

«MANUFUTURE-CH
TOUR DE SUISSE 2011»



Tuesday,
August 23, 2011

 **GEBERIT**



HSR

HOCHSCHULE FÜR TECHNIK
RAPPERSWIL

FHO Fachhochschule Ostschweiz

Invitation



DEAR MADAM OR SIR,

MANUFUTURE-CH IS LOOKING FORWARD TO THE NEXT STAGE OF THIS YEAR'S TOUR DE SUISSE IN RAPPERSWIL:
"NEW BUSINESS DEVELOPMENT."

NEW BUSINESS DEVELOPMENT IS OFTEN (MISTAKENLY) SEEN AS MERELY PRODUCT DEVELOPMENT AND THUS ASSIGNED TO R&E. BUT IF A COMPANY IS PURSUING NEW FIELDS OF APPLICATION FOR ITS EXISTING PRODUCTS, MARKETING AND SALES WILL FACE MAJOR CHALLENGES. IT BECOMES EVEN MORE COMPLICATED WHEN NEW MARKETS ARE TARGETED WITH NEW PRODUCTS, FOR THE ENTIRE ENTERPRISE IS CONFRONTED WITH NEW DEMANDS. THIS IS FREQUENTLY COMPOUNDED BY THE FACT THAT COMPANIES NORMALLY LACK THE NECESSARY COMPETENCE AND EXPERIENCE FOR ENSURING SUCCESS IN THE NEW CONTEXT. SO HOW IS IT POSSIBLE TO SUCCEED IN SPITE OF ALL THIS?

AS ONE OF OUR GUEST SPEAKERS, PROF. OLIVER GASSMANN, A PROVEN EXPERT IN INNOVATION-RELATED TOPICS, WILL SHED MORE LIGHT ON THIS INTRICATE TOPIC. APART FROM HIS EXPERIENCE IN THEORY AND RESEARCH, PROF. GASSMANN HAS MANY YEARS OF KNOWLEDGE IN THE INDUSTRY. USING THIS MAIN LECTURE AS A STARTING POINT, WE HAVE ORGANISED SEVERAL PRESENTATIONS THAT FOCUS ON "NEW BUSINESS DEVELOPMENT." ON THE ONE HAND, COMPANY SUCCESS STORIES IN CONJUNCTION WITH THIS TOPIC WILL BE PRESENTED; ON THE OTHER HAND, SPEAKERS WILL ALSO EXAMINE HUMAN FEARS AND DEFENSIVE ATTITUDES THAT OFTEN ARISE IN SUCH A RAPIDLY CHANGING ENVIRONMENT. THE MORNING PROMISES TO BE VERY INTERESTING.

IN ADDITION, WE ARE DELIGHTED TO BE ABLE TO WELCOME OUR DANISH MANUFUTURE PARTNER TO THE EVENT. THEY WILL HONOUR US WITH A SMALL, YET SUPERB DELEGATION HERE IN SWITZERLAND. BOTH DENMARK AND SWITZERLAND FACE SIMILAR CHALLENGES DUE TO SIZE, DEMOGRAPHY AND GEOGRAPHIC PROXIMITY TO GERMANY, AS WELL AS OUR STRENGTHS IN THE FOOD AND MEDICAL SECTORS, AMONG OTHERS. THESE TWO FACTS SET THE STAGE FOR A FRUITFUL EXCHANGE OF INFORMATION. WE ARE LOOKING FORWARD TO MEETING WITH DENMARK!

THE AFTERNOON OFFERS KNOWLEDGEABLE INSIGHT INTO ONE OF THE MOST INNOVATIVE AND SUCCESSFUL ENTERPRISES IN SWITZERLAND: GEBERIT. FOR DECADES GEBERIT HAS CONTINUED TO REVIVE ITS INNOVATIVE STRENGTH, ADAPT TO NEW MARKETS AND TECHNOLOGIES AND CONVERT THIS ALL INTO SUCCESSFUL PRODUCTS. WE WILL LEARN MORE ABOUT HOW GEBERIT HAS MANAGED THIS AT A VISIT TO THE PLANT IN JONA, BOTH THE HIGHLIGHT AND CONCLUSION OF THE DAY.

WE WOULD BE VERY DELIGHTED TO MEET YOU IN RAPPERSWIL AND DISCUSS THESE ISSUES IN MORE DETAIL. MANUFUTURE-CH IS DEDICATED TO SUPPORTING SMES BY ADDRESSING INNOVATION AND MANUFACTURING ISSUES AND PROVIDING A PLATFORM FOR THE EXCHANGE OF EXPERIENCE.

YOURS SINCERELY

A handwritten signature in dark ink, appearing to read "O. Gassmann". The signature is fluid and cursive.

