



3rd Regional CEED Conference
5 June, 2009
Zira Hotel, Ruzveltova 35
Belgrade, Serbia

CONNECT, INNOVATE & GROW

HOW COLLABORATION CAN DRIVE BUSINESS GROWTH IN CHALLENGING TIMES

The current global recession and credit crisis present unparalleled challenges to SMEs the world over. Survival is job one, and survival requires that every business leader review and adjust many aspects of his/her business and business model. 'Change' is inevitable. But 'change' can either be forced onto the entrepreneur by uncontrolled macro-economics, or the entrepreneur can drive it with smart, sustainable, and innovative initiatives. But there's a new kind of innovation going on, one that increasingly leverages other individuals and organizations to identify, develop, and execute upon new ideas that can efficiently take your business to the next level. It's *collaborative innovation* -- with other SMEs, with large companies, with a 'community.'

CEED is proud to provide in its 3rd regional conference an array of pre-eminent thought leaders on the subject of collaborative innovation, and how it can be catalyzed and managed to fuel your company's growth. These leaders will not only provide an overview on this new form of innovation, but they will provide practical collaborative tools and systematic innovation processes you can use to accelerate your innovation processes and drive your business forward.

SCHEDULE OF EVENTS:

08:00 - 09:00 Registration

09:00 - 10:00 *Setting the Stage*

We live in a new world of 'Mass Innovation'.

The world-wide web is changing the innovation process, creating a more open field in which business building ideas can be shared, products can be co-developed, and highly synergistic and mutually productive relationships and partnerships can be formed. We are pleased to present Mr. Charles Leadbeater, author of his just published book, 'We Think,' in which he reviews this emerging and very dynamic trend, and how it will enable entrepreneurs and their smaller companies to participate in the development and delivery of new products and services in this more highly connected world.

10:00 - 11:00 *Bringing it to Life*

How Procter and Gamble views innovation, and how 'collaboration' has transformed the company.

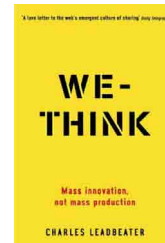
Dr. Duncan will discuss how P&G broadly defines 'innovation,' how it applies to all aspects of the business, how it is a core driver of its growth, and how company 'leadership' and its commitment to innovation is the critical factor. Dr. Duncan will further describe how proactive collaboration with its consumers, customers, suppliers, and the SME community is a core strategy, best exemplified by the strong results of its 'connect and develop' initiative. Finally, Dr. Duncan will discuss how collaborative innovation can be effectively managed.

11:00 - 11:30 Coffee Break

11:30 - 12:30 *Examples of Effective Collaboration in the Region*
And how more SMEs in the region might participate.

Mr. Stephen Eastham, an entrepreneur, angel investor, and director of the U.S. based New Vantage Group will moderate a session providing further examples of the opportunities innovative SMEs could have throughout the region.

Mr. Charles Leadbeater
Author, 'We Think'



Dr. Michael Duncan,
Director, Open Innovation,
P&G Europe

Ms. Sasha Bezuhanova,
Director, CEE Region, HP
Mr. Ivaylo Slavov,
Director, CEE Region, Adecco

12:30 - 13:00 *How 1+1 = 3*
Executives from CEED's Top Class program in Slovenia review how collaboration has worked for them.

Mr. Matt Mayfield,
Director of Sales,
HERMES SoftLab
Mr. Štefan Furlan, CEO Optilab

CEED's Top Class program in Slovenia brings together emerging entrepreneurs with qualified mentors. Here's an example of how a mentor and his protégé are now formally collaborating.

13:00 - 14:00 **Networking Lunch**

14:00 - 15:30 *Collaborating on the Issues*

What are they and how do we address them? Entrepreneurs will have the opportunity to discuss the issues that have thus far stood in the way of effective collaboration, and to brainstorm possible solutions.

	ROOM 1	ROOM 2
14:00 - 14:45	How entrepreneurs and their SMEs can effectively partner with other SMEs. Chaired by Mr. Leadbeater; co-chaired by Messrs. Mayfield and Furlan.	Pre-arranged business to business meetings.
14:45 - 15:30	Pre-arranged business to business meetings.	How entrepreneurs and their SMEs can effectively network and partner with Multinational and Regional companies. Chaired by Dr. Duncan and Ms. Bezuhanova.

15:30 - 16:00 **Coffee Break**

16:00 - 17:00 **Speed Networking (optional)**

CEED will provide its attending entrepreneurs the opportunity to connect with fellow entrepreneurs and financial resources from the region with whom your businesses can be built.

17:00 **Closing Networking Cocktail**

Center for Entrepreneurship and Executive Development (CEED) is...

... a community of high expectation entrepreneurs providing the know-how and networks needed to drive businesses forward. CEED is for entrepreneurs who want sophisticated, yet practical training and connections to finance and new markets. CEED was established by the **Small Enterprise Assistance Funds (SEAF, www.seaf.com)** with support from the United States Agency for International Development (USAID). SEAF provides growth capital and operational support to businesses in emerging markets and those underserved by traditional sources of capital, achieving attractive risk-adjusted returns while generating meaningful local economic benefits. SEAF and CEED are based in Washington D.C. and have offices across the globe.

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