PROGRAM WEEK 1
MONTREAL: FROM JULY 3 – 10, 2009

FRIDAY JULY 3
WELCOME EVENING
Place: HEC Montréal
17:30
WELCOME COCKTAIL

SATURDAY JULY 4
INTRODUCTION DAY
Place: HEC Montréal
8:30-9:00
Welcome at HEC Montréal
Michel Patry, (Director, HEC Montréal)
Réal Jacob (HEC Montréal)

9:00-9:30
Summer School Overview
Patrick Cohendet (HEC Montréal)
Laurent Simon (HEC Montréal)
Esteve Juanola (CEMIC-UB)
Jaume Valls (UB)

9:30-10:30
The Creative Economy: Challenges and Issues
Patrick Cohendet (HEC Montréal)
Laurent Simon (HEC Montréal)

10:30-10:45 BREAK

10:45-12:15
Creativity Techniques Roadmap and Creativity Workshop 1: El sapo mexicano
Laurent Simon (HEC Montréal)

12:15-13:45 LUNCH BREAK

13:45-14:45
Creative Talents
Patrick Cohendet (HEC Montréal)
Laurent Simon (HEC Montréal) and Laurent Lapierrre (HEC Montréal) by videoconference

14:45-15:45
Creative Cities: Montreal and Barcelona
Patrick Cohendet (HEC Montréal)
Laurent Simon (HEC Montréal)
Esteve Juanola (CEMIC-UB)
Jaume Valls (UB)

15:45-16:15
Coffee & debriefing

FREE EVENING
MONTREAL JAZZ FESTIVAL

SUNDAY JULY 5
MONTREAL DAY
Place: Montreal Botanical Garden, Montreal the city
9:00-10:30
Creativity and Social Solidarity
Charles-Mathieu Brunelle
(Director, Montréal Nature Museums)

10:30-16:00
Guided tour of Montreal's creative sectors
•Montreal and architecture
•Montreal, City of Design
•LUNCH
•Quartier des spectacles

17:00-19:00
Place: Dièse Onze
AN EVENING WITH KEVIN DEAN
Introduction: David Grandadam (HEC Montréal, BETA University of Strasbourg)
Kevin Dean (Jazz trumpeter and Professor, Jazz Studies, McGill University)

MONDAY JULY 6
BELL DAY
Place: Bell campus, Nun’s Island
9:00-10:00
Welcome at the Bell Campus and Guided tour
Stéphane Boisvert, (President - Bell Enterprise)

10:00-11:00
Communities of practice
Coordination: Marco Beaulieu
(General Director, Strategy and Optimization, Bell)
Intro: Joanne Roberts (University of Newcastle)
Case Study: Patrick Cohendet (HEC Montréal)
Laurent Simon (HEC Montréal)

11:00-11:15 BREAK

11:15-12:15
Branding and Creative Marketing at Bell
Rick Seifeddine (Senior Vice President, Brand Strategy)
12:15-13:45 LUNCH AT BELL

13:45-14:45
Creativity Workshop 2: Bell TelePresence Network

14:45-15:45
eCommerce
P.J. Benghozi (Chair on Innovation and Regulation of Digital Services, Director of the Pole of Research in Economics and Management, École polytechnique- CNRS, Paris)

15:45-17:30
Debriefing and Return to HEC Montréal

17:30-18:00 COCKTAIL AT HEC MONTRÉAL

18:00-21:00
CREATIVITY AND GASTRONOMY
Welcome: Michel Patry (Director, HEC Montréal)
Introduction: JoAnne Labrecque (HEC Montréal)

GUEST SPEAKERS:
Richard Béliveau (PhD biochemistry)
Director, Molecular Medicine Laboratory, author of bestselling Foods That Fight Cancer
François Chartier (Wine steward, author and chronicler)

TUESDAY JULY 7
UBISOFT AND SID LEE DAY
Place: Ubisoft, Sala Rossa, Sid Lee

8:30-9:30
Welcome at Ubisoft Montréal
Cédric Orvoine (Director Communications and Public relations, Ubisoft)
Philippe Turp (Director, Strategic Development and Institutional Relations – Campus Ubisoft)

9:30-11:30 Workshop (rotation)
Guided tour of Ubisoft
AND
Management of Creative Projects
Patrick Cohendet (HEC Montréal)
Laurent Simon (HEC Montréal)

11:30-13:00
Creativity Workshop 3: Group drumming and percussions at Sala Rossa
Aldo Mazza (Founder and Artistic Director, KoSA Academy)

