



## CEC European Managers Triennial Congress 2009

### **“The Role of Social Partners to Stimulate Creativity and Innovation – An Answer to the Economic Crisis”**

Thursday 4 June 2009 – European Parliament, Brussels, Belgium

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#### **Programme**

- 10:00 **Registration**
- 10:45 **Welcome Address**  
*Mr G. Liarakapis, CEC European Managers President and Member of EESC  
Mrs A. Neyts-Uyttebroeck, Belgian State Minister, Member of the European parliament and President of the European Liberal, Democrat and Reformist Party*
- 11:00 **“Wake-up call for European Management: it’s Innovation Time!”**  
*Dr H. Tschirky, of the Swiss Federal Institute of Technology of Zurich and of the European Institute for Technology and Innovation Management*
- 12:30 **Whisper group discussions: “10 themes to boost creativity and innovation”**
- 13:00 **Lunch break**
- 14:30 **Working session: “Practical examples of implementation of the 10 themes on creativity and innovation”**  
- What previous experience do you have of boosting creativity and innovation?  
- How would you apply the 10 emerging themes in the future?  
*Moderator: Paul Meller, journalist specializing in economic and technology issues  
Dr H. Tschirky, of the Swiss Federal Institute of Technology of Zurich and of the European Institute for Technology and Innovation Management  
Dr D. Assimakopoulos, of the Grenoble School of Management  
Mr J.-M. Camin, Engineer at France Télécom, and Inventor*
- 15:30 **Conclusions**  
*Dr H. Tschirky, of the Swiss Federal Institute of Technology of Zurich and of the European Institute for Technology and Innovation Management and journalist moderator*
- 16:00 **End of Conference**