

Bringing Italy to Massachusetts...and Massachusetts to Italy

Putting Knowledge into Action...



Scope for the Boston Innovation Study Tour

Boston, Massachusetts

1st – 8th October 2011

Long Wharf Marriott

Background

Boston is considered the #1 Innovation City in the World. Massachusetts repeatedly ranks as the most innovative State in the United States. The New England region is considered a hotbed of innovation interaction among entrepreneurs, investors, premier research universities, start-up companies and NGO's. After careful assessment, **CONFINDUSTRIA** - and its 4 regions of Northern Italy - has selected Boston the 2011 venue for the Study Tour – the culmination of months of executive management education. 52+ executives and faculty representing four business/training schools in Northern Italy will enjoy a weeklong tour of the Boston Innovation landscape.

Learning Objectives include:

- To understand how leadership adjusts to changing times
- To explore the innovation fabric of Massachusetts with a diversity of institutions and organizations
- To perform an innovation assessment of respective companies
- To initiate global conversations or other business bridges that might result in international expansion
- To review the international context for Italy and identify entrepreneurial actions for the region

The Boston Innovation Tour is organized in 10 Modules which include windows into several Universities (i.e., MIT, Harvard, Babson College and Olin College of Engineering), companies (e.g., IBM and Microsoft) as well as associations and institutes. It is intended to survey the local innovation branding, activities of start-up companies, the changing roles of executive managers from the perspective of the City of Boston, the Commonwealth of Massachusetts and the New England Region. Care has been taken to position all in a global context and future management challenges.

Six Case Stories are designed to feature in-depth perspectives into different industries (e.g., Legal Seafoods, Ocean Spray, Patriot's Place, Z Corporation, and Boston Scientific), including stories from executives/founders, tours and one Case Study academic perusal of a successful India company. Executives will be provided an opportunity to perform a Knowledge Innovation® Assessment of their own companies and share insights and lessons gleaned from the week activities. Hopefully, this will be the beginning of a long fruitful international dialogue.

[**Note:** Some names may change due to schedule conflicts; but the scope of the sessions will remain in tact.]



Bringing Italy to Massachusetts...and Massachusetts to Italy

Case Stories		
Case Story A	<p>Legal Seafoods</p> <p>Since 1950 beginning in Inman Square in Cambridge, this family-owned business has prospered with an array of innovations that lead the industry. Take a look at the Timewave for the roots, values and visibility of the company – from quality control to sustainability and all expansion down the Eastern seaboard and marketing opportunities in between. Roger Berkowitz will be interviewed by Doug Burns, Publisher of MHT.</p> <p>http://www.flickr.com/photos/stp/3732527339/ http://www.legalseafoods.com/About-Really-Fresh-Fish http://www.legalseafoods.com/legals/timeline/core.html</p>	<p>Roger Berkowitz, Owner, President and CEO</p>
Case Story B	<p>Boston Scientific</p> <p>In 1969, fascinated by the prospects for bringing pioneering medical devices/treatments to patients across the world, John Abele joined Medi-Tech, a company that was developing alternatives to traditional surgery. This was the beginning of Boston Scientific – a company begun as a small laboratory and now with over 25,000 people world-wide ...with a tagline – ‘Powered for Growth’. Abele, as part of the TEDx Adventure series will provide a presentation on ‘The Collaboration Paradox’.</p> <p>http://www.bostonscientific.com/home.bscli</p>	<p>John Abele, Founder of Boston Scientific</p>
Case Story C	<p>Z Corporation</p> <p>Founded in 1994, Z Corporation is a privately-held company with a mission to enable design professionals to create more: more ideas, more communication, and more innovation. With a belief that innovation should drive every phase of design, they make all possible with 3D printing, rapid prototyping and 3D laser scanning to enable one to innovate early and often. With licensing origins from MIT, they have received awards including PM100, Best Mousetrap, and INC’s list of fastest growth companies.</p> <p>http://www.zcorp.com/en/home.aspx</p>	<p>John M. Kawola, CEO</p>
Case Story D	<p>Patriot’s Place</p> <p>From design to opening in a matter of months, the Kraft Family found a way to honor the greatest Patriots and preserve Patriots history in the Hall at Patriot Place with an exciting, innovative and interactive, modern museum experience - 11 exhibit galleries and signature film, Patriots Way. But that was the beginning. The innovation was to create a showcase theme park destination for sports enthusiasts – stadium, dining, lodging, shopping and more. Since the franchise was purchased in 1994, Patriots have won many AFC championships and 3 SuperBows.</p> <p>http://www.thehallatpatriotplace.com/ http://www.patriot-place.com/</p>	<p>Bryan Murray, Executive Director and/or Brent Hensel, Curator</p>
Case Story E	<p>Ocean Spray Cranberries</p> <p>Formed in 1930 by three cranberry growers and one lawyer to make new and innovative products made from cranberries. Since then, the Ocean Spray cooperative has grown to more than 600 grower families all across North America with significant expansion plans in 60 countries. With a ‘tradition of innovation’, they have set a rapid pace that leads the industry with new products, a diversity culture, sustainability priorities and even an award-winning website.</p> <p>http://www.oceanspray.com/</p>	<p>Ken Romanzi, Chief Operating Officer and/or Kelley Reilly, Director of Innovation</p>
Case Story F	<p>YOU</p>	<p>Lynne Schneider,</p>

