

Invitation to the 24th International EWMD Conference 7-8 Nov 2008 in Lisbon, Portugal

Opening: 7/11 with Pre-Workshop: Breakthrough Innovation

Conference: 8/11

AGM EWMD: 9/11 2008 and Post-Workshop: Making Innovation happen



Innovation in Europe -

The European Economic Perspective of Innovation as seen by Women

Today, finding ways to implement innovation in the areas of technology, society, design, media, energy, and education has become a top priority in most companies as well as in the public sector. It is crucial to integrate innovative thinking and processes with company strategy. The sustainability of an organisation's competitive advantage increasingly depends on its readiness and openness for developing new policies and cultures, especially in Europe, where people are strongly bound to traditional industries and social structures. How can we reconcile our values and habits with the new challenges of innovation and change?

Is innovation still largely about technological products? Or is it about patents and intellectual property rights? Does the internal company perspective narrow the view on the rich potential of ideas that lie outside the company, such as consumer insights, trends and change in the environment?

EWMD International has chosen this topic because women are not perceived as innovators, as technological innovation is dominated by men. The conference aims to provide more insights into what drives the future of innovation.

Whatever professional field you are in, this conference will stimulate your thinking about innovation and its ecology. The conference will present a wide range of speakers from companies, business schools, consulting and service industries. Diverse speakers' corners and knowledge cafés will be set up to facilitate great networking and learning opportunities, making perfect use of the special atmosphere in the heart of Lisbon.

Main Sponsor:
Deutsche Telekom



I am coming: My name EWMD Member in

Registration: EWMD International Office, Fax to +49. 221. 28 23 3 21

- Welcome Reception 7 Nov 17:00 h in Hotel and Traditional Dinner in Old Town 20:00 – 22:00 h
- Conference 8 Nov in Hotel 09.00 – 18:30 h inclusive Gala Dinner 19:30 – 23:00 h
- EWMD General Assembly, 09:00 -13:00 h Nov in Hotel Lunch 13:00 -14:00 h
- Sight-Seeing Tour in Lisbon the afternoon paid separately 14:30 – 17:30 h
- Pre- and Post-Conference Workshops separately Details to be confirmed

Fee:

Conference and welcome for EWMD members	350 EUR
accompanying partners for Conference	250 EUR
Conference for Non-Members	450 EUR
Gala Dinner extra per Person	70 EUR

AGM is free of charge. For members only

Early Bird:

Registration members till 20 July 2008	250 EUR
and for accompanying partners	150 EUR
Registration for guests until 20 July 2008	350 EUR

Payment: Registration is only valid when the amount is transferred/registered
Payment by credit card is possible on request, please indicate.

Account Holder: EWMD International e.V., Mainzerstr.52, 65185 Wiesbaden, Germany
Bank: Postbank 44132 Dortmund, Germany
Account-No.: 725 069 461
Sorting Code/BLZ: 440 100 46
IBAN: DE64 4401 0046 0725 069461
BIC/SWIFT-Code: PBNKDEFF
Code: Lisbon + full name of participant

Date & Signature: Name:

Hotel and Flights: Please book your flights and hotel as early as possible.
Register in the web page so everybody can see who is coming:
[www.ewmdtest.org / event / Lisbon](http://www.ewmdtest.org/event/Lisbon) – we place information there.

Conference Hotel : SANA METROPOLITAN HOTEL LISBON **** (to be confirmed)
Rue Soeiro Pereira Gomes
Parcela 2
1600-198, Lisbon

EWMD International e.V. is a non-profit organisation registered in Germany.
EWMD is an international network for Women in Management www.ewmd.org