



PROGRAMME

OECD-JAPAN SYMPOSIUM ON OPEN INNOVATION PLATFORMS

VENUE: TOKYO MIDTOWN (HALL B)

TOKYO, JAPAN

20-21 NOVEMBER 2008

JOINTLY ORGANISED

BY

JAPANESE MINISTRY OF ECONOMY, TRADE AND INDUSTRY,

OECD,

Nikkei. Inc.

Programme for Day 1, 10:00-17:40, Thursday, 20 Nov. 2008

Time	Programme
10:00-10:10 (10)	OPENING SPEECH By Ministry of Economy, Trade and Industry, Japan
10:10-10:15 (5)	WELCOME ADDRESS By Mr. Yutaka KANEKO , Vice Director, Editorial Office, Nikkei Newspaper and Chief Editor, Nikkei Industry Newspaper
10:15-10:55 (40)	KEYNOTE SPEECH By Prof. Ryuta KAWASHIMA , Professor, Institute of Development, Aging and Cancer, Tohoku University
10:55-12:15 (80)	PANEL DISCUSSION: POSSIBILITY OF FUTURE CENTER Moderator: Prof. Noboru KONNO , Professor, Tama University Discussants: <ul style="list-style-type: none"> • Prof. Leif EDVINSSON, Professor, Lunds universitet • Mr. Kunihiro MISU, Chairman, New Office Promotion Association • Mr. Kyoichi ARAI, Fuji Xerox, KDI(Knowledge Dynamics Initiative)
12:15-13:15 (60)	LUNCH
	【PARALLEL SESSION A】
13:15-15:05 (110)	PARALLEL SESSION A1: CREATING THE ATMOSPHERE TO STIMULATE FUSION OF KNOWLEDGE, "CREATIVE OFFICE" Moderator: Kazue KIKAWADA , Professor, Osaka University Panelists: <ul style="list-style-type: none"> • Nobuo SAEGUSA, Nissan Motor • Yasuhiko NOMURA, Fuji Xerox KDI • Jun CHUMA, Hakuhodo
15:05-15:20 (15)	COFFEE AND TEA BREAK

15:20-17:40 (140)	<p>PARALLEL SESSION A2: DESIGN AND ATMOSPHERE FOR KNOWLEDGE INNOVATION</p> <p>Presentation: Era of Knowledge Design Industry</p> <ul style="list-style-type: none"> • Mr. Noboru KONNO, Professor, Tama University <p>Presentation: The Reality of Future Centre in Europe Moderator : Prof. Leif Edvinsson (Lunds University) Speaker : Hank Kune (EDUCORE) Anette Vaering (MindLab)</p> <p>Discussant: Prof. Ahmed Bounfour (European Chair On Intellectual Capital Management/University Paris-Sud)</p>
	<p>【PARALLEL SESSION B】 PARALLEL SESSION B1: CREATION MANAGEMENT WITH EXTERNAL KNOWLEDGE</p>
13:15-13:50 (35)	<p>Presentation: Establishment of Open R&D Center</p> <ul style="list-style-type: none"> • Mr. Keiji YAMADA, NEC C&C Innovation Research Labs.
13:50-14:25 (35)	<p>Presentation: Framework on supporting Procurement of External Technology</p> <ul style="list-style-type: none"> • Mr. Akihiro SUWA, NineSigma Japan.
14:25-15:00 (35)	<p>Presentation: Development of New Business through Collaboration with Other Sectors</p> <ul style="list-style-type: none"> • Mr. Hiroshi NAKATA, Yoshimoto-Kogyo.
15:00-15:10 (10)	<p>Presentation: Innovation Creation Agency</p> <ul style="list-style-type: none"> • Mr. Taro SATO, Industrial Structure Policy Division, METI
15:10-15:25 (15)	COFFEE AND TEA BREAK
	<p>【PARALLEL SESSION B】 PARALLEL SESSION B2: PRACTICAL USE OF TEAM KNOWLEDGE IN MANAGEMENT CREATION</p>
15:25-16:00 (35)	<p>Presentation: Technology on Facilitation</p> <ul style="list-style-type: none"> • Mr. Takayuki KARUBE, Facilitators Association of Japan
16:00-16:40 (40)	<p>Presentation: Team Management on Product Development, the Case of development of "Jagabee"</p> <ul style="list-style-type: none"> • Mr. Makoto YAMANAKA, Calbee
16:40-17:40 (60)	<p>Presentation: Business Culture incubating Innovation</p> <ul style="list-style-type: none"> • Mr. Takatoshi OKUBO, Sumitomo 3M

Programme for Day 2): 09:30 - 18:00, Friday, 21 November 2008

Day 2 Objectives

OECD governments are faced with new challenges as globalisation and open innovation increasingly impact on the way innovation takes place, on the linkages within innovation systems at national and global level and on the ability to reap benefits from investments in R&D and innovation whether at regional, national or global level. Using a case study approach and empirical analysis, the TIP project on Globalisation and Open Innovation reviewed the trends and drivers behind open innovation and shed light on some of the policy implications for governments, higher education and public research and the business environment.

This focus of Day 2 of the Tokyo symposium follows on the TIP project by examining the phenomenon of open innovation from the perspective of Asia where new players, including in both OECD and non-OECD countries, are modifying the geography and nature of innovation. Through the presentations and discussion, the symposium seeks to set the stage for follow-up work by the TIP on the policy implications from open innovation and globalisation.