Bringing Italy to Massachusetts...and Massachusetts to Italy

	<p>During the week, tour participants will be exposed to the ten dimensions of Knowledge Innovation®. They will sketch an initial assessment of their innovation capability and by week's end will have completed a full analysis and resulting strategy based upon what they have learned. Stories will be shared within the 4 regions and the best selected for competition in the 10th and final module.</p> <p>http://www.inthekzone.com/kiassessment.htm http://www.inthekzone.com/kiassessment-login.htm</p>	ENTOVATION International Ltd.
Case Study		
	<p>Mindtree Consulting</p> <p>In August 1999, Mindtree [Bangalore, India] was started by a diverse team of 10 professionals who came from three different nations to build an institution that is among the most admired companies globally. With C.L.A.S.S. values, the company has recognized as the best mid-sized company in the Indian outsourcing industry. Dr. David Garvin authored a Harvard Case Study – ‘A Community of Communities’ – and will facilitate an academic discussion to elicit insights and explore lessons for Italy-base firms.</p> <p>http://mindtree.com/</p>	<p>Professor David Garvin, Harvard University</p> <p>[Note: You must have reviewed the HBS Case Study BEFORE this session.]</p>
Modules		
Module #1:	<p>Massachusetts Institute of Technology [MIT]</p> <p>‘Inventional Wisdom’ is a blend of imagination and knowledge inspired by Mens et Manus - the motto of MIT. Founded in 1861 as an ‘Institute of Technology’, it was structured as a not-for-profit Corporation (vs. Board of Trustees). With global innovation branding, the Institute enjoys some of the most prestigious faculty including Nobel Laureates, a plethora of relevant research institutes, hundreds of significant and timely symposia and conferences as well as award-winning publications.</p> <p>The MIT Global Challenge – to inspire and support invention as a public service – connects and awards teams of public service innovators that are tackling barriers to human well-being. Over the past few years, the MIT150 Infinite History project team has captured the first-person recollections of more than one hundred people who have shaped — or been shaped by — MIT. This visit will be hosted by the Entrepreneurship Center and will feature vignettes from the Media Center, MIT Italy Program, the award-winning Open Courseware Program and examples of business pitches from select companies-in-the-making.</p> <p>http://mit.edu http://mit150.mit.edu/timeline http://www.media.mit.edu/research/groups/macro-connections http://web.mit.edu/misti/mit-italy/ http://ocw.mit.edu/index.htm http://entrepreneurship.mit.edu/</p>	<p>Host: William Aulet, Director, Entrepreneurship Center Allison Munichiello, Director, REAP</p>
Module #2:	<p>Boston’s Innovation District</p> <p>Pioneered by Mayor Thomas M. Menino, a vision of transforming Boston’s waterfront property – both deliberate and experimental - into a vibrant multi-complex of facilities and interaction to live, play and work. We will scope the vision, roots, progress and future plans. The session seeks to give visibility to the Design Museum Boston with an exhibition at City Hall, a world-renowned MassChallenge competition, the Boston Region’s Entrepreneurship Week and the mosaic artistry of a Boston-base start-up company that recently generated an image of and for Steve Jobs.</p> <p>http://www.innovationdistrict.org/</p>	<p>Host: Ettore Santucci, Partner, Goodwin Procter LLP</p>

