

Designing your future

The role of design integration in manufacturing innovation and growth

'Design-driven innovations do not come from the market: they create new markets' Roberto Vergan

You're invited to hear from three panel members discussing their experience of design-driven innovation and growth in manufacturing.

Discover the competitive benefits that can be achieved by integrating design into the manufacturing sector, and listen to the real life experiences of companies involved in programs in New Zealand, Victoria and Queensland.

Facilitator Oliver Kratzer, National Vice President of the Design Institute of Australia, and MD of Ideal Industrial will be joined by **Ray Labone**, Director of Equip Design Integration Consultants and architect of NZ's *Better by Design* strategy, **Dr Sam Bucolo**, Associate Professor in Industrial Design at QUT and Consultant to the QLD Government and **David Harris**, Managing Director of Patron Power, a Design Victoria design business immersion program client.

Date	Thursday 13th May 2010
Time	12noon until 1.30pm (lunch to be provided)
Venue	EC Manufacturing Outlook Centre, Hall 3 First Floor, directly behind the Enterprise Connect Stand. Sydney Showground, 1 Showground Road, Sydney Olympic Park, NSW 2127

RSVP

Thursday 29th April

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Find out more:

www.nationalmanufacturingweek.com.au

www.creativeinnovation.net.au

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