MORNING PROGRAM

**LOCATION: AUDITORIUM 3.008, BUILDING NO. 3, HSR HOCHSCHULE FÜR TECHNIK
RAPPERSWIL, OBERSEESTRASSE 10, 8640 RAPPERSWIL**

9 - 9:30 AM	CHECK-IN AND REGISTRATION
9:30 - 9:45 AM	WELCOME ADDRESS DR. OLIVIER CARNAL PRESIDENT OF MANUFUTURE-CH ASSOCIATION
9:45 - 10:45 AM	DESIGN METHODS FOR INNOVATION BUSINESS MODELS PROF. DR. OLIVER GASSMANN , UNIVERSITY OF ST. GALLEN, INSTITUTE OF TECHNOLOGY MANAGEMENT
10:45 - 11:15 AM	THE NEED FOR INDUSTRIAL INNOVATION FROM THE DANISH-SWISS POINT OF VIEW PROF. DR. JOHN JOHANSEN , AALBORG UNIVERSITY, PRESIDENT OF MANUFUTURE DENMARK
11:15 - 11:40 AM	GERSTENBERGER SCHRÖDER S/A: FROM MACHINE MANUFACTURER TO GLOBAL SERVICE PLAYER PERNILLE GERSTENBERG KIRKEBY , LAST YEAR'S ADMINISTRATIVE DIRECTOR FOR GERSTENBERG SCHRÖDER A/S IN DENMARK
11:40 - 12 NOON	CHANGING DEMANDS FOR ORGANISATION AND PERSONNEL IN AN INNOVATIVE CORPORATE CULTURE DR. DANIEL F. KELLER , LECTURER AT HSR RAPPERSWIL; MANAGING DIRECTOR AND CO-OWNER OF KI KELLER INGENIEUR GMBH, PFÄFFIKON SZ
12:00 - 12:20 PM	PRO-FACTORY-PLUS, AN ALTERNATIVE PROMOTIONAL TOOL FOR INNOVATIVE SMES HANS-RUDOLF HELFER , PRESIDENT OF UMBRELLA PRO- FACTORY-PLUS
12:20 - 2 PM	BUFFET LUNCH AND NETWORKING WITH MEDITERRANEAN AMBIENCE

AFTERNOON PROGRAM

2:15 - 2:30 PM

**TRANSFER BY BUS TO GEBERIT VERTRIEBS AG,
INFORMATION CENTER
SCHACHENSTRASSE 77
8645 JONA**



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2:30 – 3 PM

**WELCOME AND BRIEF INTRODUCTION
HANSJÜRIG KLÄSI, HEAD OF GEBERT INFORMATION CENTER**

3 - 4 PM

**GUIDED TOUR
IN GROUPS G/E
DISCUSSION, QUESTIONS & ANSWERS
DURATION: CA. 1 HOUR**

4:15 - 4:30 PM

**BUS TRANSFER TO THE RAPPERSWIL RAILWAY STATION
VIA HSR HOCHSCHULE FÜR TECHNIK RAPPERSWIL**

OUR GUEST SPEAKERS



DR. OLIVIER CARNAL RECEIVED HIS PH.D. IN EXPERIMENTAL PHYSICS FROM THE ETH IN ZURICH, FOLLOWED BY POST-DOCTORAL FELLOWSHIPS AT CALTECH AND THE UNIVERSITY OF TRIBOURG. BETWEEN 1995 AND 2005 HE HELD DIFFERENT POSITIONS IN THE SEMICONDUCTOR INDUSTRY, INCLUDING VICE PRESIDENT R&D AT ZEVATECH AND ALPHASEM. HE WAS HEAD OF CORPORATE TECHNOLOGY DEVELOPMENT AT GEORG FISCHER FROM 2005 TO 2009. IN OCTOBER 2009 HE JOINED THE VON ROLL GROUP AND WAS APPOINTED SITE MANAGER OF SOLAR ACTIVITIES AT VON ROLL SOLAR AG. THIS NEW VENTURE SPECIALISES IN MANUFACTURING FLEXIBLE AND LOW-WEIGHT PHOTOVOLTAIC MODULES. OLIVIER CARNAL HAS BEEN PRESIDENT OF THE MANUFUTURE-CH ASSOCIATION SINCE MARCH 2008.



