SIG-III Meeting, Munich, Platzl Hotel München, 24/25 April 2008

Knowledge on the Move

Summary
In recent years, SIG-III has explored the “Open Innovation” environment and how to help creating innovative new Business Models. Deeper understanding of the issues involved revealed an increasing mobility of the knowledge holders at least in some sectors of the “knowledge economy” and hence an increasing volatility of the knowledge and know-how of a company itself.

Knowledge and know-how is added to a company through recruitment and acquisitions and mergers, through collaborations and joint ventures, etc. and it can be lost through de-mergers, divestments and people leaving the company for whatever reasons.

The Keynote Speaker will look at the fundamental problem of knowledge and know-how never being definitely acquired but rather presenting itself as a moving target. Knowledge Management has an increasingly difficult task at hand.

Case studies will illustrate how companies deal with the inflow of knowledge through acquisitions and mergers and how they handle knowledge when we have both acquisitions and spin-outs.

The morning of the second day is dedicated to how the flow of information is channelled within the organisation (who needs what?) and to how mobility of knowledge holders is managed to minimise impairment and for the benefit of the company.

In the afternoon we shall explore how companies manage knowledge and knowledge transfer in cultures with high staff turnover. An important issue is the prevention of IP leakage. How is knowledge sharing managed in a global context?

Target Audience
Managing knowledge and know-how in a fluctuating global environment requires special insights, skills and tools. The meeting provides an opportunity for a broader audience to exchange experiences and opinions. For instance, Human Resources Managers may well be interested in learning how Knowledge Management sees and tackles the issues relevant for individuals. Companies are invited to also send people from functions other than R&D in order to make this broader exchange of experience possible.

Chairman
Dr Eric Rudolph, Senior Consultant, formerly Corus

To Register
Return the enclosed registration form by mail or fax by 4 April 2008.

(also available at www.eirma.asso.fr)
Programme: Knowledge on the move

Thursday 24 April 2008

11:30 – 12:00 Registration
12:00 – 13:30 Light Lunch
13:30 – 14:00 Welcome & Introduction

Dr Eric Rudolph
Formerly Head Knowledge & Information Management, Corus:
Brief summary from last meeting and Introduction to current topic

Dealing with knowledge inflow through acquisitions

14:00 – 14:45 Keynote Speaker: Knowledge as a moving target
Moïse Riboh, Formerly (until 1st February 2008) Director Strategic Foresight, Scientific Relations

14:45 – 15:30 First experiences in a recent, long distance acquisition
Rik Biel, Knowledge group leader, Tata-Corus

15:30 - 16.00 Coffee Break
16:00 – 16:30 Handling knowledge after successive buy-ins and spin-outs
Jean-Louis Costa, Material Science & Analytical Manager, Ineos Polyolefins

16:30 – 18:00 Carousel: Exploring the open questions, e.g.

- Inflow of knowledge
  - Acquisitions
  - Joint Ventures
  - Hiring new people
  - Consulting Experts
  - Etc.

- Knowledge turnover/ fluctuation
  - Employee turnover
  - Employee rotation
  - Staff reduction

- Knowledge outflow
  - Older employee retirement
  - Closing of division
  - Divestment

19:30 Dining out
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>08:15 – 08:30</td>
<td>Feedback from Carrousels</td>
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<td>08:30 – 09:15</td>
<td>Channelling the flow of information</td>
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<td>09:15 – 10:00</td>
<td>Controlling the flow of information inside the R&amp;D group</td>
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<td>10:00 – 10:30</td>
<td>Coffee Break</td>
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<td>10:30 – 11:15</td>
<td>Managing mobility of knowledge holders</td>
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<td>10:30 – 11:15</td>
<td>The role of KM for dealing with employee fluctuation at Ernst &amp; Young:</td>
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<td>The E&amp;Y-Arthur Andersen merger, employee turnover and global mobility</td>
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<td>Dirk Klimkeit, Center for Business Knowledge (CBK), Ernst &amp; Young AG</td>
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<td>11:15 - 12:00</td>
<td>Dealing with employee turnover in a region</td>
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<td>Speaker to be identified</td>
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<td>12:00 – 13:30</td>
<td>Lunch</td>
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<td>Turnover management in R&amp;D centres in India and China</td>
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<td>(managing knowledge in different cultures with high staff turnover –</td>
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<td>how to prevent leakage of IP?)</td>
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<td>13:30 – 14:00</td>
<td>R&amp;D centre in India</td>
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<td>Peter J. T. van der Donk, Knowledge Management, Akzo Nobel Car Refinishes</td>
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<td>14:00 – 14:30</td>
<td>R&amp;D centre in China</td>
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<td>Most probably: Carlos Haertel, Managing Director, Global R&amp;D, GE</td>
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<td>14:30 – 14:45</td>
<td>Discussion on the above: India and China</td>
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<td>14:45 – 15:30</td>
<td>Sharing information and knowledge for Innovation in global context</td>
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<td>(Open Innovation): what and how much – which are the rules of the</td>
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<td>game and which are the risks of disclosure</td>
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<td>Speaker (probably from SAP) to be confirmed</td>
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<td>15:30 – 16:00</td>
<td>Chairman: Wrapping up and topics for next meeting (discussion)</td>
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Practical Arrangements

Venue
Platzl Hotel München
Sparkassenstraße 10
D-80331 München
Germany
Tel. +49 89 23 703 0
Fax +49 89 23 703 800
http://www.platzl.de/english/index.html

Dinner
Wirthaus Ayinger
Am Platzl 1A
D 80331 München
Tel. +49 89 23 703 66

Registration
Please return the enclosed registration form to the EIRMA secretariat as soon as possible but certainly before 4 April 2008.

The meeting registration fee of € 520.- covers the cost of participation and dinner on 24 April.

The EIRMA Secretariat will book accommodation as required on behalf of participants. The room rate is € 185.--, breakfast included, to be paid directly to the hotel.

Payments
We prefer payment by credit card (Visa, MasterCard or American Express) but can also accept bank transfers and cheques provided this is at no cost to the Association. All delegates will receive confirmation letters, including an invoice or receipt as appropriate.

Cancellations
Please give as much notice as possible if you are obliged to cancel. We will refund the registration fee for cancellations received before the meeting. Unfortunately we have no control over the hotel’s cancellation policy and you may be required to make full payment for cancelled rooms that remain unused.

Names may be substituted at any time without charge.
Registration Form
SIG-III Meeting, Munich, Hotel Platzl München, 24/25 April 2008
Knowledge on the move

Please return to EIRMA 46, rue Lauriston 75116 Paris  Fax + 33 (0)1 47 20 05 30

NAME: (Prof. Dr. Mr. Mrs.)

COMPANY:

Address:
Tel:  Fax:

E-mail:

I will /will not* attend the meeting on 24 + 25 April 2008
I will /will not* attend the dinner on 24 April 2008
I will /will not* require hotel accommodation for the night of 24 April 2008
* Please delete as necessary

Preferred mode of payment:

Bank card  q  Eurocard/Master
q  Visa
q  Amex

Amount :  € 520.—

Card number:

Expiry date:

Security code:  .. .. ..

Signature:

For any further information please contact Karin Ruinaud at the EIRMA Secretariat
Tel. + 33 (0)1 53 23 83 14  - email  kruinaud@eirma.asso.fr