13:00-14:00 LUNCH

14:30-15:00
Welcome at Sid Lee
Jean-François Bouchard (President and co-founder, Sid Lee)

15:00-17:00
Economics of Creativity and Creative Industries Round Table chaired by Thomas Froehligher (General Director and Dean, HEC Management School, University of Liège)
Roger Parent, (President, Réalisations.net)
Nathalie Rajotte (General Director, Ingenio)
Joanna Berzowska (XS Labs) TBC

17:00-17:30
Debriefing

WEDNESDAY JULY 8
SPACE DAY
Place: Canadian Space Agency (CSA), St-Hubert

9:30-10:30
Welcome and Guided tour of CSA
David Kendall (General Director, Science Programs, CSA)

10:30-11:30
Transfer of technology and Spin Offs
Round Table chaired by David Kendall, DG Science Programs, CSA
Francis Beaulieu (Director of Communications, Montréal Invivo)
Patrick Cohendet (HEC Montréal)
Michel Dumoulin (Director, Advanced Materials, Institute of Industrial Materials, NRC
Denis Faubert (Director, Institut de recherche Hydro-Québec)

11:30-11:45 BREAK

11:45-12:45
CANADARM (SPIN OFFS)
Christian Sallababer (VP MDA)
Nadeem Ghafoor, (Project Manager MDA)

12:45-14:00 CONFERENCE LUNCH
Creative Commons and Intellectual Property
Videoconference
Louis Carbonneau, (Senior Corporate Attorney, Licenses and IP, Microsoft)

14:00-16:00
Creativity Workshop 4: TRIZ Methodology and Innovation
R. De Guio (INSA Strasbourg)

16:00-17:30
Debriefing
Return to HEC Montréal

17:30-19:00 FREE TIME

19:00
THE MOVIE INDUSTRY HOSTED BY HEC MONTRÉAL
An evening with Quebec Film Makers

THURSDAY JULY 9
CIRCUS DAY
Place: Cirque du Soleil, TOHU, École nationale de cirque

9:30-10:00
Welcome to Cirque du Soleil
Gaétan Morency (Vice President Citizenship, Cirque du Soleil)

10:00-11:00
Guided tour of the Cirque du Soleil

11:00-11:15 BREAK

11:15-12:45
The Creative Process at the Cirque du Soleil
Pierre Phaneuf (Vice President Creation, Cirque du Soleil)

12:45-14:00 LUNCH AT LA TOHU

14:00-14:30
Tour of la TOHU
Stéphane Lavoie (General Director, TOHU)
14:30-15:30  
Creativity Workshop 5: Contemporary circus and Les 7 doigts de la main

15:30-15:45 BREAK

15:45-17:00  
Visit of the École nationale de cirque

EVENING AT THE CIRQUE DU SOLEIL

OVO

FRIDAY JULY 10
CULTURE DAY
Place: HEC Montréal

8:30-9:30  
Humanism and Creativity
Alain Chanlat (HEC Montréal)  
Renée Bédard (HEC Montréal)  
Lise Boily (University of Ottawa)

9:30-10:15  
The Cultural Consumer
François Colbert (HEC Montréal)

10:15-10:45 BREAK

10:45-11:15  
From Montreal to Barcelona
Alfons Cornella (Founder and Chief Executive Officer, Infonomia, Barcelona)

11:15-12:15  
Debriefing, Week 1
Patrick Cohendet (HEC Montréal)  
Laurent Simon (HEC Montréal)  
Esteve Juanola (CEMIC-UB)  
Jaume Valls (UB)

12:15  
LUNCH AT HEC MONTREAL

Departure for Barcelona

PROGRAM WEEK 2
BARCELONA: FROM JULY 11 – 18, 2009

SATURDAY JULY 11
WELCOME EVENING
Place: Observatori Fabra, Barcelona

19:30  
Reception and Welcome dinner  
Bird’s eye view of Barcelona

SUNDAY JULY 12
VISIT OF BARCELONA

10:00 – 14:00  
Visit of Barcelona:  
Barcelona Modernism approach: The Gaudi tour

14:00-16:00 LUNCH

MONDAY JULY 13
MAIN TOPICS: CREATIVITY, INNOVATION AND TALENT

9:00-9:30  
Welcome speech
Claude Fleury  
(Director of the Quebec Government Office in Barcelona)  
Joaquim Coello (President of the UB’s Social Council)

