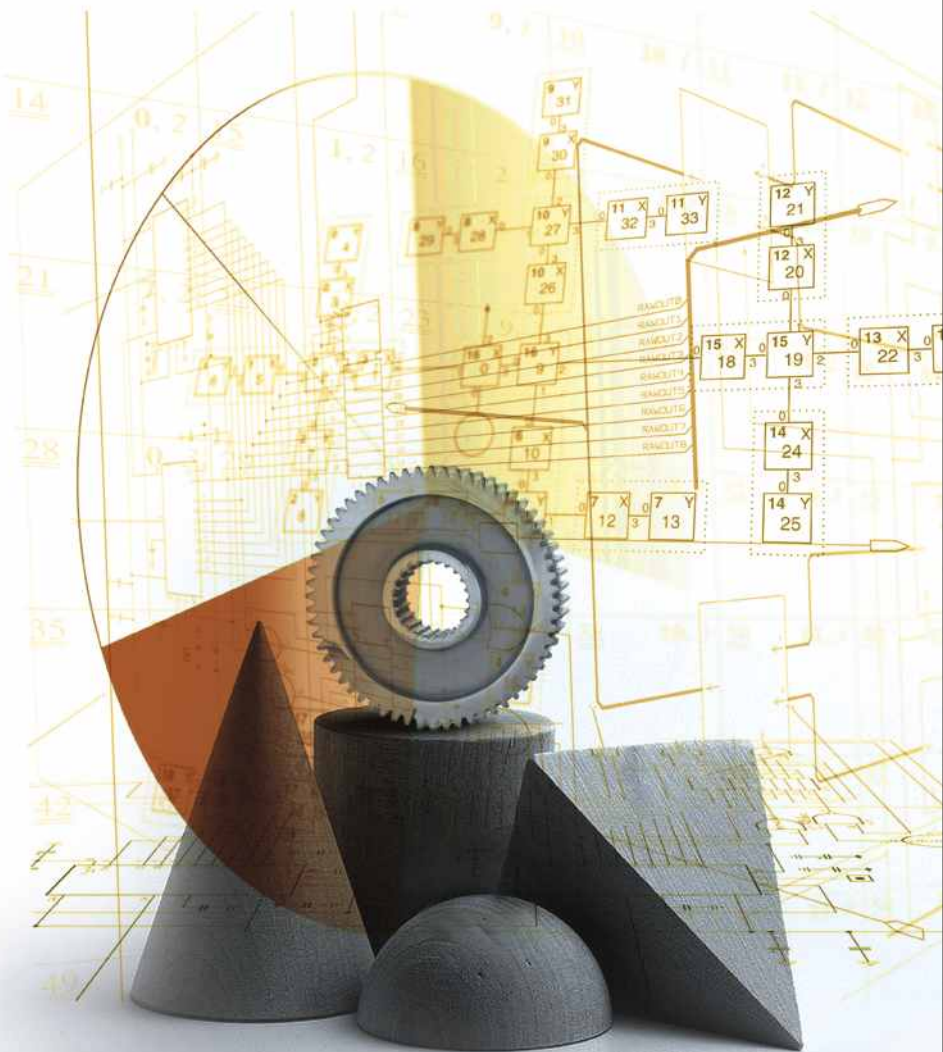


# Design Innovation Conclave

Integrating design in business strategy

November 29, 2012

Federation House, FICCI, New Delhi



## Institutional Partners



## Associate Partner



## Magazine Partner

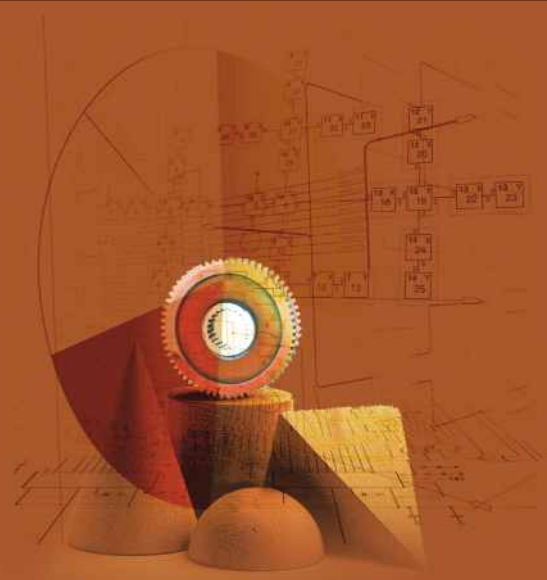


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## Background

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Design as a key element of modern business strategy is still far from being adopted widely across Indian industry.

In an extremely competitive market, crowded with ever increasing number of players with similar and comparable products, design is fast emerging as one of the most 'critical', and in some cases, the 'sole' differentiator among competing offerings.

