

# Lux Executive Summit: Finding Future Technologies First – Methodologies to Monetize Megatrends

April 24-26, 2012  
Boston, MA

Tuesday, April 24, 2012			
4:00 pm–9:00 pm	<b>Registration &amp; Welcome Reception</b>		
Wednesday April 25, 2012			
7:00 am–7:00 pm	<b>Conference Registration and Information Desk Open</b>		
7:00 am–8:30 am	<b>Breakfast Reception</b>		
8:30 am–8:45 am	<b>Welcome and Introduction</b> <i>Dennis Philbin, CEO, Lux Research Inc.</i>		
8:45 am–9:30 am	<b>Lux Research Keynote Address</b> <i>Chris Hartshorn, Ph.D., VP Research, Lux Research Inc.</i>		
	<b>The Future is Now: Moving Megatrends from Corporate Marketing to Business Growth</b> Across the globe, balancing sustainability of healthcare, food supplies, the environment and entire economies dominates policy and strategy. However, developed nations and large corporations alike struggle with conservative thinking, embedded infrastructure and business-as-usual to attack these challenges that lie at the very heart of sustainability. In contrast, developing regions thirst for innovative solutions to drive quality of life for the broadest possible percentage of their populations, and nimble entrepreneurs are stepping up to answer the need. We'll discuss: <ul style="list-style-type: none"> <li>- Where's the problem – megatrends we're solving for and what breaks first</li> <li>- Who's the early adopter – mining for money, need and access</li> <li>- What's the corporate path – balancing build, buy and open innovation in developing solutions</li> </ul>		
9:30 am–10:15 am	<b>KEYNOTE: <i>Vincent Schächter, PhD, Vice President Research &amp; Development, Total Gas &amp; Power</i></b>		
10:15 am–10:45 am	<b>Networking Break</b>		
Break into tracks	<a href="#"><u>Urbanization</u></a>	<a href="#"><u>Energy Infrastructure</u></a>	<a href="#"><u>Health and Wellness</u></a>
Top Lux Research analysts present the research team's conclusions about the major business opportunities from emerging technologies that address these megatrends, then choose some of the top thinkers in the field to debate the findings, share their own perspectives, and talk about the implications.			
10:45 am–11:15am	<b>Track Keynote</b> <i>Jaideep Raje, Senior Analyst, Lux Research Inc.</i>	<b>Track Keynote</b> <i>Steven Minnihan, Analyst, Lux Research Inc.</i>	<b>Track Keynote</b> <i>Kevin Pang, Ph.D., Research Director, Lux Research Inc.</i>
	<b>Missing the Babel Fish: How the Incompatibility Between Materials, Equipment, Software, and Services Innovation Is Holding Back Urbanization</b>	<b>Going Global: Energy Infrastructure in Emerging Markets</b>	<b>When Worlds Collide: How the Advanced Materials Revolution and the Aging Population are Changing Healthcare</b>
11:15 am–12:15 pm	<b>Panel: Growing Technologies for Booming Cities</b>  <b>Moderator: <i>Murray McCutcheon, Ph.D., Analyst, Lux Research Inc.</i></b>  <i>Gerry Mooney, General Manager of Smarter Cities, IBM Corporation</i>  <b>Other Panellists TBA</b>	<b>Panel: Capitalizing on Our Evolving Energy Infrastructure</b>  <b>Moderator: <i>Matthew Feinstein, Analyst, Lux Research Inc.</i></b>  <i>Clay Nessler, VP, Global Energy &amp; Sustainability, Johnson Controls</i>  <b>Other Panellists TBA</b>	<b>Panel: Growth Trends From Ageing Populations to Emerging Economies</b>  <b>Moderator: <i>Samhitha Udupa, Analyst, Lux Research Inc.</i></b>  <b>Panellists TBA</b>
12:15 pm–1:45 pm	<b>Lunch and Networking Dessert</b>		

