



NovaUCD

The Innovation and Technology Transfer Centre

cordially invites you

to the

Inaugural InterTradeIreland Innovation Lecture at UCD

Entitled

How to Build Momentum for Innovation

by

Professor Erkkö Autio

QinetiQ-EPSC Chair in Technology Transfer and Entrepreneurship
Imperial College London

Date: Thursday, April 2nd 2009

Time: 6 pm (refreshments from 5:30 pm)

Location: William Jefferson Clinton Auditorium, UCD, Belfield, Dublin 4.

RSVP: Micéal Whelan, NovaUCD, by March 30th

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w: www.ucd.ie/nova/events/intertradeirelandinnovationlecture

"As the global economic momentum has faded, firms can no longer 'ride the waves' created by others. They need to build their own momentum for innovation. In addition to identifying market needs and adapting their products or services to meet those needs, firms must also find ways of prompting the market to lock-in to their innovations ahead of others. If this successful two-way adaptation is achieved, spectacular growth may follow, even in challenging times." Professor Erkkö Autio.

In this InterTradeIreland Innovation Lecture Professor Erkkö Autio will discuss the challenge of '**building your own waves**', entrepreneurial strategies for building and harnessing innovation momentum to achieve and sustain growth in your firm.

