



# FINDING GROWTH.

MAY 29 - JUNE 1, 2011

Welcome to

## CIP FORUM 2011

The New Wealth of Nations

The ability to create, distribute and exploit knowledge is increasingly central to wealth creation. The role of knowledge as a key source of wealth at both an organizational and national level has brought with it new demands. For the public sector in managing intangibles and for the private sector in balancing societal assumptions and renewing business models as well as for governments to design an intellectual infrastructure that encourages access to knowledge.

CIP FORUM 2011 focuses on the New Wealth of Nations as a means to review and assess under which conditions a new infrastructure can emerge. Central to the discussion is the changing nature of innovation from an industrial to a knowledge-based process and how this can pave the way for wealth and growth.

Through workshops, CIP debates, executive round tables, and specialization themes close interaction between international speakers, students and participants will form a unique atmosphere and a platform for discussion on how to handle the New Wealth of Nations.

**The four specialization tracks are:**

- ▶ **Managing Complex Innovation-Based Business**
- ▶ **Constructing a Public/Private Innovation Infrastructure**
- ▶ **Driving Innovation through Intellectual Property Management**
- ▶ **Entrepreneurship in Knowledge-Based Business**

CIP FORUM 2011 chairman is Ruud Peters, CEO Philips IP &S and Executive Vice President Philips International BV. CIP FORUM 2011 gathers internationally recognized leaders from business, academia and the public sector:

**Among the confirmed speakers are:**

**Bruce Berman**, CEO, BrodyBerman Associates  
**Damon Matteo**, Vice President, Palo Alto Research Center  
**Fergal Clarke**, Director of IP Strategy, Rambus  
**Fredrik Lindgren**, CEO, KaroBio  
**Ian Harvey**, Chairman, IP Institute  
**Marshall Phelps**, fr. Corporate Vice President, Microsoft

### ▶ ABOUT CIP FORUM

- A 4-day conference where talks and panel debates is mixed with participation in problem solving workshops and networking with exchanges of experiences.
- An opportunity to share the latest developments and experiences from academia and industry regarding knowledge-based business.
- 2011 will be the fifth contingent forum and the latest forum involved a total of 550 participants.
- Arranged by CIP and Göteborg & Co Trade & Industry Group in association with SNITTS.

### ▶ ABOUT CIP

- Center for Intellectual Property is a development center for knowledge-based business founded in a joint effort between the University of Gothenburg and Chalmers University of Technology.

Visit [www.cipforum.org](http://www.cipforum.org) or  
e-mail  
[info@cipforum.org](mailto:info@cipforum.org)

for more information regarding  
program content, confirmed  
speakers and registration.

THE NEW WEALTH OF NATIONS

**CIP FORUM**  
GOTHENBURG 2011  
MAY 29 - JUNE 1