



**Fraunhofer**  
INNOVATION

FRAUNHOFER GROUP FOR INNOVATION RESEARCH

CONFERENCE

## **ROADMAPPING IN PRACTICE III**

Scenario-based roadmapping

February 14, 2019 | Stuttgart, Germany



## INTRODUCTION



Those who recognize trends and their potential early on and successfully integrate them into corporate planning gain essential competitive advantages. The interlinkage of roadmaps and scenarios can enable companies to develop a robust strategy and derive planning options on different levels in a structured manner.

Using the metaphor of a road map, roadmaps support planning tasks in companies. Beyond the planning of individual disciplines, they make it possible to link different planning levels such as products, markets, R&D projects and competencies. They thus create a common denominator for integrated corporate planning and allow early and continuous coordination between the planning levels. Scenarios on the other hand enable the creation of different potential futures based on most important influence factors and their potential future developments.

At this event, companies will report on the practical use of scenario-based roadmapping and on the creation of roadmaps in companies or networks.

We look forward to welcoming you in Stuttgart.

A handwritten signature in blue ink, which appears to read 'W. Bauer'. The signature is stylized and cursive.

Prof. Dr.-Ing. Wilhelm Bauer  
Group Chairman

**PROGRAM**  
**THURSDAY, FEBRUARY 14, 2019**

- 9.00 a.m. Welcome**  
*Dr. Sven Schimpf, Fraunhofer Group for Innovation Research*
- 9.30 a.m. The role and practical application of scenarios within roadmapping**  
*Dr. Imoh Michael Ilevbare, Institute for Manufacturing (IfM), University of Cambridge (UK)*
- 10.15 a.m. Roadmapping – strategy- and resource-driven approaches**  
*Dr. Peter Reynders, Merck KGaA, Darmstadt*
- 11.00 a.m. Networking & Coffee**
- 11.30 a.m. Strategic guidance for industry on novel materials and their technological impacts – the graphene flagship project**  
*Dr. Henning Döscher, Fraunhofer Institute for Systems and Innovation Research ISI, Karlsruhe*
- 12.15 p.m. Lunchbreak**
- 1.30 p.m. The journey from scenarios to roadmaps at Voith**  
*Enrique Luque Aleman, Voith GmbH & Co. KGaA, Heidenheim; Prof. Dr. Thomas Abele, TIM Consulting, Stuttgart; Liza Wohlfart, Fraunhofer IAO, Stuttgart*
- 2.15 p.m. Visualizing trends: the roadmap environmental technologies**  
*Dr. Hannes Spieth, UmwelttechnikBW GmbH, Stuttgart*
- 3.00 p.m. Networking & Coffee**
- 3.30 p.m. Interactive Workshop Trends and challenges: a future vision for roadmapping**  
*Dr. Sven Schimpf, Fraunhofer Group for Innovation Research; Prof. Thomas Abele, FOM Competence Center for Technology and Innovation Management (KCT); Dr. Imoh Michael Ilevbare, Institute for Manufacturing (IfM), University of Cambridge (UK)*
- 5.00 p.m. Get-together**
- 5.30 p.m. Get-together speech Psychology vs. strategic management**  
*Prof. Dr. Claudia Nagel, Nagel & Company GmbH Leadership Consulting, Offenbach*
- 6.00 p.m. Snacks and drinks**

## GENERAL NOTES

### **FpF**

Verein zur Förderung  
produktionstechnischer Forschung e.V., Stuttgart

**VENUE** | Fraunhofer Institute Center Stuttgart, Center for Virtual Engineering ZVE, Nobelstrasse 12, 70569 Stuttgart, Germany

#### **INFORMATION**

Fraunhofer Group for Innovation Research, Dr. Sven Schimpf,  
Phone +49 711 970-2457, sven.schimpf@iao.fraunhofer.de

**HOST** | Verein zur Förderung produktionstechnischer Forschung (FpF) e.V., Stuttgart and Fraunhofer Institute for Industrial Engineering IAO, Stuttgart in cooperation with FOM Competence Center for Technology and Innovation Management (KCT)

**EVENT MANAGEMENT** | Fraunhofer IAO, Nobelstrasse 12, 70569 Stuttgart, Germany. Phone +49 711 970-2080, Fax -2157, event@iao.fraunhofer.de

**ATTENDANCE FEE** | The participation fee for the event is 395 € per person. The fee includes participation in the lectures, conference documents, as well as lunch and refreshments during the breaks and the networking sessions.

**REGISTRATION** | You can register online at:  
[www.iao.fraunhofer.de/vk516.html](http://www.iao.fraunhofer.de/vk516.html)

**REGISTRATION DEADLINE** | February 7, 2019

**CHANGES TO REGISTRATION** | A change of registration to another participant is possible at any time and free of charge. This should be done in writing.

**CANCELLATIONS** | A fee of 75 € is payable for registrations cancelled by January 11, 2019. After this date, the full participation fee will be charged.

**ANFAHRT** | Confirmation of your registration will be accompanied by a map with directions as well as further organizational information and your invoice. You can also find out how to reach us online at [www.iao.fraunhofer.de/directions](http://www.iao.fraunhofer.de/directions) or at <https://map.what3words.com/zebra.referral.frozen>

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#### **IN COOPERATION WITH:**



**KCT Kompetenzzentrum  
für Technologie- & Innovationsmanagement**  
der FOM Hochschule für Oekonomie & Management