



Innovationedge

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PRESS RELEASE

For immediate release

CoDev Conference Returning to China

July 23, 2013 – **NEENAH, Wis.**, - **Innovationedge**, along with our organizing partner the China Institute for Innovation and our media partner, The Management Roundtable are delighted to announce that the [2013 CoDev Asia Conference](#) will again be held in Shanghai, China at the Shanghai InterContinental Hotel on October 15 and 16, 2013.

CoDev Asia is the comprehensive source for open innovation learning. The conference brings together a faculty of leading experts and advanced practitioners prepared to share their experiences and candid insights on the latest trends, what's working, what's not, as well as the future direction of co-development and open innovation strategies.

Specifically, **2013 CoDev Asia** will be taking a closer look at how open innovation efforts are helping top companies build capabilities and networks to create business value. The program features keynote presentations, case studies, and panels with top innovation leaders. Planned speakers will be representing: Unilever, Cisco Systems, WD-40 Company, Asia Pulp & Paper, Diageo, Merck Consumer Care, ITW, STMicroelectronics and more.

Through keynote presentations, case study reviews, panel discussions, facilitated group learning sessions, and multiple networking forums, attendees will come away with new methods, tools and processes to:

- Identify and implement key open business models to help their company achieve faster results
- Accelerate the pace at which their company can adapt to changing marketplace conditions
- Develop and enact complex deal structures to effectively manage IP rights
- Create and deploy new engagement platforms to co-innovate with customers, partners and suppliers

2013 CoDev Asia is a great venue to enhance a company's open innovation capabilities, identify potential partners and expand their innovation network. You can review the conference agenda and [register for the 2013 CoDev Asia conference here](#).

About [Innovationedge](#)

Innovationedge is a global strategic innovation consultancy that works with Fortune 500 companies, startups and inventors to drive their innovation agenda and deliver growth. The team's fearless champions of innovation break barriers to help executives define their business strategy, develop new capabilities, design a winning organizational structure, and deliver breakthrough innovations through a robust growth pipeline of solutions and new-to-the-world innovations. The company also gives inventors an edge by crafting winning business propositions and creating strategic corporate partnerships that deliver commercial success. For more information, visit **Innovationedge** (www.innovationedge.com) or read the company's [View from the Edge Blog](#).

About the [China Institute for Innovation](#)

China Institute for Innovation (CII) is a consulting and academic organization established specifically to help Chinese companies, multinational organizations and government agencies to meet the needs for world-class expertise in innovation. CII is a leading innovation education, training, research, and networking institute in China. CII works with leaders of business, government and non-profit organizations to bring them the very best tools, methods and learning experiences to help them make their organizations into innovation leaders for the 21st century. CII offers a wide variety of programs to help people at all levels and in all roles to understand and master the principles and practices of innovation, to help their organizations succeed in the innovation-driven economy. For more information, visit **China Institute for Innovation** (www.cii-innovation.com).

About [The Management Roundtable](#)

The Management Roundtable is the leading knowledge and networking resource for product developers. Practitioner-oriented and unbiased, our focus is on providing actionable information about new strategies and processes that enable speed, innovation, profitability, and overall competitive advantage. Founded in 1980, Management Roundtable publishes research reports, newsletters, and leading practice guides and hosts a variety of specialized (both public and onsite) conferences, workshops, and audio-sessions. Its online offering, Fast Track, provides continuous, unlimited access to competitive insights and best practices. www.managementroundtable.com

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