne J. Rumo	E/D/F
15:00 – 15:40	<b>Case Study Workshop</b>	<b>Speaker</b>	<b>Language</b>
	Going back to the start of the Swatch story: an attempt to understand the difficulty of implanting creative ideas in the market and how to follow them up, and to replicate a creative process that allows innovation in new product development.	Elmar Mock, co-inventor Swatch watch, founder and CEO Creaholic Ltd.	E
15:40 – 15:50	Questions & Answers	Moderator	Language
		Etienne J. Rumo	E/D/F
15:50 – 16:10	Tea Time & Coffee Break		
16:10 – 16:55	<b>Google Workshop</b>	<b>Speakers</b>	<b>Language</b>
	Innovation and Trend	Martin Broderick, marketing manager, Google Switzerland	E
17:00 – 17:30	<b>Round-Table Discussion</b>	<b>Moderator</b>	<b>Language</b>
	Innovation and Trend	Gregory Gerhardt, Amazee.com	E/D/F
		<b>Participants</b>	
		Christian Hirsig, CEO Atizo.com; Elmar Mock, co-inventor Swatch watch, CEO Creaholic; Nils Müller, trend analyst and CEO TrendONE	
17:30	Apéro & Networking		

**Location** Auditory E. Gremaud  
Ecole d'ingénieurs et d'architectes  
de Fribourg  
Boulevard de Pérolles 80  
CH-1705 Fribourg

**Conference language** English

**Admission** Free

**Register at** [www.heg-fr.ch/InnovationDaySubscription](http://www.heg-fr.ch/InnovationDaySubscription)

**Registration deadline** 30th April 2010

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## Organiser



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