

“Porta Aberta” Workshop

2011 Edition

Research Office
Strategic Studies

June 2011



“Porta Aberta” Workshop - 2011 Edition

Concept

The understanding that the concept of collaboration goes beyond the boundaries of the Organization itself and that more can be achieved by collaborating directly with other players in different sectors, inspired Millennium bcp to launch an initiative called “Porta Aberta“ in 2010, whose main goal was to exchange experiences and best practices on innovation.

The success achieved and the interest shown by the participants encouraged the Millennium bcp to hold the 2nd Edition of the event in 2011.

The peer group consists of companies with which Millennium bcp has been collaborating in this area and of other companies of reference in the context of innovation. The challenge for the participants is to “open the doors” so that everyone can understand spot initiatives in this area.

Speakers



Guest
Speaker



Paulo Macedo *Lead by innovation*
Vice-Chairman of the
Executive Board of Directors

Joana Dias Costa *Co-Creation in
Financial sector*
Coordinator of Mil Ideias
Programme

Ricardo Rosado *Open - Internal program
ideas*
Innovation Manager

Florência Cima *Wikicare*
Customer Delight

Venceslau Parreira *EDP Co-Creation*
EDP Innovation
Consultant

Miguel Caldas *Microsoft e Co-Creation*
National Technology
Officer

Armando Cabral *Aligning Your Marketing
to the Consumer’s
Decision Journey*
Telecom, Media & High
Tech

Pedro Oliveira *Open innovation and
user*
Católica Lisbon
Innovation Lab (i-Lab)



“Porta Aberta” Workshop - Collaborative place

“Porta Aberta” Workshop

- Special area for companies and organisations from different sectors to discuss and share experience and best practices on innovation.
- Confirming Millennium bcp’s position as an innovative Bank and fostering innovation in Portugal.
- Strengthening the role of Millennium bcp as liaison between experts, companies and organizations that are linked to innovation.
- Possibility of networking and identifying new opportunities for collaboration.



WORKSHOP PORTA ABERTA

McKinsey&Company

grupo Portucel Soporcel

inogate
www.inogate.com

 autoridadedainovacao.org

SIEMENS

Microsoft

ZNZ Aeroportos de Portugal

inpi instituto nacional da propriedade industrial

SONAE

 Câmara Municipal
lisboa



 **edp**
inovação



 **Brisa**



REFER



Millennium
bcp