Bringing Italy to Massachusetts...and Massachusetts to Italy

	http://masschallenge.org/ http://www.brewboston.org/ http://www.artaic.com/ http://www.aappdeals.com/archives/7643	
Module #3	<p>Harvard University</p> <p>Founded in 1636, Harvard University is celebrating its 375th year with about 2,100 faculty members (including 44 Nobel Laureates) and more than 10,000 academic appointments in affiliated teaching hospitals. With the Latin Motto 'Veritas', the University is in search of 'truth'. Recently, the University launched its new Innovation Incubator, a student-led and student-created site. Participants will experience a walking tour of the campus with the Crimson Key Society, the case Study with Professor David Garvin and Dr. Michael Thomas, President of the New England Board of Higher Education – an alliance of the 260+ colleges and universities in the region.</p> <p>http://www.harvard.edu/ http://i-lab.harvard.edu/ http://www.nebhe.org/</p>	<p>Host: Jackie O'Neill, Harvard University Marshal Sarah Spetz</p>
Module #4	<p>Kendall Square Dialogue</p> <p>This is a session to feature the Kendall Square – a phenomenon of start-up companies, a Cambridge Innovation Center – one of the 1st in the State, plans for the MassBio cluster – including the real estate laboratory design. WE seek to also feature the new media sensation – Xconomy – complete with its relationship with the VC community, events and blogs with national and global reach. The host will be one of the successful companies in the region – either born in Boston or the regional base of a global organization.</p> <p>http://www.cictr.com/ http://www.massbio.org/ http://www.massbio.org/ http://www.kendallsq.org/ http://www.labspace.com/cluster/ema/index.php?&width=1024&height=768&skipIntro=</p>	<p>Host: William Ghormley, Sr. VP for B Development, Xconomy</p>
Module #5	<p>Babson/Olin</p> <p>Initiated as a Student Entrepreneurship Association (1971) – long before it was a course, an awards program and even a degree program – Babson was their first. Now with its Global Babson initiatives, the College has extended its entrepreneurial reach to the Boston Innovation District, across the national and around the world.</p> <p>Adjacent a new 10-year-old campus – Olin College of Engineering has defined its purpose as one of 'innovation' – from program to practice.</p> <p>http://www.babson.edu/Pages/default.aspx http://www.olin.edu/</p>	<p>Host: Len Schlesinger, President, Babson College</p>
Module #6	<p>IBM Innovation Center</p> <p>This year, IBM celebrates its 100th year anniversary. Our host is the nucleus of a network of innovation centers globally. We will be exposed first-hand to the programs of Global Entrepreneurship, a Smarter Planet and even Watson. With a successful competitive bid on <i>Jeopardy</i>, Watson represents a leap forward in data analytics and how this technology will impact business and industry.</p> <p>In the afternoon, we will have a panel on the GlobalCommonwealth – a strategy to connect innovation strength statewide, nationally and</p>	<p>Host: Joseph Perry, Regional Innovation Center Manager USA East Region & Canada, and Maggie Collins, Event Coordinator</p>

Bringing Italy to Massachusetts...and Massachusetts to Italy

	<p>internationally. The American Century rankings will be used as context where the US ranks 43rd and Italy 44th globally.</p> <p>Much of the solution may well reside within the network of consulates globally. The Consular-Generals from Switzerland and Italy will outline current programs; and we will have reactions from the leadership of MassECON and MassTLC.</p> <p>http://www-304.ibm.com/isv/spc/index.html http://www-304.ibm.com/isv/spc/events/description.jsp?event=B1BB9B7DB87CE24C852577040062F664 http://www-03.ibm.com/innovation/us/watson/index.html http://www.ibm.com/smarterplanet/us/en/smarter_cities/overview/index.html http://www.ibm.com/smarterplanet/us/en/</p> <p>www.entovation.com www.inthekzone.com</p> <p>http://www.swissnxboston.org/ http://www.consboston.esteri.it/Consolato_Boston</p> <p>http://massecon.com/ http://www.masstlc.org/</p>	
<p>Module #7</p>	<p>Tour of Legal Seafoods Quality Control Center</p> <p>Legal Seafoods is the only restaurant with its own fish processing plant. Search for the best begins every morning on the docks. After finding only the freshest fish, it is tested to make sure it's up to quality standards. This industry-leading laboratory runs a boatload of scientific tests. Controls in place enable Legal Seafoods to follow fish from pier to plate. In other words, they can trace the fish you ordered back to the waters in which it was caught.</p> <p>http://www.legalseafoods.com/index.cfm/pid/44423</p>	<p>Host: Ann Flannery, VP Marketing</p> <p>[Note: Limit - ONLY 20 visitors]</p>
<p>Module #8</p>	<p>The Global Scene: Getting Grounded</p> <p>Based with the Massachusetts Office of International Trade & Investment (MOITI), we will explore the promise and realities of international trade relationships. The MOITI mission is "to assist the Commonwealth of Massachusetts to create new employment opportunities by conducting research and disseminating and providing information to foreign business, interested observers and the general public." What are some of the financial, legal and program management hurdles of expanding abroad?</p> <p>The session is hosted by World Boston – the premier global dialogue organization of the region. Originating in 1961 and merging with the World Affairs Council of Boston in 2002, WB is nonprofit organization dedicated to engaging the public in international affairs. Through more than 30 events annually, WB advances cooperation between Americans and peoples of all nations.</p> <p>http://www.worldboston.org/ http://www.moiti.org/ http://www.goodwinprocter.com/Offices/Boston.aspx http://abysspm.com/</p>	<p>Host: Bill Clifford, President and CEO</p>