Time	Programme
09:30-09:50 (20)	<p>WELCOME ADDRESS</p> <p>By Patrick VOCK, Chairman of TIP</p>
09:50-10:10 (20)	<p>Chair: Patrick VOCK, Chairman of TIP</p> <p>Key Note Business Speaker</p> <p>Dr. Juliana SHEI, Managing Director, External Technology Programs, General Electric Inc.</p> <p><i>Q&A</i></p>
10:10-10:30 (20)	<p>Key Note Academic Speaker</p> <p>Dr. Max VON ZEDTWITZ Professor of Strategy and Innovation, Peking University, Beijing and Vice President, PRTM Management Consultants</p> <p><i>Q&A</i></p>
10:40-11:10 (30)	<p>SESSION 1: DRIVERS AND BARRIERS TO OPEN INNOVATION: LESSONS FROM CASE STUDIES</p> <p>Chair: Dr. Krzysztof GULDA, Vice-Chair of TIP and Ministry of Economics, Poland</p> <p>This session will address the following issues:</p> <ul style="list-style-type: none"> • What are the main challenges or barriers (e.g. IPR management, Not Invented Here syndrome, cultural or behavioural change) faced by firms or PRIs in introducing and utilizing open innovation? • What is the current status of open innovation in Asian companies or public research institutes (PRIs)? • How do firms or PRIs overcome these barriers and accelerate open innovation? • What lessons can be drawn from North American and European OECD

	<p>countries?</p> <p>Presentation of case studies from companies/public research institutes</p> <ul style="list-style-type: none"> - Dr. Koen DEBACKER, OECD Secretariat - <i>Lessons from the OECD study on Open Innovation in Global Networks</i> - Q&A / Discussion
11:10-11:30 (20)	COFFEE AND TEA BREAK
11:30-13:00 (90)	<p>SESSION 1: (CONTINUED)</p> <ul style="list-style-type: none"> - Dr. Frédérique SACHWALD, Ministry of Research, France – Open Innovation Practices – insights from the French company case studies and policy responses - Dr. Alberto MOEL, Monitor Innovation, a Monitor Group Company, Switzerland – Open Innovation in Swiss companies - Mr. Takanobu NATSUME, Manager, Technology Collaboration Center, R&D Headquarters, OMRON Corporation - Q&A / Discussion
13:00-14:00 (60)	LUNCH
14:00-15:20 (80)	<p>SESSION 2: LEVERAGING INTELLECTUAL ASSETS FOR OPEN INNOVATION</p> <p>Moderator: Mr. NASUNO, METI</p> <p>This session will focus on ways firms and universities can leverage intellectual assets, including IPRs and skilled people, to promote open innovation</p> <ul style="list-style-type: none"> • Mr. Yoshiaki TOJO, Special Counsellor and Head of the Economic Analysis and Statistics Division, OECD Directorate for Science, Technology and Industry <i>-The case for Knowledge Markets</i> • Mr. Masahiro OZAKI, Partner, PRTM Management Consultants, Japan • Mr. Kazuyuki MOTOHASHI, Professor, Department of Technology Management for Innovation, School of Engineering, The University of Tokyo <i>Managing IP at Japanese universities</i> <p>- Q&A / Discussion</p>
15:20-15:40 (20)	COFFEE AND TEA BREAK

<p>15:40-16:50 (70)</p>	<p>SESSION 3: POLICY IMPLICATIONS</p> <p>Chair: Mr. Dirk PILAT, Head of the Science, Technology and Policy Division, OECD</p> <p>What are the policy implications from the spread of open innovation strategies in the business sector but also in the public research sector? Does the emergence of open innovation require changes to existing public policies to support innovation? If so, what must change? In this session, policy makers will address these questions and refer to recent changes in their countries' innovation policies.</p> <ul style="list-style-type: none"> • Mr. Shinji OKAKURA , TIP Vice-Chair, METI Japan • Mr. Patrick VOCK, Chairman of TIP, Switzerland • Dr. Frédérique SACHWALD, Ministry of Research, France • Mr. Rob Stroeks, Counsellor for Science and Technology, Embassy of the Kingdom of the Netherlands Tokyo, Japan <p>- Q&A / Discussion</p>
<p>16:50-17:10 (20)</p>	<p>COFFEE AND TEA BREAK</p>
<p>17:10-17:50 (40)</p>	<p>POLICY ROUND TABLE ON NEXT STEPS</p> <p>Chair: Mr. Patrick VOCK, Chairman of TIP, Switzerland</p> <p>This session will address the following issues</p> <ul style="list-style-type: none"> • Identifying specific follow-up work on the policy implications of open innovation and globalisation • Strengthening the linkage between work on open innovation and the OECD innovation strategy • Proposal for Follow-Up work, Mario CERVANTES, OECD Secretariat <p>Panellists: Dr. Krzysztof GULDA, Ministry of Economics, Poland Shinji OKAKURA, TIP Vice-Chair of TIP, METI, Japan Business Representatives</p>
<p>17:50-18:00 (10)</p>	<p>CLOSING SPEECH</p> <p>By Mr. Futoshi NASUNO, Manager, Technology Promotion Division, Industrial Science and Technology Policy and Environment Bureau, Ministry of Economy, Trade and Industry, Japan</p>