

Final Program

Autumn Conference 2011



« Creating Blue Oceans »

September 29th and 30th, 2011
in **Morges** (Switzerland)

Introduction to Blue Ocean Strategies

Two Business Cases in Detail

How Printed Electronics change the Packaging and Paper Industry

case presented by **prelonic**
technologies

A New Digital Printing Technology Revolutionizes the Market

case presented by **PrintDreams**
...printing as a lifestyle

Sharing Best Practices:

How to Attract and Keep Talented Staff



Factory Tour at Bobst SA, Lausanne

Autumn Conference 2011

September 29th and 30th, Morges, Switzerland

C o n f e r e n c e P r o g r a m

Thursday, September 29

- 13:00 Get Together and Business Lunch (Hotel Mont-Blanc Au Lac)
- 14:00 **Welcome and Introduction**
- Introduction to Blue Ocean Strategies**
 Topic introduced by Martin Paping · Kontrapunkt Technology · Konstanz
- How Printed Electronics change the Packaging and Paper Industry**
 Business Case presented by Friedrich Eibensteiner · Prelonic Technologies GmbH · Linz
- A New Digital Printing Technology Revolutionizes the Market**
 Business Case presented by Alex Breton · PrintDreams Ltd. · Stockholm
- Sharing Best Practices: How to Attract and Keep Talented Staff**
 Topic introduced by Martin Paping · Kontrapunkt Technology · Konstanz
- Open Floor Section**
 KPI in Innovation Management (Kai Numssen)
 ...
- 18:30 End of Afternoon-Session
- 20:00 Dinner at Hotel Mont-Blanc Au Lac

Friday, September 30

- 8:30 Transfer to Bobst SA
- 9:00 **Factory Tour at Bobst SA, Lausanne**
 Organized by Jacques Reymond · Bobst SA · Lausanne
- 13:00 Lunch
- 14:00 Closing of Conference



 BOBST
GROUP

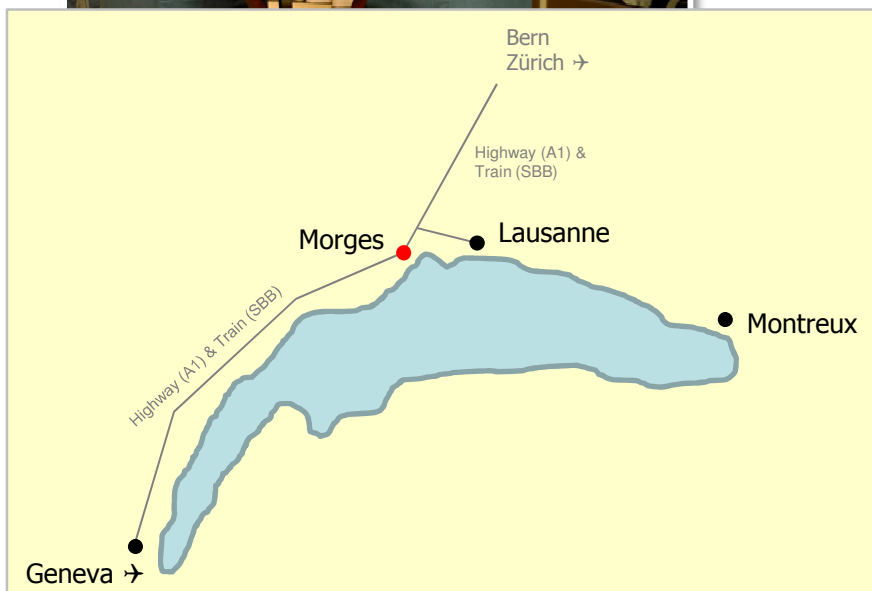
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Venue: Hotel Mont-Blanc Au Lac, Morges



The legendary hotel Mont-Blanc Au Lac was built in 1857 on the lakeside of Morges located in a perfect setting opposite the majestic Mont Blanc. The picturesque area and the friendliness of the team will make your stay most enjoyable.



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