PROF. DR. OLIVER GASSMANN STUDIED ECONOMICS FROM 1988 TO 1993 AT THE UNIVERSITY OF HOHENHEIM, WITH INTERSHIPS IN ENGLAND, IRELAND AND SINGAPORE. 1994-1996 RESEARCH ASSOCIATE AT ITEM-HSG; PH.D. SUMMA CUM LAUDE; 1996-2002 HEAD OF CORPORATE RESEARCH AND ADVANCE DEVELOPMENT AS VICE PRESIDENT R&D TECHNOLOGY MANAGEMENT AT SCHINDLER

SINCE 2002 PROFESSOR OF INNOVATION MANAGEMENT, UNIVERSITY OF ST. GALLEN; DIRECTOR OF INSTITUTE OF TECHNOLOGY MANAGEMENT

SINCE 2008 CHAIRMAN OF DIRECTORS OF THE INSTITUTE OF TECHNOLOGY MANAGEMENT, UNIVERSITY OF ST. GALLEN

VARIOUS MANDATES AND INTERNATIONAL AWARDS; KEYNOTE SPEAKER IN SEVERAL EXECUTIVE MBA PROGRAMS, AUTHOR AND PUBLISHER OF 14 BOOKS AND OVER 230 PROFESSIONAL PUBLICATIONS, EDITORIAL BOARD MEMBER FOR VARIOUS INTERNATIONAL JOURNALS, CONSULTANT FOR NUMEROUS FORTUNE 500 COMPANIES.



PROF. DR. JOHN JOHANSEN, DEPARTMENT 9, CENTER FOR INDUSTRIAL PRODUCTION, AALBORG UNIVERSITY, PRESIDENT OF MANUFUTURE DENMARK

PROF. DR. JOHN JOHANSEN WILL PROVIDE DETAILED INFORMATION ON HIS PROFESSIONAL BACKGROUND AT THE BEGINNING OF HIS LECTURE.

OUR GUEST SPEAKERS



PERNILLE GERSTENBERG KIRKEBY HAS BEEN A CONSULTANT FOR PERANKI HOLDING A/S IN DENMARK SINCE THIS YEAR. FROM 1990 TO 1996 SHE ATTENDED THE UNIVERSITY OF COPENHAGEN - LIFE SCIENCES FACULTY (FORMER ROYAL VETERINARY AND AGRICULTURAL UNIVERSITY). 1996-1998 MARKETING ASSISTANT AT GERSTENBERG USA, INC, WISCONSIN, USA, RETURNED TO DENMARK TO WORK AT GERSTENBERG & AGGER A/S, WHERE SHE WAS HEAD OF TECHNOLOGY AND MARKETING FROM 2001 TO 2004. SHE CHANGED TO GERSTENBERG SCHRÖDER A/S IN 2004 AND WAS APPOINTED DEPUTY DIRECTOR FROM 2008 TO 2010. SHE WAS THE ADMINISTRATIVE DIRECTOR FOR THE MERGER IN 2010.



DR. DANIEL F. KELLER, DIPL. MASCH. ING. ETH, SPECIALISES IN APPLIED RESEARCH AND DEVELOPMENT, KNOWLEDGE AND INNOVATION MANAGEMENT IN INDUSTRIAL PRACTICE. HE RECEIVED IS PH.D. IN INDUSTRIAL MANAGEMENT AND MANUFACTURING AND COMPLETED HIS POSTGRADUATE WORK IN CORPORATE MANAGEMENT AT THE BERN UNIVERSITY OF APPLIED SCIENCES. HE HAS MORE THAN 15 YEARS OF EXPERIENCE IN INDUSTRY AS AN EXECUTIVE BOARD MEMBER OF INTERNATIONAL COMPANIES AS HEAD OF ENGINEERING, PRODUCT MANAGEMENT, MARKETING AND DISTRIBUTION OF CAPITAL GOODS.

HE NOW PROVIDES SERVICES AS A CONSULTANT, TRAINER AND MODERATOR AND TEACHES „INNOVATION“ AND „STRATEGIC PRODUCT PLANNING“ AT THE HSR FACHHOCHSCHULE RAPPERSWIL.



HANS-RUDOLF HELFER OBTAINED HIS DEGREE IN ELECTRICAL ENGINEERING FROM THE BERN UNIVERSITY OF APPLIED SCIENCES (BFH) IN 1981. AS THE DEVELOPMENT MANAGER AND EXECUTIVE BOARD MEMBER OF GLOBAL COMPANIES, HE MANAGED VARIOUS COMPLEX PROJECTS AND PARTICIPATED, AS OF THE 5TH FRAMEWORK PROGRAMME (FP5), IN A NUMBER OF PROJECTS FUNDED BY THE EUROPEAN UNION (ASSEMBLY NET, FP5 AND EUPASS, FP6).

