

Collaborative Workshop

Cluster “*Innovate, Experience, Share (IES)*”

📅 16th march 2020 8:30 - 17:00

📍 Location

Alcatel-Lucent

1 Route du Dr Abert Schweitzer
67400 Illkirch-Graffenstaden
(France)

📅 Program

08:30 Welcome
09:00-12:00 Workshop
12:00 Lunch break
13:30-16:00 Experience sharing

👤 Contact

DR. Marion NEUKAM
BETA Laboratory
University of Strasbourg
mneukam@unistra.fr

🔗 Partnership

How to manage the **successful transformation** of a product-based Business Model towards a Digital/Service-oriented Business Model?

Originally founded by the two industrial partners, Bürkert and Orange, together with the BETA laboratory of the University of Strasbourg, the Cluster IES (Innovate, Experience, Share) treats management topics linked to innovation and lives from informal and open discussions between industrial and academic partners

Free of charge | Limited places

Registration via mail : mneukam@unistra.fr

