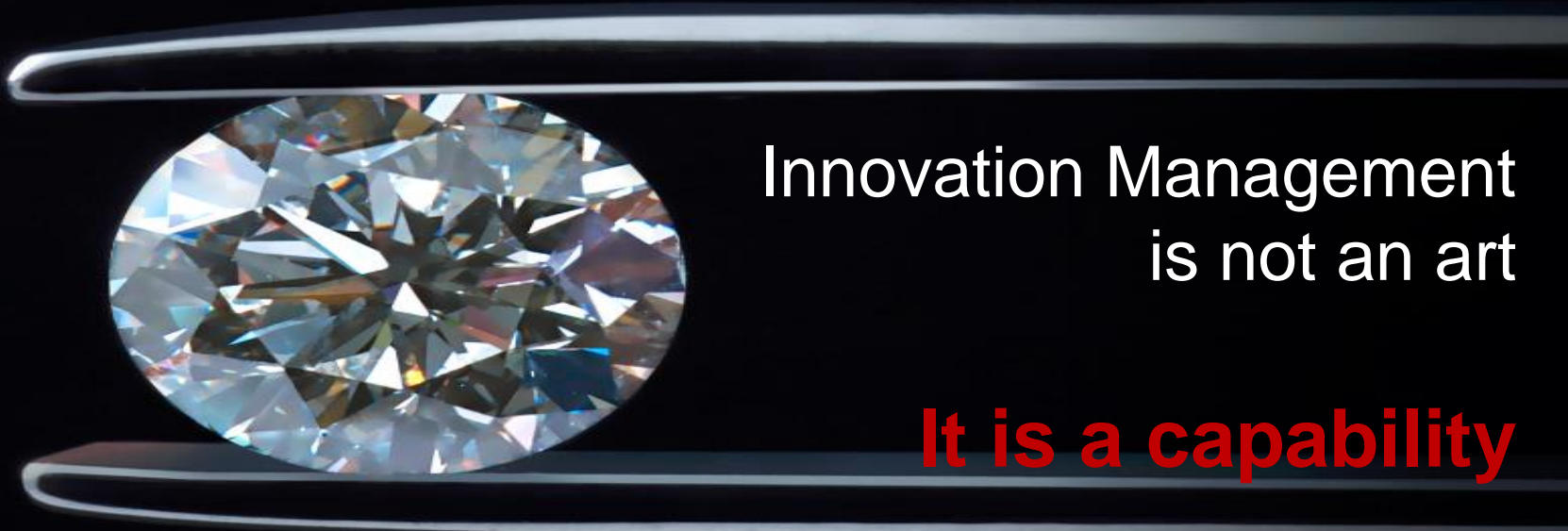


Developing innovation management capabilities

Eva Diedrichs

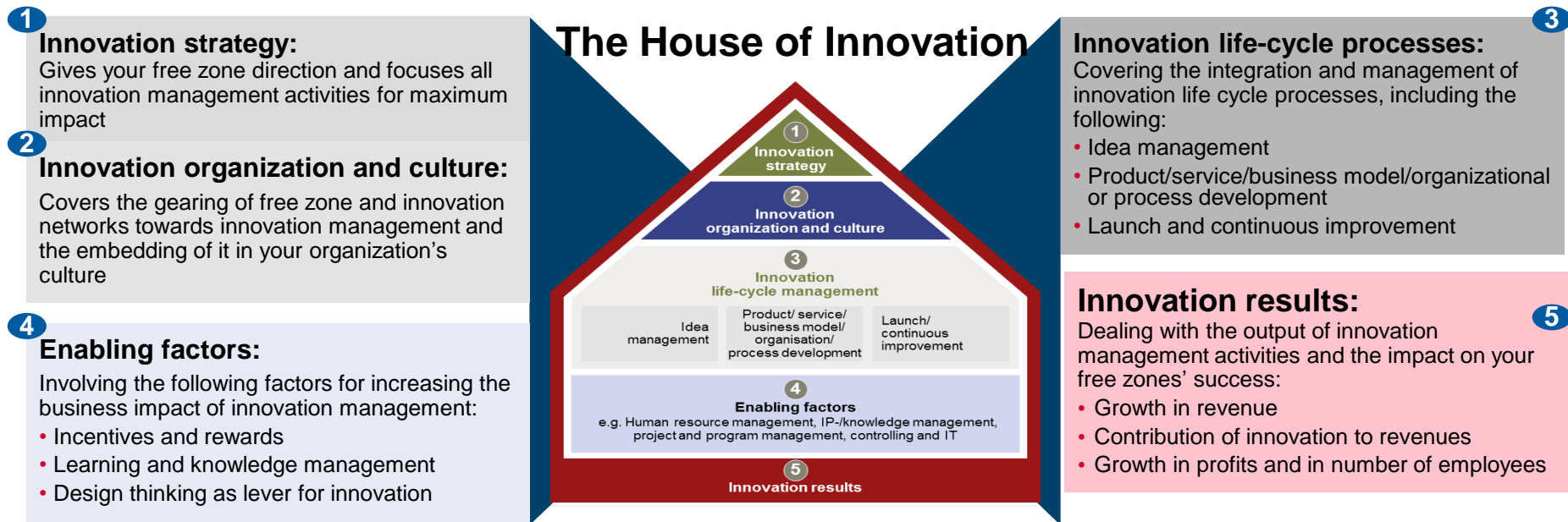
Managing Director,
IMP³rove – European Innovation Management Academy



