



EIPM
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28 Jun
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Wednesday

EIPM Webinar

Mapping Business Ecosystems *A Key to Innovation*

With the ongoing transformation of the business landscape, many industry boundaries have changed. New players emerge while other business activities are unbundled.

Value chains are continuously sliced and reshaped. Radical innovation and experimentation are led by communities of small disruptive players while cost competitiveness has to be built on the back of existing and emerging champions that leverage scale effect. In between, collaborations with integrators and technology leaders can remain essential to succeed.

In this context, thinking in terms of industry and value chains can be misleading; the business landscape is a continuously changing ecosystem.

EIPM Webinar

Mapping Business Ecosystems *A Key to Innovation*

The business landscape is best described as a continuously changing ecosystem where some relationships and collaboration need to be abandoned while others need to be strengthened, initiated or nourished.

About

In this webinar, we will outline why we need to map and strategize across Business Ecosystems and we'll share a methodology to perform a Business Ecosystem analysis in six steps.

The webinar will be led by **Dr Hervé Legenvre**, Value Creation Observatory Director at EIPM, on Wednesday, 28th of Juen 2017.

Online sessions

Two sessions are planned on the same day, to allow participants from all over the world to join:

SESSION 1

11:00 AM CET
05:00 PM Shanghai
02:30 PM Mumbai

SESSION 2

04:00 PM CET
11:00 AM São Paulo
09:00 AM Mexico City
10:00 AM Washington

Format

Duration of the presentation is 60' followed by 30' Q&A.

Registration

Participation is free-of-charge but, as the number of places is limited, registration is compulsory.

To register, please visit www.eipm.org

The access codes to join the session of your choice will be delivered few days before the webinar date.

In the meantime, if you need more information, please contact Ms Silmara Codeville at scodeville@eipm.org