

# CONFERENCE PROGRAMME

**Date:** 19 April 2016

**Venue:** Piraeus Bank Conference Center, Thessaloniki

**Working language:** English

**Host:** Babis Papadopoulos

**Interpretation into sign language will be available**

Timetable	Event	Speakers
09:30 - 10:00	Registration	
10:00 - 10:10	<b>Welcome address speech by:</b> <ul style="list-style-type: none"> <li>• <b>Apostolos Tzitzikostas</b>, Governor of the Region of Central Macedonia <sup>invited</sup></li> <li>• <b>Yiannis Boutaris</b>, Mayor of Thessaloniki <sup>invited</sup></li> <li>• <b>Nikos Efthymiadis</b>, Chairman of KEPA</li> </ul>	
10:10 - 10:25	<b>Keynote 1:</b> European Vision for Design and SMEs'	<b>Xavier Le Mounier</b> - European Commission (BE)
10:25 - 10:40	<b>Keynote 2:</b> The Value of Design	<b>John Mathers</b> - Design Council (UK)
10:40 - 10:55	<b>Case Study:</b> BrainBox Easybike - Bike Sharing Systems - Sustainable Design for Everyday Life	<b>Dimitris Dimitriadis</b> - Business Development Director – BrainBox (GR)
10:55 - 11:15	<b>Presentation:</b> Design for Enterprises	<b>Daniele Pozzo</b> - D'Appolonia S.p.A. (IT)
11:15 - 11:30	<b>Presentation:</b> Why Design Matters to Businesses	<b>Jan Stavik</b> - Norway Centre for Design & Architecture (NO)
11:30 - 11:40	Q & A	
11:40 - 12:00	Coffee Break	
12:00 - 12:35	<b>Interactive Roundtable: Innovation Ecosystem</b> <ol style="list-style-type: none"> <li>1. <b>Pantelis Angelidis</b> - Alexander Innovation Zone (GR)</li> <li>2. <b>Nikos Efthymiadis</b> - KEPA (GR)</li> <li>3. <b>Christina Melander</b> - Danish Design Centre (DK)</li> <li>4. <b>Vassilis Papakonstantinou</b> - MIT Enterprise Forum Greece (GR)</li> <li>5. <b>Panos Remoundos</b> - Creativity Platform (GR)</li> </ol> <b>Moderator: Maria-Louiza Laopodi</b> - Goethe-Institut (GR)	
12:35 - 12:50	<b>Presentation:</b> OK! Thess	<b>Simos Bensasson</b> - Municipality of Thessaloniki (GR)
12:50 - 13:05	<b>Case Study:</b> Design in the Greek Industry: Opportunities and Difficulties of DROMEAS	<b>Grigoris Zarotiadis</b> - Dromeas (GR)
13:05 - 13:20	<b>Presentation:</b> Trends in Design and Business	<b>Anna Whicher</b> - PDR – Cardiff Metropolitan University (UK)
13:20 - 13:30	Q & A	

<b>13:30 - 14:45</b>	<b>Lunch Break</b>	
<b>14:45 - 15:15</b>	<b>Presentations: MITEF Greece Startup Competition Semifinalists 2016:</b> <b>Aleck Alexopoulos</b> - Ergo Sense Pro (GR) <b>Anna Chlioura</b> - Electronio Handcrafted Vehicles (GR) <b>Lazaros Petrides</b> - EventReception.com (GR) <b>Christodoulos Spagakas</b> - BAeTI (GR)	
<b>15:15 - 15:30</b>	<b>Presentation:</b> This Is How We Do It	<b>Lansie Sylvia</b> - Here's My Chance / Dukakis Center, ACT (US)
<b>15:30 - 16:05</b>	<b>Interactive Roundtable: What do Startups get wrong?</b>  <b>1. Andreas Baresel-Bofinger</b> - HeBAN (DE) <b>2. Simos Bensasson</b> - Municipality of Thessaloniki (GR) <b>3. Yiorgos Bontzios</b> - Fieldscale (GR) <b>4. Jorge Cerveira Pinto</b> - Design Innovation Association of Portugal (PT) <b>5. Nikolaos Tsoniotis</b> - SKG Startupperts (GR)  <b>Moderator: Panagiotis Ketikidis</b> - CITY College (GR)	
<b>16:05 - 16:15</b>	<b>Q &amp; A</b>	
<b>16:15 - 16:30</b>	<b>Closing Remarks</b>	

<b>11:55 - 13:30</b>	<b>Parallel Workshop (Pre-registration required)</b>
<p><b>Powered by:</b> design4renterprises.eu // <b>Facilitator:</b> Daniele Pozzo (IT)</p> <p><b>Global Future Trends: How global future trends influence product and service design and development</b></p> <p style="text-align: center;"><b>Reason why</b></p> <ul style="list-style-type: none"> <li>• Global future trends strongly affect the function, meaning and target of products and services</li> <li>• In the same way, new megatrends open markets which were only niches in the past or even didn't exist</li> </ul> <p style="text-align: center;"><b>What you will learn</b></p> <ul style="list-style-type: none"> <li>• The module shows an exhaustive overview of a group of Worldwide companies that have been able to intercept megatrends for the design of new products / services</li> <li>• Stimulate the participants to implement within their companies a «Design for global future trends» approach</li> <li>• Use the provided examples as a reference for the Team Work Project</li> </ul>	
<b>09:30 - 16:30</b>	<b>Parallel Event</b>
<p>You are at Innovation ID<sup>2016</sup> International Conference and moving at breakneck speeds on roller coaster in Dubai! You look out of the windows of Piraeus Bank Conference Hall and see the Ancient Roman Forum! Surrounded by designers and entrepreneurs! This is the Virtual Reality and <b>Virtuality</b> company brings it in Innovation ID<sup>2016</sup> so that you get to know it, travel, be inspired and amazed!</p>	



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