

An event of APAC Innovation Summit 04/12/2014

1:00 pm - 1:50 pm **Registration**

2:05 pm - 2:15 pm **Welcome from the FT**
David Pilling, Asia Editor, *Financial Times*

2:15 pm - 2:45 pm **Keynote Session: From the Outside In – Customer Driven Innovation in Asia**
Steve Monaghan, Regional Director, Head of Edge (Group Innovation), *AIA*

2:45 pm - 3:35 pm **Panel Discussion: Making a Footprint in the Market**

A successful product or service offering is one that meets the needs of the target market. This panel brings together forward-thinking executives from some of the most innovative companies across the region, to share their experiences of what it takes to develop and monetise a novel concept or idea. What does it take to build and market an internationally-recognised product, service, concept or brand? What is the potential of reverse innovation? Why are innovations flowing from emerging markets into more developed ones? What advantages do emerging market companies have over multinationals?

Jacob Cooke, CEO, *Web Presence in China*
Asmita Dubey, Chief Marketing Officer, *L'Oréal China*
Asif Ghafoor, Founder and CEO, *Spacious. HK*
Yat Siu, Founder & CEO, *Outblaze*
Simon Squibb, CEO, *NEST HK*

3:35 pm - 3:55 pm **Networking Break**

3:55 pm - 4:25 pm **Keynote Interview: Delivering Competitive Advantage through Innovative Technology**
Cordelia Chung, Vice President, Industry and Value Creation, *IBM Asia Pacific*

4:25 pm - 5:20 pm **Panel Discussion: Nurturing the Workforce - Driving Innovation**

There is no secret recipe for fostering great ideas. However, a smart and creative workforce is certainly a good start, along with a corporate culture that celebrates and promotes originality and innovation. Which best practice strategies are needed to capture and enable innovation internally? How can firms attract and retain the top talent? What are the obstacles? How can organisations justify large investments in R&D? In what ways can alternative

approaches to management or novel business models help firms to get ahead?

Jane Gottschalk, Co-Founder, ***Jax Coco***

David Jin, Chairman & President, North East Asia and China, ***Harman International***

Ramprasad K R, *Chief Technologist and Distinguished Member of Technical Staff, AI & Cognitive Computing*, ***Wipro***

Rachael Regan-Paterson, Vice President, Human Resource - Greater China & India, ***Fonterra***

5:20 pm - 5:30 pm

Closing Remarks

David Pilling, Asia Editor, ***Financial Times***

5:30 pm

Cocktail Reception