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1:45 pm-2:30 pm	<p><b>Panel: Future Technologies for Vehicles and Transportation</b> The transportation sector consumes more fuel, energy, money, and resources than almost any other – but it's going to be shaken up by megatrends from climate change and clean energy needs, to urbanization and population growth, to increase information exchange and connectivity. Panelists discuss how emerging technologies will change the way we move through the world and describe how helping the transportation field address these challenges can create business opportunities.</p> <p><b>Moderator: TBD</b></p> <p><i>Christopher Borroni -Bird, Director of Advanced Technology Vehicle Concepts and EN-V (Electric-Networked Vehicle) Program, General Motors</i> <i>Junho Gohng, Ph.D., Managing Director, Advanced Engineering &amp; Technology Marketing, Daesung Electric Company</i></p>
2:30 pm-3:15 pm	<p><b>KEYNOTE: OhJoon Kwon, Ph.D., Chief Technology Officer, POSCO</b></p> <p><b>Creating a Future Beyond Steel</b> Beginning 44 years ago, POSCO began in the steel business and is now one of the leading steel companies in the world. The company is now challenged to create further successes beyond steel in order to diversify in the future. Why is this major steel corporation looking for new business areas? How is the company exploring new domains, while considering materials and energy as core and fundamental parts of a green society and future megatrends? Find out how innovative ideas are created and implemented through the collaboration of R&amp;D, Business Development and Engineering.</p>
3:15 pm-3:45 pm	<p><b>Networking Break</b></p>
3:45 pm-4:45 pm	<p><b>PRESENTATIONS &amp; PANEL: Intellectual property – Opportunities and Challenges Around the World</b></p> <p>Successful finding, licensing, and defending intellectual property is a vital part of any innovation strategy, and the need to look for and deploy IP all over the world adds yet another vexing dimension to the problem. These executives operate at the front lines of their organizations.</p> <p><i>Martha Reiss, Vice President of Intellectual Property Management, Boeing</i> <i>Patrick Ennis, Global Head of Technology, Intellectual Ventures</i></p>
4:45 pm-5:30 pm	<p><b>Lux Research Keynote Address</b> <i>Mark Büniger, Research Director, Lux Research Inc.</i></p> <p><b>Time Travel: Living in the Future Before Everybody Else</b> The renowned American researcher Charles Kettering said, "We should all be concerned about the future because we will have to spend the rest of our lives there." His work at NCR and General Motors, and others' at companies like Shell, Nokia, Samsung, and Siemens, underscore the importance of envisioning, planning for, and acting upon the future even as we live and lead our organizations in the present. Whether it's called scenario planning, strategic foresight, or a dozen other names, companies and governments require a disciplined and rigorous, yet creative and visionary approach that integrates long-term goals with short-term actions.</p>
6:30 pm-8:30 pm	<p><b>Evening Reception</b></p>

**Thursday, April 26, 2012**

7:00 am-8:30 am	<p><b>Breakfast Reception</b></p>
8:30 am-8:45 am	<p><b>Day Two Welcome</b> <i>Michael Holman, Ph.D., Research Director, Lux Research, Inc.</i></p>

