



Innovationedge

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## **PRESS RELEASE**

*For immediate release*

### **Open Innovation CoDev Conference in Shanghai, China Announces Key Note Speakers**

October 1, 2014 – **NEENAH, Wis.**, - Cheryl Perkins, founder and President of **Innovationedge** is this year's conference chair at the 3<sup>rd</sup> Annual **CoDev Asia Conference** held in Shanghai, China. The conference is organized by **Innovationedge**, the China Institute for Innovation with premier sponsor, and the American Chamber of Commerce in Shanghai. The CoDev Asia Conference will be held in Shanghai, China November 11 and 12, 2014.

**CoDev Asia** is the comprehensive source for open innovation learning. The conference brings together a group 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, **2014 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 highlights includes keynote presentations by Ron Sharpe, Amway; Regina Galang, Diageo; and case study presentations from BASF, International Flavors & Fragrances, Unilever, and Tsinghua University.

**2014 CoDev Asia** is a great venue to enhance a company's open innovation capabilities, identify potential partners and expand your innovation network. View the conference agenda and register for the [2014 CoDev Asia conference](#).

#### News Facts (Examples, trying to develop)

- An annual International Conference on Co-Development and Open Innovation has been held in the United States for the past 13 years.
- This is the third annual Co-Development and Open Innovation conference being held in Asia-Pacific.
- Technology innovation is growing in China due to the market opportunities, management commitment, government incentives, and strong capital availability.
- Shanghai is China's largest city and the largest city proper by population in the world with a population of more than 24 million.
- There are over 450 multinational corporation (MNC) regional headquarters in Shanghai.
- Shanghai is home to more than 375 MNC research centers.

### **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](http://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](http://www.cii-innovation.com)).

### **About the [American Chamber of Commerce in Shanghai](#)**

The American Chamber of Commerce in Shanghai (AmCham Shanghai) is an independent, non-partisan, not for profit, business organization administered by a board of governors elected by its membership. AmCham Shanghai's mission is to support the success of its members by promoting a healthy business environment in China and strengthening U.S.-China commercial ties.

In 2012, AmCham opened a Small and Medium Enterprise (SME) Center to boost support to U.S. SMEs and those looking to do business in China. The American Chamber of Commerce (AmCham) Shanghai SME Virtual Center is a hub of resources and referrals for U.S. companies interested in the China market. For more information, visit the **American Chamber of Commerce in Shanghai** ([www.amcham-shanghai.org](http://www.amcham-shanghai.org))

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