Week planning
Patrick Cohendet (HEC Montréal)  
Laurent Simon (HEC Montréal)  
Esteve Juanola (CEMIC-UB)  
Jaume Valls (UB)

9:30-10:45  
The magnetism of Barcelona: Understanding the attractiveness of the city for creative and knowledge workers
Montse Pareja (UB)

10:45-11:15 COFFEE BREAK

11:15-12:15  
Networks of innovators: The Infonomia experience
Alfons Cornella (Founder and Chief Executive Officer, Infonomia)

12:15-13:45  
Design and the C-K theory
Armand Hatchuel (École de Mines de Paris)

13:45-15:30 LUNCH

15:30-16:00 Transfer to CosmoCaixa

16:00-18:00  
Creativity within the Aeronautics Industry
Workshop coordinated by Joan de Dalmau (CTAE)

TUESDAY JULY 14
MAIN TOPIC: DESIGN
Place: Esade-Creapolis

9:30-10:30  
Welcome speech and the Creapolis project
Jordi Montaña (Esade)

11:30-12:00 COFFEE BREAK

12:00-12:45  
Barcelona Centre de Disseny (BCD)
Isabel Roig (BCD Director)

12:45-14:30  
Design and creativity
Jordi Milà (Edda, Designer)  
Anthony Sargeant (Perspectiva)

14:30-15:30 LUNCH

15:30-16:15  
Innovation and competitiveness
Xavier Ferras (ACC1Ó)

16:15-17:45  
Nikodemo
Albert Garcia Pujades
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| 9:00     | **WEDNESDAY JULY 15**  
**MAIN TOPIC: SCIENCE AND TECHNOLOGY**  
*Place: Campus Diagonal* |                        |
| 9:00-9:45| Creating a biotechnology company in Barcelona  
François Arcand (ERA Biotech) |                        |
| 9:45-10:30| Creativity in research: new trends in medical devices and nanomedicine  
Josep Samitier (IBEC, UB) |                        |
| 10:30-11:00| The Barcelona knowledge ecosystem: A multicenter city model  
Esteve Juanola (CEMIC-UB) |                        |
| 11:00-11:15| **COFFEE BREAK** |                        |
| 11:15     | **WORKSHOP: RESEARCH GROUP MANAGEMENT**  
Aranzanga Sanz (IBE) |                        |
| 13:00     | Transfer to Barcelona Activa                                                                 |                        |
| 13:30-14:30| **LUNCH AT BARCELONA ACTIVA**  
*Welcome* by Xavier Testar (UB and City Council, Barcelona Research and Innovation Program) |                        |
| 14:30     | The 22@Innovation district  
Josep M. Piqué (President of 22@) |                        |
| 15:15-17:45| **VISIT OF PALO ALTO AND IMAGINA BUILDING** |                        |
| 17:00     | Visit of Sant Benet del Bages  
Monastery of St Benet and summer residence of the painter Ramon Casas (Modernist style) |                        |
| 17:00-19:00|                                                            |                        |
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| 17:00    | **FRIDAY JULY 17**  
**MAIN TOPIC: CULTURE AND CULTURAL INDUSTRIES**  
*Place: Campus Diagonal* |                        |
| 9:30-10:15| The cultural capitality of Barcelona: Analysis of location factors  
Lluís Bonet (UB) |                        |
| 10:15-11:30| Cultural industries and regional creativity strategies  
Edgar García (Institut Català d’Indústries Culturals)  
Inès Garriga (Cromosoma and Fundación Digitalend) |                        |
| 11:30-11:45| **COFFEE BREAK** |                        |
| 11:45-13:30| Two experiences of digital creativity: Digital Legends and Working at weekend  
Xavier Carrillo (Digital Legends)  
Working at weekend (TBC) |                        |
| 13:30-14:15| **LUNCH** |                        |
| 14:15     | Transfer to Paranimf                                                                 |                        |
| 15:15-16:45| Final Creativity Workshop: Sinfonia  
Menno and partners |                        |
| 17:00    | Closing session Paraninfo UB  
Creative cities and entrepreneurship  
Josep Anton Acebillo (University of Lugano) |                        |
| 17:00-18:00| Closing speech  
Dídac Ramírez (President of UB)  
Jordi Hereu (Major of Barcelona) |                        |
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**SUNDAY JULY 18**  
**OPTIONAL VISITS**

For more information, please contact:

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*This program is subject to changes*