

# INNOVATION & ENTREPRENEURSHIP EUROPEAN LEARNING TOUR



LONDON



PARIS



BERLIN



## LONDON



Mayor Boris Johnson outlined a plan for London in his “2020 Vision: The Greatest City on Earth, Ambitions for London” He emphasised the importance of innovation-driven entrepreneurship. Our Creativity Marketing Center (CMC) is a platform for thought on leadership and exchanging knowledge about the role of creativity as a driving force for value.

### Day 1

**The creativity marketing**

**Art and Science of Creativity**

**Company visit:** AMVBDDO (Ad agency)

**Social event:** Art and business evening museum visits @ National Gallery or British Museum

### Day 2

**Integrated Marketing communication and Social Media**

**Managing trends and talents**

**Company visit:** Google UK



## PARIS



With over 40 incubators, 80 co-working spaces, 20 FabLabs, 1500 startups popping up each year, Paris is an exceptionally dynamic environment for entrepreneurs.

The ESCP Europe Chair of Entrepreneurship with Ernst & Young and BNP Paribas works closely with this ecosystem.

### Day 3

**Product & Marketing innovation:** Michel & Augustin case study  
**Technological innovation:** Dassault jet planes, TGV, Engie  
**The French ecosystem for innovation**

**Conference:** Innovation & Idea management

#### Cooking challenge

Cooking is a great natural team building activity, an original and interactive way to entertain and build relationships with your colleagues or your clients.



## BERLIN



Berlin is a tremendously dynamic entrepreneurial city. It has become a hub of innovative and entrepreneuring people in Europe, some of whom are building their own ventures, others representing established corporations to connect to this vibrant community.

### Day 4



**Management of innovation: the German Model**

- How corporate structures may inhibit innovative activities beyond incremental advances.
- Interaction between the start-up scene and existing companies in search of breakthrough innovations

**Start-up Safari (Plug & play, Alex Springer...)**

#### Alternative Berlin - Street Art Workshop & Tour

Berlin's street art is internationally renowned and fascinating way of exploring the city



### Day 5

**Entrepreneurship: Berlin as a hotspot for New Ventures**

#### Adlershof Technology Park

As one of the 15 biggest science parks worldwide. Adlershof has been synonymous with innovation for over 100 years. It is the birthplace of German aviation. It contributes to „The Adlershof Effect“, a unique combination of tradition, creativity and innovation.