Bringing Italy to Massachusetts...and Massachusetts to Italy

Module #9	<p>Building Collaborative Advantage</p> <p>This session is dedicated to understanding the ‘collaboration gene’ that pervades the innovation fabric of the Commonwealth. Hosted by a major global consulting firm, we will be exposed to their innovation services focus and practices to manage their flow of knowledge globally.</p> <p>Several examples of collaboration in action will be featured: Association of Industries in Massachusetts, the Boston World Partnerships and the Massachusetts Technology Collaborative, which produced the report – ‘An International Strategy for Massachusetts’, arguably the first in the nation.</p> <p>http://www.deloitte.com/view/en_US/us/index.htm http://www.aimnet.org/AM/Template.cfm?Section=Home http://www.bostonworldpartnerships.com/ http://www.masstech.org/ http://www.masstech.org/institute2009/index.html http://www.masstech.org/institute2009/the_index_2009.html http://www.masstech.org/international/international_home.html</p>	Host: Eric Dilger , Senior Manager Deloitte Financial Advisory Services
Module #10	<p>Lunch: Best of Boston</p> <p>Founded in Boston in 1995, Citizen Schools has been re-imagining the learning day to bring more time, more talented adults, and more relevant learning experiences to middle-school students in low-income neighborhoods...more than 20 cities coast-to-coast. Werner, the facilitator, is also the architect of TEDx Boston – a team of volunteers in Boston who are committed to fostering a culture of innovation by sharing revolutionary ideas with citizens around the world.</p> <p>As the closing session with Boston reflections, this session will feature the presentation of one innovation story from each of the Italian regions - COFIMP, FOREMA, NUOVA DIDACTICA MODENA, and CERFORM. The Final winner will be selected based upon what Innovation Story used the most from the tour to apply to their own innovation strategy upon return home.</p> <p>http://tedxboston.org/ http://www.citizenschools.org/ http://microsoftcambridge.com/Default.aspx</p>	Host: - John Werner , Curator of TEDx and Lynne Schneider , ENTOVATION International Ltd.
Briefing/ Debriefing	<p>Delegation Meetings</p> <p>There will be (at least) 2 sessions dedicated to scope plans, solicit insights, and cross-generate learnings. The first will be a Briefing Session at the beginning of the tour; and the second will be a Debriefing near the end.</p> <p>http://www.intentac.org/</p>	Host: Maurizio Sarmenghi , COFIMP, and Dr. Piero Formica , Dean, International Entrepreneurship Academy
Additional		
Tour Required	<p>MIT Museum – 150 Celebration http://web.mit.edu/museum/</p>	[Note: 150 th year celebration and exhibit]
	<p>Boston Design Museum @ City Hall http://designmuseumboston.org/</p>	
	<p>The State House http://www.cityofboston.gov/freedomtrail/massachusettshouse.asp</p>	
Recommended	<p>Lecture: Olivero Toscani</p>	

Bringing Italy to Massachusetts...and Massachusetts to Italy

	http://www.toscani.com/	
	Harpoon Brewery http://www.harpoonbrewery.com/index.cfm?pid=28487	
	Legal Seafoods Harborside http://www.legalseafoods.com/restaurants/boston-legal-harborside	
	Spirit of Boston Harbor Cruise http://www.spiritofboston.com/	[Note: \$102/per person reservations required]
	JFK Library http://www.jfklibrary.org/	[Note: 50th Anniversary]
Dinner Options	Faneuil Hall Marketplace http://www.faneuilhallmarketplace.com/	
	Boston's Historic North End http://www.northendboston.com/	
	Kenmore Square http://kenmoresquareboston.com/	[Note: Near Fenway Park]
	Chinatown http://www.boston.com/travel/boston/neighborhoods/chinatown/	
	Harvard Square http://www.harvardsquare.com/	

Tourist Suggestions		
	City Tour Trolley or Duck Tours http://www.trolleytours.com/boston/ http://www.bostonducktours.com/	
	Freedom Trail http://www.cityofboston.gov/freedomtrail/	
	Tour of USS Constitution http://www.history.navy.mil/ussconstitution/	
	Tour of the Boston Museum of Science http://www.mos.org/	
	Church - Old North Church; Saint Leonard http://www.oldnorth.com/ http://www.catholic-church.org/stleonard/	
	Fenway Park Tour http://boston.redsox.mlb.com/bos/ballpark/index.jsp	[Note: 100th year Anniversary in 2012]
	Institute of Contemporary Art http://www.icaboston.org/	
	Isabella Stewart Gardner Museum http://www.gardnermuseum.org/	
	Boston Museum of Fine Arts http://www.mfa.org/	
	New England Aquarium http://www.neaq.org/index.php	