



2nd European Conference on Strategic Foresight | Berlin, 9-10 October 2008

Greeting and introductory statement



We are happy to welcome you to our second conference for corporate foresight professionals. With a great selection of interesting company presentations we will have the opportunity to learn and discuss best-practices. Through two workshops on our conference topic **“Collaborating for Insights into the Future”** we will explore the possibilities of cross-company foresight activities.

Prof. Dr. Hans Georg Gemünden
Technische Universität Berlin



In the past two years we have visited over 25 companies to discuss their practices for managing the future and managing disruptions in their environment. On that basis we have built a capability model which we are currently using to assess the proficiency of corporate foresight in an international survey. First results will already be available for discussion at our conference. We are hoping that you will join us again for another opportunity to network and discuss among peers.

René Rohrbeck
T-Labs, Technische Universität Berlin

Selected talks

Salvador Pérez (Telefónica): „Managing the link between foresight and R&D”



Stefan Liske (PCH Berlin-Los Angeles GmbH, formerly VW and BMW): “Best Practice Scouting - Learning from other industries”



Dr. Ingo Rollwagen (Deutsche Bank Research): “Innovations for Integrating Insights on future structural changes in Germany till 2020”



Jan Oliver Schwarz (Universität der Künste): “Using Business War Gaming for Future Exploration on Top Management Level”



Dr. Beate Schlageter (Siemens CT): "Collaboratively inventing the Future"



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Agenda Thursday, 9 October 2008

12:00 - 13:00	<i>Check-in and Lunch: Frank O. Gehry</i>	
13:00 - 13:30	Welcome and Introduction René Rohrbeck (T-Labs, Technische Universität Berlin)	
13:30 - 14:00	Best Practice Scouting - Learning from other industries Stefan Liske (PCH Berlin-Los Angeles GmbH, formerly VW and BMW)	
14:00 - 14:30	Exploring and developing new business fields Dr. Udo Bub (T-Labs, EICT GmbH)	
14:30 - 15:00	Business War Gaming for future exploration Jan Oliver Schwarz (Universität der Künste)	
15:00 - 15:30	<i>Coffee Break</i>	
15:30 - 18:00	Workshop I: Facilitating Strategic Discussion Moderated by René Rohrbeck (T-Labs, Technische Universität Berlin) Introductory talks by: René Rohrbeck (T-Labs, Technische Universität Berlin) Dr. Udo Bub (T-Labs, EICT GmbH)	Workshop II: Merging Insights from Market and Technology Perspectives Moderated by Jan Oliver Schwarz (Universität der Künste) Introductory talks by: Armin Sitte (Nokia Siemens Networks) Dr. Andreas Hanau (Bosch Siemens Hausgeräte) Salvador Pérez (Telefónica)
19:30 - 22.00	<i>Dinner: Paris-Moskau</i>	



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Agenda Friday, 10 October 2008

08:30 - 09:30	<i>Breakfast: Frank O. Gehry</i>
09:30 - 09:45	Welcome and Introduction René Rohrbeck (T-Labs, Technische Universität Berlin)
09:45 - 10:30	Are multinationals prepared for an uncertain future? - Results from the first Strategic Foresight survey Prof. Dr. Hans Georg Gemünden (Technische Universität Berlin)
10:30 - 11:15	Collaboratively inventing the Future Dr. Beate Schlageter (Siemens CT)
11:15 - 11:45	<i>Coffee Break</i>
11:45 - 12:30	Exploring and planning the future in a multinational group with various technology applications Ralf Sünkel (ThyssenKrupp Steel)
12:30 - 13:15	Innovations for integrating insights on future structural changes in Germany till 2020 Dr. Ingo Rollwagen (Deutsche Bank Research)
13:15 - 14:15	<i>Lunch</i>
14:15 - 15:30	Planning of future joined activities Moderated by René Rohrbeck (T-Labs, Technische Universität Berlin)
15:30 - 16:00	<i>Farewell Coffee Break</i>



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- 1 Conference Location: Frank O. Gehry
- 2 Dinner Location: Paris & Moskau
- 3 NH Berlin-Friedrichstrasse ****
- 4 Novotel Berlin am Tiergarten ****

The conference location and the proposed hotels are very nearby. Please anticipate a taxi charge of ~25 Euro from Tegel Airport and ~40 Euro from Schönefeld Airport.

If you want to use public transport, please check www.bvg.de for further information. The Tegel Airport Express bus (TXL-line) for example to Unter den Linden takes 30 minutes.

Conference Location: Frank O. Gehry



Frank O. Gehry
 Pariser Platz 3
 10177 Berlin
 Telephone: +49 (0) 30 20241 662
 Internet: www.axica.de

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Dinner Location: Paris-Moskau

Paris-Moskau

Alt-Moabit 141

10557 Berlin

Telephone: +49 (0) 30 394 20 81

Internet: www.paris-moskau.de



Recommended Hotels

NH Berlin-Friedrichstrasse ****

Friedrichstr. 158-164

10117 Berlin

Telephone: +49 (0) 30 20270

Internet: www.nh-hotels.com



Novotel Berlin Am Tiergarten ****

Strasse des 17 Juni 106-108

10623 Berlin

Telephone: +49 (0) 30 600350

Internet: www.accorhotels.com



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