

# INVITATION

## Roundtable "Innovation Management in SMEs" 11.00, 16.10.2012 г. Sofia, National Palace of Culture, Hall 1.5 (Entrance A3)

The Innovation Platform Initiative in collaboration with the Center for Technology Transfer at the Scientific and Research Sector of the Sofia University and the Ministry of Economy, Energy and Tourism with the financial support of the EC Representation in Bulgaria invites you to attend on **16/10/2012 at Roundtable "Innovation Management in SMEs"** in Hall 1.5 (Entrance A3) of the National Palace of Culture at 11.00.

The event takes place in the 10th (anniversary) edition of the "European Day of the Entrepreneur", which is held on 15-16 October in the National Palace of Culture with a diverse program dedicated to the topic "Building up a bridge Research - Entrepreneurship - Single Market for the success of Europe" - a joint event for the Single Market and SME week in Bulgaria.

The objective of the roundtable is to discuss *trends in Innovation Management and the European Commission's initiatives* for better support in this area. The participants - experts from policy making, innovation support, consulting, finance and academia from Bulgaria and abroad will exchange information about the tools for successful realisation of innovation at SMEs in Europe. The main topic in the event is *IMP<sup>3</sup>rove approach* - the European Commission's initiative for better support in innovation management. The tool is a unique platform and European standard for Innovation Management Assessment, a training curriculum on Innovation Management and Innovation Management Consulting for professionals (e.g. consultants, intermediaries, innovation at SMEs). It also includes the IMP<sup>3</sup>rove Benchmarking database with almost 3000 datasets, a network of almost 500 trained IMP<sup>3</sup>rove consultants, and research studies on innovation related topics published by the EC, DG Enterprise and Industry.

### AGENDA

11.00 - 11.15	Registration
10.15 - 11.30	Opening
11.30 - 13.00	Keynote presentations
<ol style="list-style-type: none"><li>1. Trends in Innovation Management and the European Commission's initiative IMP<sup>3</sup>rove. Bringing the European Union's 2020 strategy to action at SMEs - <b>Dr. Eva Diedrichs</b>, Senior consultant at A.T. Kearney;</li><li>2. Enhancing the innovation capacity of SMEs for improving their competitiveness; <b>Kiril Geratliev</b> - Director Directorate General European Funds for Competitiveness within Ministry of Economy, Energy and Tourism;</li><li>3. Strategy from Bulgaria for stimulating innovation; <b>Irena Mladenova</b> - Presidency of Bulgaria;</li></ol>	
14.00- 15.30	Discussion - Successful innovative practices
<ul style="list-style-type: none"><li>• Investing in smart &amp; innovative start-ups: <b>Todor Breshkov/Liuben Belov</b>, LAUNCHub Euro Seed &amp; Acceleration fund;</li><li>• Managing innovation for superior performance of SMEs and improved competitiveness: <b>Todor Yalamov</b>, Applied Research and Communication Fund (ARC Fund Bulgaria);</li><li>• Business perception and management of innovations in TechnoLogica. Case Study. <b>Ognian Trajanov</b>, Executive Director, TechnoLogica EAD.</li><li>• IMP<sup>3</sup>rove European Academy. Benefits of IMP<sup>3</sup>rove from both sides - the consultant and SME - <b>Eva Diedrichs</b> - A.T. Kearney;</li></ul>	

### Keynote speaker guest



Dr Eva Diedrichs is senior consultant at A.T. Kearney, Top Management Consulting. She is Core Team member of the European Innovation and R&D Management Practice there. She is the responsible project manager for the European Commission's flagship project on innovation management called "IMP<sup>3</sup>rove". She has managed numerous innovation management projects in various industries such as pharmaceutical industry, medical device sector, service industries and in the aero space and defense sector. She published several articles and monographs on innovation management, benchmarking, change management and strategic topics. She co-authored a book on core competencies and gave several speeches on success factors of innovation management at international conferences. She holds a PhD from the University of Bamberg, Germany and was a lecturer at St. Thomas College, St. Paul MN, USA.