

## Innovation Events

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### Why Innovation?

Company innovation is essential in order to:

- Develop and maintain a competitive advantage
- Penetrate new markets
- Achieve sustainable growth

Innovation can be driven by industry and business factors, as well as social and environmental pressures, and can take on many forms:

- New product development
- Extended product life cycle
- Process optimisation
- Marketing strategies
- Organisational adjustments

Innovation should be a concept central to a business's values and priorities; underlying the business strategy whilst strengthening the resilience of the organisation in preparation for future changes, thus creating value for both the customer and stakeholder.

'Innovation' is different to 'R&D' – "We have our own Research and Development Team" - does not necessarily mean an organisation is innovative.

### What is a Ceram Innovation Event?

The core purpose of an Innovation Event is to determine the financial benefits that can be derived from innovation. The second function promotes an innovative culture along with innovative activities.

The Event creates an environment conducive to innovation, allowing for new ideas to be developed and prioritised, using collaborative idea generation, active participation and networking, in conjunction with our expert analysis.

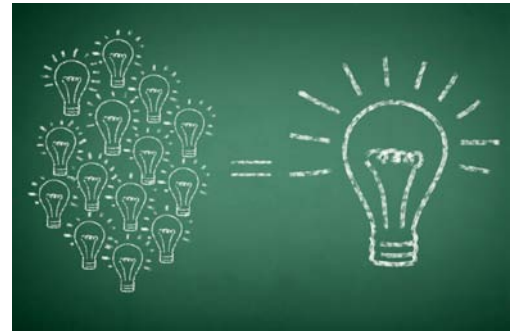
Our structured and methodological approach will actively guide you through the innovation process cycle with a view to delivering an improvement to profit through:

1. Boundary setting
2. Discovery
3. Prioritisation
4. Research and proposals
5. Feasibility studies

### What are the Benefits of a Ceram Innovation Event?

Everyday business does not always allow for the opportunity to manage the innovation process. Our Event facilitates corporate innovation performance, allowing innovation to be developed using our resources, knowledge and experts to facilitate and foster the innovation process.

A Ceram Innovation Event will address new thinking from your company's perspective, creating new **knowledge** by identifying and exploiting both the company's and the external environment. This enables knowledge capital growth and identification of the opportunities, therefore allowing your Company to keep ahead of competitors and markets. Outcomes can include:



## Innovation Events (continued)

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### Competitive Advantages

- Greater growth through increased revenues and margins
- Becoming the market leader with a future orientated strategy
- Creation of barriers to entry for competitors
- Adapting quickly to changes in the market place.

### Customer Advantages

- Customer satisfaction
- Customer loyalty
- Improved image - you are acting in the customer's interest and anticipating their needs.

Ceram will help you to consider the following Innovation Types:

**Incremental:** Small changes; additions and improvements to existing products or services.

**Complementary:** New products or services that can be added to existing lines, adding value without any impact on existing products or services.

**Radical/Disruptive:** Replacing existing products or services with those that are significantly better than anything else currently offered in the market, making existing products redundant and adopted by the majority or entirety of the market.

All aimed at helping you to realise the benefits and cost savings of Innovation that can add value to your business.

### How is a Ceram Innovation Event Structured?

You can opt for the following types of interactive Ceram Innovation Events:

#### Client -Site Innovation Forum

An Innovation concept looking at the problems that you are facing at your facility, understanding your on-site capabilities to create and develop innovative concepts influenced by your production processes and products with the Ceram team.

#### Innovation Forum at Ceram

An Innovation Event at Ceram to assess your current position within your markets, the industry, and to identify and articulate the pinch points which if overcome, will create real opportunities for competitive advantage.

### Who Should Attend an Innovation Event?

Our events are an interactive process and to motivate the innovation strategy, we believe that senior management need to be engaged in the process, enabling the boundaries to be defined. An insight to both current and future business strategies, along with constructive inputs form the basis of our rigorous innovation approach.

### Who Will Participate in My Innovation Event?

Our highly skilled interdisciplinary teams from the Ceram Technology Group and our marketing and product management team integrate to provide creative inputs, drive and stimulating factors. Such an approach bridges the gap between innovative ideas and implementation.