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8:45 am–9:30 am	<p><b>Lux Research Keynote Address</b> <i>Daniel Cline, Senior Analyst, Lux Research Inc.</i></p> <p><b>Rising Tide or Riptide: How to Ensure Megatrends Lift your Company Up, not Sweep it Aside</b> Legendary companies rarely fail on just one CEO's poor judgment. More often, they're victims of a slowly building wave – a megatrend – almost unnoticeable until it's too late. We've had tools to detect them for decades, so why do companies like Kodak, Sony, and Nokia continue to be swept aside? Based on case studies and best practices we will show:</p> <ul style="list-style-type: none"> <li>• How companies past, present, and future take on the megatrends of their day, and what lessons your organization must take away</li> <li>• How megatrends offer a natural framework for self-assessment, competitive positioning, and strategic planning</li> <li>• How to translate megatrends from big animal pictures to flexible strategies for lasting open innovation</li> </ul>		
9:30 am–10:15 am	<p><b>KEYNOTE: <i>Martin Ertl, Chief Innovation Officer, Bombardier Transportation</i></b></p> <p><b>Systemic Mobility</b> Mobility and maintaining mobility on an individual and public basis remains one of the big challenges in our time. In most of today's urban environments, congestion, environmental issues, economic factors and social challenges heavily impact political, scientific and public discussions when it comes to possible solutions. Systemic mobility by far doesn't claim to be the silver bullet but tries to embrace and balance different interests and stakes: Only clever, holistic combinations tailor-made for the different cities will lead to a stable mobility pattern or even improvements.</p>		
10:15 am–10:45 am	<b>Networking Break</b>		
Break into tracks	<a href="#"><u>Globalization of Innovation</u></a>	<a href="#"><u>Materials Revolution</u></a>	<a href="#"><u>Building Innovation Ecosystems</u></a>
<p>For the day two tracks, Lux Research analysts present on cross-cutting topics that affect multiple megatrends and can enable invention and boost business development in – the globalization of innovation, the rise of new innovations in materials, and the growth of innovation ecosystems aimed at accelerating R&amp;D. A senior Lux Research team member lays out the key developments and implications for each, then a panel of leading lights from relevant fields shares their experiences and insights.</p>			
10:45 am–11:15am	<p><b>Track Keynote</b> <i>Richard Li, Research Director, Lux Research Inc.</i></p> <p><b>Opportunities with China's Innovation System</b></p>	<p><b>Track Keynote</b> <i>Ross Kozarsky, Analyst, Lux Research Inc.</i></p> <p><b>Materials in Energy: Thriving in Revolution, Surviving Evolution</b></p>	<p><b>Track Keynote</b> <i>Hilary Flynn, Senior Analyst, Lux Research Inc.</i></p> <p><b>The Innovation Ecosystem: Making Sense of Innovation Clusters</b></p>
11:15 am–12:00 pm	<p><b>Panel: Innovation Around the World</b></p> <p><b>Moderator: <i>Aditya Ranade, Ph.D., Analyst, Lux Research Inc.</i></b></p> <p><i>Kiren Kumar, Regional Director, Singapore Economic Development Board</i></p> <p><b>Other Panellists TBA</b></p>	<p><b>Panel: Material Innovations to Megatrends</b></p> <p><b>Moderator: <i>Kevin See, Ph.D., Analyst, Lux Research Inc.</i></b></p> <p><i>Wonil Kim, New Growth Technology Strategy Department, Advanced Materials Technology Planning Group, Group Leader, POSCO</i></p> <p><b>Other Panellists TBA</b></p>	<p><b>Panel: Ecosystems from Development to Deployment</b></p> <p><b>Moderator: <i>Naveen Krishnamurthy, Analyst, Lux Research Inc.</i></b></p> <p><b>Panellists TBA</b></p>
12:00 pm–1:15 pm	<b>Lunch and Networking Dessert</b>		
1:15 pm–2:00 pm	<p><b>REVIEW: Report out and debate on track sessions</b> Each of the three session tracks can have much to offer, but it's only possible to participate in one at a time. To allow attendees to get a flavor for what took place in the other tracked sessions, three selected Lux Executive Summit attendees report out on each of the tracked sessions from earlier in the day and debate the implications of what they heard for their business and for conference attendees.</p> <p><b>Moderator: <i>Chris Hartshorn, Ph.D., VP of Research, Lux Research Inc.</i></b> <b>Panellists TBA</b></p>		

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2:00 pm–3:00 pm	<p><b>PANEL: The Promise and Peril of Technology Scouting</b></p> <p>There's great potential value in technology scouting and open innovation, but meshing these ideas with sometimes staid company cultures at large established companies can be a big challenge, and even the most promising innovation or collaboration can found on the rocks of corporate inertia or big-company conservatism.</p> <p>This panel discussion brings together corporate leaders of technology scouting programs of varying degrees of maturity to talk about how to best build internal support for such programs and integrate them with existing business initiatives.</p> <p><b>Moderator: Michael Holman, Ph.D.,</b> <i>Research Director, Lux Research Inc.</i></p> <p><b>Doug White,</b> <i>Director – Corporate Venturing Portfolio and Tech Scouting, Dow Ventures and Business Development, The Dow Chemical Company</i></p> <p><b>Other Panellists TBA</b></p>
3:00 pm -- 3:45 pm	<p><b>CLOSING KEYNOTE: Philippe Martin,</b> <i>Senior Vice President for Research and Innovation, Veolia Environnement</i></p>
3:45 pm	<p><b>Wrap Up</b> <b>Dennis Philbin,</b> <i>CEO, Lux Research, Inc.</i></p>