



LUDO VAN DER HEYDEN,
 director of the
INSEAD Corporate Governance Initiative:

“What is business model innovation, practical examples to and learn from - how to do it successfully”



VSEVOLOD NIKOLAEV,
 senior Innovation director at
Carlsberg:

“How to win the global markets locally – product mix, marketing and winning the customers”

ARŪNAS MATAČIUS,
 CEO at Chocolate Naive:

“Origin of innovation”



PROF. DR. RYTIS KRUŠINSKAS,
 Kaunas University of Technology

“What are the challenges in Lithuanian industry – how to map the improvement routes”



How do you sell your products, work with your partners, do logistics and work with people to outperform your competitors? Is there something else that can be done? Is business model innovation only valuable for big companies and specific industries? Or is it useful for every business unit?

Book the **21st of May** and find out more by attending keynote speaker presentations, panel discussions and a workshop at **Litexpo exhibition center (Laisvės pr. 5, Vilnius), hall 5.3**. Ticket prices: normal price - 50 Eur + VAT, for DCC members - 30 Eur + VAT. You can register online [here](https://milda@dcc.lt). If you have any questions please write to milda@dcc.lt.

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08.00

Registration

08.45

Welcome

Danish Chamber of Commerce

08.50

How do companies change their business model?

Ludo Van der Heyden,
director of the INSEAD
Corporate Governance Initiative

09.30

What are the challenges in Lithuanian industry – how to map the improvement routes?

Prof. dr. Rytis Krušinskas,
Kaunas University of
Technology

10.10

Award: most innovative Danish - Lithuanian project of the year

10.20

Snacks and coffee break / networking

10.50

From international strategy to local reality

Vsevolod Nikolaev, senior
Innovation director at Carlsberg

11.30

Experiences from successful business model innovation

Arūnas Matačius, CEO at
Chocolate Naive

12.10

Panel discussion: how can we keep pace with global innovation dynamics?

Guest speakers

12.50

Workshop: what are the best ways to finance your innovations?

Mita, KTU, And Associates
Marketing, LitCapital, Eldes.

13.35

Closing remarks - end of program

Danish Chamber
of Commerce

13.40

Snacks and coffee break / networking

The program is subject to change. If you have any questions please write to milda@dcc.lt or communication@dcc.lt

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