

3rd ispo innovation forum

July 23rd 2010 at BIKE EXPO Munich

The Future of Bike Mobility

advancing innovation – pushing action

At the end of July 2010, Munich will be the hub of the bicycle world again. As a unique combination of trade fair and event BIKE EXPO has established itself as the new hotspot for bike enthusiasts. The entire spectrum of urban mobility solutions is presented to both trade visitors and consumers.

The focus on mobility trends and innovations for town and country makes BIKE EXPO the perfect location for the 3rd ispo innovation forum, dedicated again to “The Future of Bike Mobility”. As a continuation of last year’s forum, the objective is to further strengthen the bicycle’s position and perception as sustainable and trendy means of mobility, thereby supporting the shaping of a livable future and the development of a new market segment at the same time.

To achieve this objective **experts and key players from industry, politics, associations, research and academia are invited** to present the latest developments, review and discuss potentials for product and system innovations around the bicycle, identify possible future projects and present the results to the public.

Each session of the day will start with an inspiring impulse speech. In the morning session, the results from last year’s forum will be presented and a glimpse into the ongoing action will be given. Then, after a short lunch break the participants will be divided into parallel workshops, in which projects around bike mobility (products, services, infrastructure etc.) will be identified and planned. In the late afternoon the focus will be on innovations in bicycle marketing. The results from all sessions will then be presented to the public and the media in a panel discussion. The day will be concluded by a champagne reception, giving the opportunity to deepen the networking and interaction.

The forum is organized by SportKreativWerkstatt, a Munich-based innovation company that for ten years has served as a bridge between well-founded science and successful innovation in the area of sports, health, mobility and beyond with support by the French agency for sustainable innovation AZIMUT. Be part of this exciting event, and join in to shape the future of bike mobility!

www.SportKreativWerkstatt.de/mobility



Organization:

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SPORTKREATIVWERKSTATT 



Schedule

Friday, July 23rd 2010, 9:30 – 19:00

Venue: Conference Room C32, Hall C3, BIKE EXPO, Munich Trade Fair Centre



Topics/Description	Time	
	Start	End
Registration and Coffee	09:30	10:00
A Glimpse into Action (Plenum) <ul style="list-style-type: none"> - Impulse speech: Manfred Neun, ECF - Presentation of the projects from last year's forum and the state of the arts today: Eckehard F. Moritz, Director SportKreativWerkstatt - One example of last year's results: Munich's cycling campaign: Patrick Kofler, helios 	10:00	12:00
Lunch Break	12:00	13:00
Identifying and Pushing Projects in Bicycle Mobility (Workshop) <ul style="list-style-type: none"> - Impulse speech: Assaf Biderman, Copenhagen Wheel, MIT - Parallel workshops 	13:00	14:30
Break	14:30	15:00
Open Innovation in Bicycle Marketing (Workshop) <ul style="list-style-type: none"> - Impulse speech: Heiner Monheim, Universität Trier - Open innovation workshop 	15:00	16:30
Break	16:30	17:00
Panel Discussion "Shaping the Future of Bike Mobility!" Presentation of the results of the forum to the media and the public and further discussion Speakers: Manfred Neun European Cyclists' Federation Hep Monatzeder City of Munich Heiner Monheim University of Trier Assaf Biderman Copenhagen Wheel, MIT Maurice Manders European Twowheel Retailers' Association Thomas Hummel FLYER Moderation: Eckehard F. Moritz SportKreativWerkstatt	17:00	18:00
Champagne Reception – Inspiration and Interaction	18:00	19:00



Registration

The participation at the 3rd ispo innovation forum is free of charge, tickets for BIKE EXPO will be provided (check box below). The number of participants is limited. The registration will be closed when the limit is reached. Please fill out the registration form and send it via fax or email to SportKreativWerkstatt by July 20th, 2010.



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Email: secrets@sportkreativwerkstatt.de

Surname		Name	
Company/Institution		Department/Position	
Street Address		Number	
ZIP-Code	City/Country		
Phone Number		Fax Number	
eMail-Address		Website	
<input type="checkbox"/> I need a ticket for BIKE EXPO. Please send me an online ticket voucher!			
Herewith I register for the ispo innovation forum "The Future of Bike Mobility" on July 23 rd , 2010.			
Place/Date/Signature			

I would like to bring an exhibit, poster, flyers etc.:	(please specify)