

# InterTradeIreland Innovation Conference 2009

hosted by  
The Centre for Innovation & Structural Change  
National University of Ireland, Galway

**9<sup>th</sup>-10<sup>th</sup> June 2009**

One of the key collective economic challenges in Ireland, North and South, is to increase levels of innovation in the economy. This will support business and enable the island to be recognised as an innovation and commercialisation hub in Europe and beyond. Recent upheavals in the global economy have radically challenged businesses and governments and new models of innovation are emerging at company, regional and national levels. These are shaping the manner in which innovation impacts on business and society. This conference addresses the key challenges and opportunities in creating an innovation island and promoting innovation in a smart economy.

## DAY 1

**Creating the  
Innovation Island:**  
*Academic Reflections & Future  
Research Challenges*

## DAY 2

**Innovation in a  
Smart Economy:**  
*Challenges and Opportunities*

**DAY 1** brings together researchers from different disciplines to explore innovation research and to strengthen innovation studies in Ireland and the contribution to strategy, policy and practice. **DAY 2** blends contemporary thinking on innovation with lessons from innovators, entrepreneurs and business leaders.

Keynote speaker on both days:

**Professor Julian Birkinshaw, London Business School**

Keynote Address, DAY 1:

**Innovation: From Research to Practice**

Keynote Address, DAY 2:

**Innovating your Management Model: Developing New and Better Ways of Working**

**Panel Discussion: 'Innovation - Challenges and Opportunities', DAY 2:**

- *Dr. James Cunningham, Director, Centre for Innovation & Structural Change, NUI Galway*
- *Mike Devane, R&D Committee Chair, American Chamber of Commerce Ireland*
- *Peter Robbins, Innovation Excellence, Future Group, GSK Ireland*
- *Fergal Broder, CEO, Lotus Automation*
- *Mark Nodder, CEO, The Wright Group*

**Venue:** J.E. Cairnes School of Business & Economics, NUI Galway. All are welcome to attend either or both days. The conference is free to attend as part of the InterTradeIreland All-Island Innovation Programme.

**For full conference programme and to register to attend, visit:**

**[www.innovationireland.org](http://www.innovationireland.org)**

