

Innovation and Entrepreneurship in Europe B27

Saturday and Sunday, 1-2 July 2023		
Time	Activity	Description
12.00-18.00	Key pick up	<i>You will find the exact key pick up location in the pre-departure information, which becomes available after you have paid the course fee.</i>

Monday, 3 July 2023		
Time	Activity	Description
9.30: -13:00	Welcome Overview program Introduction group assignment Innovation in Europe Speed dating groups	<i>Prof. BP Toering</i>
13.00-14.00	Lunch	
14:00-17:00 <i>Prof Hans van Briemen</i>	<i>The Need for disruptive Innovation</i>	<i>BP Toering</i>

Tuesday, 4 July 2023		
Time	Activity	Description
10.00-12:00	Trends analysis for innovation	
12:00-13:00	Lunch	
13:00-17:00	Trends and strategy for idea generation and innovation	<i>Prof. B. Delmeé & Bp Toering</i>

Wednesday, 5 July 2023		
Time	Activity	Description
9.30-12:00	<i>Dutch Clusters and diamond of Porter and Business models</i>	<i>BP Toering</i>
12:00-13:00	Lunch	<i>Departure Food Valley Netherlands</i>
13:00-17:00	Visit Food Valley Zaanstreek <i>Disruptive innovation & Cluster analysis</i>	<i>BP Toering</i>

Thursday, 6 July 2023

Time	Activity	Description
9:30-12:00	Innovation Agribusiness location matters Case Agribusiness	<i>B.P. Toering</i>
12:00-13:00	Lunch	
13:00-17:00	<i>Innovation supply chain and csr</i> <i>Group work assignment Agribusiness</i>	<i>B.P. Toering</i> <i>B.P. Toering</i>

Friday, 7 July 2023

Time	Activity	Description
9:30-12:00	<i>Innovation and Branding</i>	<i>Bp Toering</i>
12:00-13:00	Lunch	
13.00-1700	Entry models Europe Final Assignment Idea Generation	<i>Bp Toering</i>

Week 2

Saturday and Sunday, 8-9 July 2023

Time	Activity	Description
Free time		

Monday, 10 July 2023

Time	Activity	Description
9:30-12:00	<i>Business Case and Ideas & business Strategy and Innovation</i>	<i>B.P. Toering</i>
12:00-13:00	Lunch	
13:00-17:00	Workshop Customer Value and innovation	<i>Prof. R. Willemsen & BP Toering</i>

Tuesday, 11 July 2023

Time	Activity	Description
10:00-12:00	Scenario basics	<i>B. Delmeé & B.P. Toering</i>
12:00-13:00	Lunch	

13:00-17:00	Scenario planning Students' deliverables	<i>B. Delmeé & B.P.Toering</i>
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Wednesday, 12 July 2023		
Time	Activity	Description
9:30-13:00	Business Case Innovation	BP Toering
13:00-14:00	Lunch	
14:00-17:00	Final assignment preparation and coaching	BP Toering

Thursday, 13 July 2023		
Time	Activity	Description
10:00-13:00	Brabant Dutch Provence Knowledge Hub	<i>Prof. Jos van den Broek, director Brabant Knowledge Bp Toering</i>
13:00-14:00	Lunch	
13:00-17:00	Company Visit sustainability and visit smart city Utrecht	<i>BP Toering</i>

Friday, 14 July 2023		
Time	Activity	Description
10:00-13:00	Preparation innovation businessmodel	<i>BP Toering</i>
1300-13:03	Lunch	
13:30-15:30 15.30	presentation student deliverables and closing ceremony with jury <i>Drinks Basket</i>	<i>jury</i>