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### Enterprise Europe Network

A one-stop shop for all your business needs!

The Enterprise Europe Network brings together business support organisations from across 49 countries. With more than 590 member organisations we are always close to your business. Whichever regional network branch you contact, we will either assist you on the spot or put you in touch with a specialised branch in your region, even better placed to serve you. Our experts can help you find international business partners, source new technologies and receive EU funding or finance. Furthermore they can advise you on issues so diverse as intellectual property, going international or EU law and standards.

#### Our official partners:

- International Design Festival DMY
- Internationales Design Zentrum e.V. IDZ
- Projekt Zukunft



### Design meets Technology

Open Innovation Forum

#### Venue

DMY International Design Festival Berlin  
Flughafen Berlin Tempelhof  
Platz der Luftbrücke 5  
12101 Berlin

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#### Co-organisers:



BERLIN BRANDENBURG

## Design meets Technology

### Open Innovation Forum

Berlin, June 07.-08., 2012



Wir stehen Unternehmen zur Seite  
BERLIN BRANDENBURG



## Why open innovation?

Innovative products and services are most successful when arising across sectors and branches. Design is getting more and more important in the process on how products and services are modelled. Traditional industries and handcrafts only start to discover the added value of good “design thinking”. However they are all looking for means for meeting each other to exchange their ideas and projects as well as to access new markets.

The Open Innovation Forum “**Design meets Technology**” in Berlin will be exactly the right platform for designers and companies from very different economic sectors interested in innovative projects and business opportunities.

## Discover the unknown!

The objectives of the forum are supporting and promoting cross-sector innovation, getting inspired by new ideas and bringing together new partners from different European regions.

- Present your ideas, projects and know-how at the elevator pitches.
- Meet unexpected business partners and brainstorm about future co-operation during the b2b meetings.

## June 6, 2012

19:00 Opening of  
DMY International Design Festival Berlin 2012  
(only for participants)

## June 7, 2012

13:00 Welcome Address\*  
Senate for Economics, Technology and Science

### Keynote

Topic: The sense of open innovation  
Topic: Open spaces for open innovation

14:30 Design meets technology  
show cases/best practices \*

16:30 Elevator pitches\*

## June 8, 2012

10:30 b2b meetings

13:30 b2b meetings

\* Please take into account that the time schedule might slightly change.

Updated programme information will be available [online](#):

## Got inspired? Challenge your creativity!

- ▶ register your company online with a short company description,
- ▶ define your cooperation offers and needs
- ▶ describe the type of partner, you wish to meet.

These data will be published on the [Online Catalogue](#), which is continuously updated according to the submitted profiles.

All interested parties will have a possibility to present their companies and projects in a 5-minute-slot during the [Elevator Pitches](#).

The [Online Catalogue](#) and the [Elevator Pitches](#) represent the basis for selecting partners for meetings at the Business Matching.

In addition, the [Europe-Lounge](#) will present selected cooperation offers and requests from the Enterprise Europe Network databases.

Please register online until:  
**May 17, 2012**

<http://www.b2match.eu/open-innovation2012>

### Participation fee:

- Workshop (June 7)	00,00 €
- b2b meetings (June 8)	40,00 €*

**Participants from outside Germany will not be charged for the b2b meetings!**

\* incl. VAT