SINCE FEBRUARY 2010, HANS-RUDOLF HELFER HAS BEEN THE PROJECT MANAGER AND CONSULTANT IN CHARGE OF NATIONAL AND INTERNATIONAL SUBSIDY PROGRAMS AND PROJECTS AT THE ZURICH UNIVERSITY OF APPLIED SCIENCES. HE IS ALSO THE PROJECT MANAGER IN THE MANUFUTURE CH ASSOCIATION, REPRESENTING THE INTERESTS OF SWISS SMEs AND THE INDUSTRY ON AN INTERNATIONAL LEVEL. ON JULY 1, 2011, HANS-RUDOLF HELFER WAS APPOINTED HEAD OF THE EUREKA INITIATIVE PRO-FACTORY-PLUS FOR THE NEXT TWO YEARS.

REGISTRATION

THE MANUFUTURE-CH TOUR DE SUISSE 2011 WILL MAKE ITS FIRST STOP IN RAPPERSWIL ON AUGUST 23, 2011. IN THE AFTERNOON THERE WILL BE A **GUIDED TOUR OF THE GEBERIT PLANT IN JONA** ([WWW.GEBERIT.CH](http://www.geberit.ch)); **THE NUMBER OF PARTICIPANTS IS LIMITED.**

ATTENDANCE FEES

REGISTERED MEMBERS OF MANUFUTURE-CH	CHF 120.00
NON-MEMBERS (GUEST, VISITOR)	CHF 200.00
MEMBERS OF COOPERATION PARTNER (ITS, VNL, SWISS FOOD RESEARCH)	CHF 150.00
GUESTS WHO WANT TO BECOME A MEMBER	CHF 120.00

REGISTRATION

PLEASE REGISTER VIA INTERNET AT:

[HTTP://WWW.MANUFUTURE.CH/UPLOADS/POST/1/REGISTRATION-E.PDF](http://www.manufuture.ch/uploads/post/1/Registration-E.pdf)

CONFIRMATION WILL BE SENT UPON RECEIPT OF YOUR REGISTRATION. CANCELLATIONS PRIOR TO THE REGISTRATION DEADLINE WILL BE CHARGED CHF 50.00; THE ENTIRE AMOUNT WILL BE CHARGED TO CANCELLATIONS MADE AFTER THE DEADLINE. NATURALLY, GUESTS REPRESENTING A REGISTERED MEMBER ARE ALSO WELCOME. PLEASE INFORM US OF ANY CHANGES VIA E-MAIL: CONTACT.MANUFUTURE.CH.

ORGANISATION: «MANUFUTURE-CH TOUR DE SUISSE 2011»

MANUFUTURE-CH ASSOCIATION ([WWW.MANUFUTURE.CH](http://www.manufuture.ch))

MARCEL ZEINDLER GENERAL SECRETARY
P.O.BOX 4341, 5001 AARAU

TELEPHONE +41 76 392 41 41

REGISTRATION DEADLINE:

THURSDAY, AUGUST 18, 2011

CONFERENCE LANGUAGE

GERMAN / ENGLISH

VENUE

MORNING PROGRAM

HSR HOCHSCHULE FÜR TECHNIK RAPPERSWIL, OBERSEESTRASSE 10, 8640 RAPPERSWIL T +41 55 222 4413 - F +41 55 222 4400 - OFFICE@HSR.CH

AFTERNOON PROGRAM

GEBERIT, SCHACHENSTRASSE 77, 8645 JONA
T +41 55 221 6111 - F +41 55 221 6201

PARKING FACILITIES:

THE HSR IS A 2-MINUTE WALK FROM THE RAPPERSWIL RAILWAY STATION. THERE IS DIRECT ACCESS VIA THE PEDESTRIAN UNDERPASS IN THE STATION. DRIVING ON THE HSR GROUNDS IS NOT PERMITTED. **THERE ARE NO PARKING SPACES AVAILABLE IN THE HSR PARKING GARAGE.** THE FOLLOWING **PARKING FACILITIES (FEE REQUIRED)** ARE LOCATED IN THE NEAR VICINITY: SOUTH OF THE SBB RAILWAY TRACKS, KNIES KINDERZOO PARKING LOT, SEE PARKING GARAGE, MANOR PARKING GARAGE, UBS PARKING GARAGE.

MAPS




- 1 SCHULGEBÄUDE MITTE
- 2 LABORGEBÄUDE
- 3 HÖRSALGEBÄUDE**
- 4 VERWALTUNGSGEBÄUDE / AULA / HOCHSCHULDIENSTE
- 5 FOYERGEBÄUDE
- 6 SCHULGEBÄUDE SEE
- 7 PAVILLONS

HSR
HOCHSCHULE FÜR TECHNIK
RAPPERSWIL
FHO Fachhochschule Ostschweiz

GEBERIT



 Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Commission for Technology and innovation CTI

its VERMITTELT
TECHNOLOGIE.

 Verein
Netzwerk
Logistik 

 **swiss
FOOD
RESEARCH**

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