

Final Program **Autumn Conference 2009**



October 22/23, 2009
in **Neuchâtel (Switzerland)**

Innovation in Times of Crisis

How to Fail Most Successfully

Flexibilization of R&D Resources by Externalization

Workshop: «Switch Places» and learn from other businesses
and other topics



Factory Tour at Philip Morris Inc.

Autumn Conference 2009

October 22/23, Neuchâtel, Switzerland

Conference Program

Thursday, October 22

- 13:00 Get Together with Coffee, Tea and Refreshment
- 14:00 **Welcome and Introduction**
- Innovation in Times of Crisis**
Topic introduced by *Kai Numssen*
- How To Fail Most Successfully**
Topic introduced by *Martin Paping*
- Innovation @ Philip Morris**
Insides from *Carloz Lopez*
- Flexibilization of R&D Resources by Externalization**
Topic introduced by *Dave Wilson*
- Workshop*
«Switch Places» and Learn From Other Businesses
Topic introduced by *Martin Paping*
- 18:30 End of Afternoon-Session
- 19:30 Dinner at the Hotel *LE CHALET*

Friday, October 23

- 8:15 Transfer to PMI by cars
- 9:00 **Factory Tour at Philip Morris**
Organized by *Michel Delabays*
- 9:00 Welcome, coffee and croissants, group picture
9:30 Presentation PMP
10:00 Video from see to pack and tobacco leaves
10:30 Factory tour
- 12:00 Lunch
- 13:00 – 13:30 Wrap Up and adjournment
- 13:30 Closing of Conference