

The Continuous Quest for Innovation

How do companies manage their innovation pipeline? What are the obstacles and pitfalls? Is generating a lot of ideas a guarantee for successful projects? Can you select only those ideas that will be successful in the end? How can innovation be measured? Can you ensure an innovation culture? Can a company work on sustainable chemistry and be successful as well? How do you capture and store knowhow within a big organization?

Speaker will elaborate on these questions from a 32 year career in the chemical industry.