

# Effective Global R&D Focus Group 2011 - 2012

## 3<sup>rd</sup> Focus Group Meeting Programme Les Jardins du Marais, Wednesday 30 novembre 2011, Paris

### Summary

The one-year Focus Group aims to boost understanding of how to manage R&D and innovation as global, increasingly “Open” activities, specifically to address opportunities provided by an emerging economy like Brazil which is enjoying significant economic growth rates.

The whole programme includes five core group meetings and one-week’s learning trip to Brazil. All of the activities will look in particular at the scope for identifying the portfolio of instruments to shape, structure, steer and manage global R&D and innovation in use at companies who are active in business R&D in Brazil. The first and second group meetings have been held in June and October 2011 successfully.

### Issues addressed in the 3<sup>rd</sup> Meeting:

- < Explore current issues and challenges of managing global R&D and innovation, including interesting topics that members want to further investigate in Focus Group;
- < Formulate questions and compile them in the partner-specific questionnaires for interviewing people on the spot as a basis for a final report
- < Share new findings in EIRMA internal literatures.

### Target Audience

All Focus Group Participants

### Chairman of the Meeting

**Prof. Dr. Dietmar Theis**, formerly Siemens, honorary professor at Technical Univ. Munich

## PROGRAMME

**Tuesday, 29 November 2011**

19:30 **Get-together Dinner**

**Wednesday, 30 November 2011**

**08:30 – 08:45** **Welcome and Introduction by Chairman**  
*Prof. Dr. Dietmar Theis*, formerly Siemens, honorary professor at Technical Univ. Munich

08:45 – 10:45 **Inputs from Group Members for the generation of questionnaires:**

1. Discuss the draft questionnaires generated based on questions proposed by group members before the meeting;
2. Re-formulate questions according new inputs from group members;
3. Discuss the methods used for structuring the interviews;
4. Refine the questionnaires based on today's discussion;

**All Participants**

10:45 – 11:00 **Coffee break**

11:00 – 13:00 **Continuing discussion:** Refine the partner-specific questionnaires

**All Participants**

13:00 – 14:00 **Lunch**

14:00 – 15:45 **Continuing discussion:** Refine the partner-specific questionnaires

**All Participants**

15:45 – 15:55 **Sharing new findings in EIRMA literatures**  
*Ms. Rita Chuanhui Li*, PhD student at LATTTS/Project manager at EIRMA

**15:55 – 16:00** **Wrapping up and conclusions**  
*Prof. Dr. Dietmar Theis*, formerly Siemens, honorary professor at Technical Univ. Munich

## PARTICIPANTS LIST

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## PRACTICAL ARRANGEMENTS

### Venue & Accommodation

**Les Jardins du Marais**  
74, rue Amelot  
75011 Paris  
France  
Tel: +33 (0)1 40 21 20 00  
Fax: +33 (0)1 47 00 82 40

EIRMA will book accommodation as required on behalf of participants. The rate for a single room is 190€, breakfast and service included, to be paid directly to the hotel.

### Restaurant

**Le Grand Méricourt**  
22, rue de la Folie Méricourt - 75011 Paris  
Tel: +33 (0)1.43.38.94.04  
The group will meet at 19:15 in the hotel lobby to walk to the restaurant

### Transportation

#### **From Charles-de-Gaulle Airport:**

- By taxi: approx. 50 minutes (ca. 60€)
- By Roissy-Bus: approx. 50 minutes to 'Opera', change to metro line 8 direction 'Creteil-Prefecture', exit at 'Saint Sébastien Froissart'

#### **From Orly Airport:**

- By taxi: approx. 50 minutes (ca. 60€)
- By Orly-Bus: approx. 45 minutes to 'Denfert Rochereau' then take line 6 direction 'Nation' to 'Place d'Italie', change for line 5 direction 'Bobigny-Pablo-Picasso', exit at 'Richard Lenoir'

#### **From Gare du Nord:**

- Metro line 5 direction 'Place d'Italie', exit at 'Richard Lenoir'

The nearest Metro Stations are 'Saint Sébastien Froissart' on line 8, 'Richard Lenoir' on line 5 and 'Saint Ambroise' on line 9.