Innovation Management
is not an art

It is a capability

Managing five key dimensions of IM¹ will yield the Free Zones' economic development



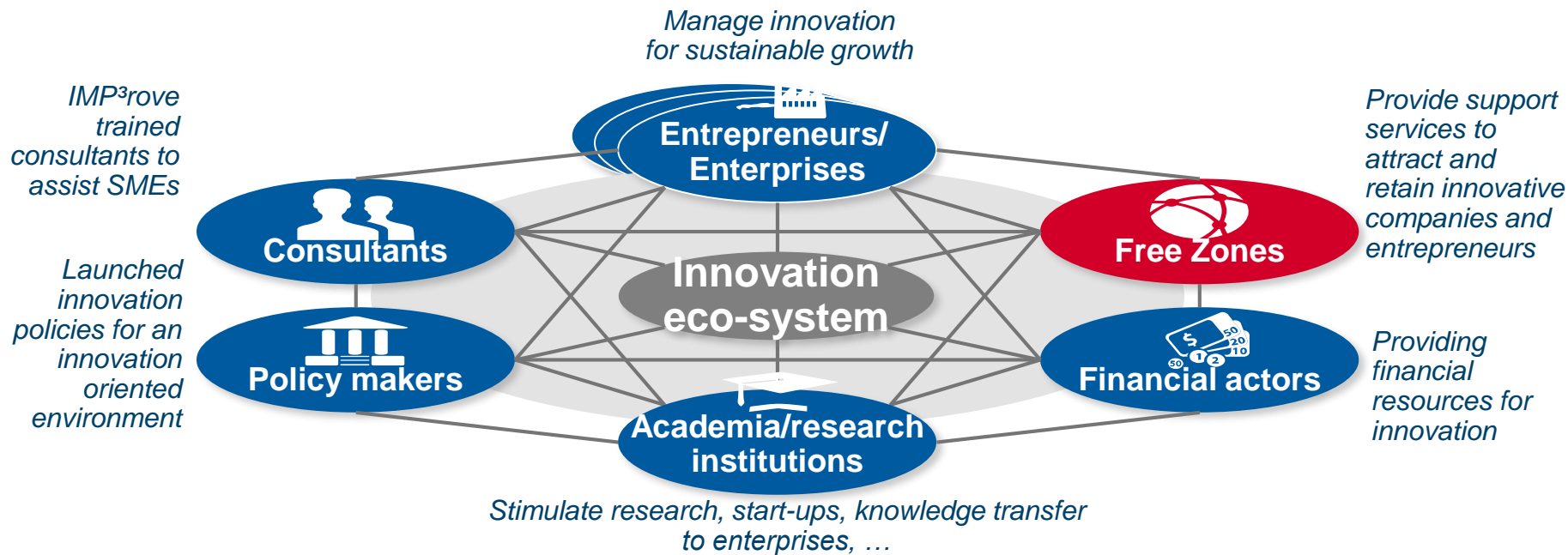
1: IM = Innovation Management

Source: A.T. Kearney, IMP³rove – European Innovation Management Academy



But who is responsible for managing innovation?

Free Zones' role in the innovation eco-system to develop innovation management capacity



IMP³rove service offerings for Free Zones



Figures: Jan 2017;
Source: IMP³rove - European Innovation Management Academy, 2017

How to get started as Free Zone:

Actions

Benefits

Benchmark all Free Zones' innovation management performance

Baseline for further development of the Free Zones' IM capabilities

Close the identified gaps in the various Free Zones

Improvements in the Free Zones' IM¹ performance

Offer training on innovation management to managers from the free zone enterprises

IM¹ capability development in free zone enterprises

Support the innovation management assessment in Free Zone enterprises

Creating awareness for potential to gain further competitiveness

Provide support to Free Zone enterprises to close the gaps in innovation management

Increased competitiveness of the enterprises in the Free Zones

All you need is IMP³rove

Dr. Eva Diedrichs
Dr. Martin Ruppert

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