

## Open Innovation experts to share insights at Cambridge event

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For immediate release

The University of Cambridge's Institute for Manufacturing (IfM) has confirmed the programme for its two Open Innovation workshops next month.

Open Innovation is becoming an increasingly popular method for firms to develop new products and services. Rather than relying on internal resources firms share knowledge and technologies with other companies in a bid to create new commercial opportunities.

The IfM recently concluded a two year study of Open Innovation, and now it is staging a workshop illustrating how firms can explore the possibilities of collaborative innovation.

Called "Implementing open innovation" the workshop looks at the skills, processes, culture and motivation needed for open innovation.

The workshop will feature Gerard Bol, Game changer at oil giant Shell, Mark Wilson Director, Collaboration Management GSK, Roland Harwood Director of Open Innovation at NESTA and MD of 100% Open, and Dr Harry Barraza of Unilever.

The first of the workshops -which take place on April 20<sup>th</sup> – is designed for small and medium size businesses.

Backed by IdeaSpace, Cambridge's new centre for enterprise and innovation, and local law firm Taylor Vintner's, the event will look at the challenges for small and start-up companies in forming productive collaborations with large companies.

Speaking at the event will be Billy Boyle, founder of hi-tech sensor firm Owlstone, who will give a personal view of what issues start-ups faced when looking at joint projects with larger firms.

Also speaking at the event will be Patrick Farrant of Taylor Vintners discussing Intellectual property issues, Clennel Collingwood of TTP and Chris Moore of PERA.

Both workshops will draw upon research findings at the IfM's Centre for Technology Management (CTM), revealing ways in which companies collaborate and configure themselves to succeed in OI.

They will be illustrated with case studies by experienced practitioners from technology-driven companies that have embraced the OI approach. Facilitated mini-workshops will focus on identifying the key challenges faced by participating companies, sharing best practice and learning from research understandings identified by CTM.

The workshops will be an ideal opportunity for companies to build momentum for the next step along the OI journey, whatever their current stage of development.

The evening between the two workshops is being used as a networking event between large and small company teams.

- For more details on the event check the website <http://www.ifm.eng.cam.ac.uk/service/events/info/openinnovation.html>

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**About the Institute for Manufacturing**

The University of Cambridge's Institute for Manufacturing (IfM), is a division of the Department of Engineering. The IfM brings together expertise in management, economics and technology to address the full spectrum of industrial issues. Its activities integrate research and education with practical application in companies, providing a unique environment for the creation of new ideas and approaches to modern industrial practice. The IfM works closely with industry, at a regional, national and international level, providing strategic, technical and operational expertise to help companies to grow and to become more competitive.