



## Business & Management Academy

# INVITATION

## Seminar

## Co-creation – a force for Innovation

13th November 2013 – 12.00 to 15.30 – University College Nordjylland, Lindholm Brygge 35, 9400 Nørresundby

Co-creation is a strategy used within many areas to boost Innovation capabilities and results. It is about involving employees, customers, suppliers, etc. in joint innovation activities for mutual benefit. At this seminar you will hear how different companies are using Co-creation in their innovation.

### Program

12.00 – 12.30	Registration
12.30 – 12.35	Welcome by Kim Breum-Christensen UCN Business (organizer and host)
12.35 – 13.00	Introduction to Co-creation for Innovation by Brian Vejrum Wæhrens AAU
13.00 – 13.40	Phillips Healthcare by Rasmus Vestergaard, Nordic Marketing Manager
13.40 – 13.55	Break
13.55 – 14.35	Innovation at RTX A/S by CTO Peter Mariager RTX A/S
14.35 – 15.15	Innovation in the Health Sector by Flemming Eriksen, Head of the Idea Clinic, Aalborg Hospital Sciences and Innovation Center
14.45 – 15.30	Round-off discussion and questions

Learn more at: [www.en.cip.aau.dk](http://www.en.cip.aau.dk) – sign-up for free before 4<sup>th</sup> of November: [kasl@ucn.dk](mailto:kasl@ucn.dk)