



Club of Amsterdam
Summit for the Future

January 26 – 28, 2005

Amsterdam, The Netherlands

Club of Amsterdam

Summit for the Future: Science & Technology

Date: January 26-28, 2005, Amsterdam, The Netherlands

Location: HES Amsterdam School for Business

Costs: € 1.000 - 1.214 (incl. VAT)

Summit2005@clubofamsterdam.com

<http://www.clubofamsterdam.com/press.asp?contentid=373&catid=61>

Registration Form:

[http://www.clubofamsterdam.com/contentsummit/registration/Summit for the Future registration.doc](http://www.clubofamsterdam.com/contentsummit/registration/Summit_for_the_Future_registration.doc)

Gain critical insights and a deeper understanding of the issues that will shape the Knowledge Society. The Summit for the Future 2005 is an international conference that brings together experts, thought leaders, policy makers and knowledge workers.

At the end of January 2005, we're putting the pick of the strategic thinkers together for our first "Summit of the Future". It will be a creative clash of inspiration. We will debate the significance of global trends in the open plenary sessions - followed by simultaneous workshops in five key knowledge streams:

- ▶ [Trade / Service Industry](#)
- ▶ [Energy](#)
- ▶ [Healthcare](#)
- ▶ [Media & Entertainment](#)
- ▶ [Science & Technology](#)

Each Knowledge Stream can be attended by 25-30 participants.

The results of these workshops will then be discussed in the final plenary forum.

If you like thinking "out of the box", the Club of Amsterdam Summit may prove to be the best conference of 2005.

Science & Technology Knowledge Stream

Competitive advantage for companies today lies in their ability to organize and manage research and innovation. **Old models of corporate research are no longer effective. Scientific knowledge has become a commodity to be sourced globally.**

Research tasks such as Search and Discovery are becoming service industries. Experts are increasingly mobile and research is moving off-shore. **How will companies organize their research and innovation activities in the future?** We will bring together original thinkers on the future of science and technology to lead a limited group of industry representatives on a three day process of re-invention. The goal is to understand the organizational issues at stake and radically re-imagine the company in terms of its relation to science and technology and in terms of the way it will organize research and innovation as a source of competitive advantage in 2020 resulting in an agenda of what actions to take now.

Why should you attend?

The next decade will see a revolution in the way scientific and technological knowledge is created, distributed and exploited by industry. Science will expand and diversify as a knowledge creating industrial sector. Since 'science' can be procured from a global knowledge market, some companies will invest less in the creation of new scientific and technological knowledge and more in the development of science and technology related knowledge processes. Companies that want to lead in ten years time must understand these changes and start now to manage the transition.

Who should attend?

The Chief Knowledge Officer, the Vice-President or Director of Research, the Chief Process Officer, the head of Human Resources of companies operating in Science and Technology based businesses.

The speakers at the Opening Event:

Tom Lambert, Chief Executive, Centre for Consulting Excellence,
Vladimir Petrovsky, former Director-General of the UN in Geneva, **Glen Hiemstra**, Leading Futurist from Seattle, Washington and **Wendy L. Schultz**, Futurist, Infinite Futures

The speakers about the future of Science & Technology:

Simon Jones: *Walking the innovation tight-rope and making it happen! Reinventing the business of RTD and innovation*
Managing Director, MIT Media Lab Europe
MIT Media Lab Europe, where arts meet the sciences at high-velocity

Richard W. Hawkins: *Human resource issues in a world of constant change*
Senior Strategist, Leader of the Network Economy Programme, TNO Institute for Strategy

Bror Salmelin: *Technologies driving systemic innovation - The creative destruction of industry and enterprise eco-systems*
Head of Unit, New Working Environments Unit, European Commission IST Programme
Responsible for strategy planning and operations in the framework of the IST Research Programme.

Valeri Souchkov: *Skills and tools to support productivity in creative work*
Director, ICG Training & Consulting
By co-founding Invention Machine Corporation and the European TRIZ Association he pioneered promotion of the methodology of systematic innovation in Western Europe and USA.

Thomas Schael: *The evolving workplace and the future of face-to-face*
Research Manager, Istituto irso (Istituto di Ricerca e Intervento sui Sistemi Organizzativi)
Management Consultant, Butera e Partners
Industrial sociologist, organisational designer and change management consultant.

Andreas Neef: *The outsourcing end-game - research, problem solving, scientific and technological know-how services*
Executive Manager, Z_punkt, The Foresight Company, Information Scientist, Futurist
Leading facilitator of research and innovation strategy processes for top German companies.

Mathijs van Zutphen: *A life worth living! - Meaning and balance in an age of accelerated change*
Philosopher, educator, artist and creator of VISH

and the Knowledge Stream Leader

Patrick Crehan
CEO & Owner, Crehan, Kusano & Associates sprl

CKA is inspired by the conviction that the most important source of competitive advantage today is an ability to organize and manage knowledge-intensive activities such as research, innovation, learning & communication. CKA designs and manages processes that support complex-creative tasks in industry, society and government administration.

Exhibitions

Agenda 21 and Rio + 10 Development

Targets by Bayer CropScience

World Summit Award

Partners of the Summit for the Future are:

Bayer CropScience, HES Amsterdam School of Business, Medical Faculty University Basel, Switzerland, École Polytechnique, Paris, KnowledgeBoard, Association for International Broadcasting, Fuel Cell Markets, H2World, The World Future Society, Health Management Forum, Shaping Tomorrow, European Health Telematics Association, Medical Knowledge Institute, Entertainment Media Verlag, World Summit Award.

<http://www.clubofamsterdam.com>