Irrespective of class or category of product/service, integration and adoption of design-driven innovation is imperative for most enterprises to capture consumer mindshare, drive growth and create long-term business value.

While traditionally, scientific and technological innovations had brought highest returns for enterprises, the future seems to be with them who are not only advanced in terms of technology but also possess the best and highest capabilities in designing their products.

Advanced economies have had such realization long back and had been investing heavily in making design as an integral part of their innovation ecosystem. Some of the most valuable corporations of the world, namely - Apple, GE, Sony, Samsung, Microsoft, Google, Bosch, IKEA, Wal-Mart and host of such others from global corporate Ivy League have created their niche by bringing exemplary design innovations in many of their products and services, which not only helped them reap enormous business returns but also established their leadership across the world.

## About the Event

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'Design Innovation Conclave' was conceived through the recommendation of FICCI's National Committee on Science, Technology and Innovation, to promote excellence in design-based product innovation practices in Indian industry.

The event aims to bring together design experts, industrial researchers, corporate leaders, marketers, policy makers and consumers to engage in a high powered conferencing and networking platform to decipher strategies for Indian businesses to create competitive advantage through aggressive adoption of design excellence in products, services and processes.

# Program Objectives

- Establish the concept of design as a creative element of innovation among industry players
- Reinforce the rationale of design as a significant factor of competitive distinction in local and global markets
- Create industry appreciation for design as an essential tool for planning and problem-solving
- Emphasize the importance of design as an approach to systems thinking
- Advocate and influence policy makers to create progressive design policy to spearhead growth of domestic design industry
- Encourage public and private investment in design education and capacity building
- Showcase local and global case studies in design-based innovation
- Create a vibrant platform for free flow of ideas and inspiration among design practitioners, experts and industry leaders

## Sessions

- Design as Key Business Differentiator – Local & Global Case Studies
- Economic Rationale of Design – Making Art Work for Commerce
- Promoting Design Industry in India – Policies, Programs & Initiatives
- Design Outsourcing – An Opportunity in the Calling
- Capacity Building & IP in Design – Role of Education & Research Institutions



## Who Should Attend

- CXOs, Design Heads & Engineering Heads from Automobile, Electronics, Consumer Goods, FMCG, Manufacturing, IT, Telecom, Hospitality, Real Estate and allied sectors
- Design/Creative Heads from Animation, Gaming, Graphics, Advertising, Communication Firms
- Independent Designers, Design Consultants and Creative Experts
- Faculty Members and Researchers from Design Schools, Engg. Institutions & R&D Labs
- Policy makers & Senior Administrators from Central and State Government Agencies
- Technology Experts & Evangelists
- Individual Innovators & Entrepreneurs
- PE Investors/Venture Capitalists/Funders/Donors

## Why to Attend

- Understand emerging opportunity landscape for design-based innovation
- Assess current business environment for growth of design industry in India
- Learn best practices in design strategy and leadership
- Exchange local and global case studies in design excellence
- Foster industry-academia partnerships in design projects
- Network with design professionals, senior experts and practitioners
- Meet new clients, customers and benefactors

## Registration Details

### Fee Structure

- Industry – INR 5000 per person
- Academia – INR 2500 per person
- Students – Complimentary (with copy of valid institution ID)

### Payment Mode

Cheque/DD to be drawn in favour of 'FICCI', payable in New Delhi

### Entitlements

- Access to all sessions
- Conference Kit & Literature
- Conference Lunch & Refreshments

Does not include travel and stay arrangements. All delegates are expected to organise their own logistical arrangements.

### Note:

1. Registration fees to be paid in form of bank Demand Draft/Cheque drawn in favour of FICCI, payable at New Delhi.
2. In case of more than two delegates from an organisation, the registration form can be photocopies. The names of all delegates should be mentioned on the reverse of the demand draft/cheque.
3. Payments can also be done through Swift transfer in favour of FICCI. SWIFTCODE: BIC UTBIINBBDEL SB A/c No. 8009732 at United Bank of India, Tansen Marg Branch, New Delhi.

## Contact Details

### For Program Details

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## REGISTRATION FORM

# Design Innovation Conclave

integrating design in business strategy

November 29, 2012

Federation House, FICCI, New Delhi

NAME: .....

DESIGNATION/AFFILIATION: .....

ORGANISATION: .....

MAILING ADDRESS: .....

PIN CODE: .....

TELEPHONE: .....

FAX: .....

MOBILE: .....

EMAIL: .....

### PAYMENT DETAILS

DD/CHEQUE NUMBER: .....

NAME OF ISSUING BANK: .....

DATE OF ISSUE: .....

AMOUNT (INR): .....



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