

# Lux Executive Summit Asia 2017: Mastering the Trends that Drive Growth

October 17-18, 2017  
Tokyo, Japan

Tuesday, October 17, 2017	
6:00 pm – 8:00 pm	<b>Welcome Cocktail / Dinner</b> <b>Location:</b> Arcana Tokyo (JP Tower KITTE 6th Floor, 2-7-2 Marunouchi, Chiyoda-ku, Tokyo, Japan)

Wednesday, October 18, 2017	
9:00 am - 9:15 am	<b>Conference Registration and Information Desk Open</b>
9:15 am – 9:25 am	<b>Welcome and Introductions</b> <i>Mike Coyne, President and CEO, Lux Research</i>
9:25 am – 10:00 am	<b>Lux Research Opening Keynote: Lux Research Keynote Address: The Innovation Paradox</b> <i>Michael Holman, Ph.D., VP Research, Lux Research</i>  An eye-popping variety of inventions are making us more connected, providing us more choices, and giving us more capabilities than ever before. But despite this cornucopia of technologies, too often companies, industries, and nations struggle still to find real growth. Political discontent is on the rise, and a swelling group of skeptics lament slow productivity gains and ask plaintively why we got 140 characters instead of flying cars. The pace of technology change seems greater than ever, but why hasn't the flood of innovation and disruption made our world happier and more prosperous? And how can companies sort through the flood of data and information to focus on those innovations that will really move the needle for growth?
10:00 am – 10:30 am	<b>Guest Keynote Speaker</b> <i>Kazuo Iwano, Ph.D., Executive Officer and Chief Digital Officer, Emerging Technology and Business Development Office, Mitsubishi Chemical Holdings Corporation</i>
10:30 am – 11:00 am	<b>Networking Break</b>
11:00 am – 11:30 am	<b>Digital Transformation of Industry: From IoT and AI to Robotics: Applying the Right Tools for Your Digital Transformation</b> <i>Kevin See, Ph.D., VP of Research, Lux Research</i>  Digital Transformation is a universal theme, applying to businesses across the spectrum from commodity chemical producers, to the most cutting edge social media company. At the core is a set of quickly evolving tools, including robots, artificial intelligence, and the Internet of Things. These spaces are teeming with developers big and small, and confusion reigns about what tools fit what use cases, and ultimately how businesses can use these tools to both grow the top line, and enhance the bottom line. This talk will discuss the evolution of these tools, sort through the confusion, and uncover how businesses can truly leverage these tools for growth.
11:30 am – 12:00 pm	<b>The Materials-Manufacturing Nexus: Divergent Paths: The Materials vs. Products Commercialization Conundrum</b> <i>Anthony Schiavo, Analyst, Lux Research</i>  Materials technologies are critical to disruption and transformational growth across industries, but improved performance at the material level is a far cry from commercial success. While compelling properties at lab scale are generally prerequisites for value proposition of the ultimate end part, they are far from sufficient. Beyond the obvious cost and time challenges of bringing new materials to market, property translation from material to product form factor and business and partnership strategy are just as critical, and often underemphasized. This talk will discuss emerging design and manufacturing tools that accelerate commercialization of products fabricated from novel materials, explore new business models enabled by these innovations, and examine how companies across the value chain can best position themselves for growth.
12:00 am – 12:30 pm	<b>The Great Energy Transition: The Five Technologies That Will Change the Way We Use Energy</b> <i>Yuan Sheng Yu, Analyst, Lux Research</i>  Energy is essential to modern society, and the companies that provide it are some of the largest in the world. However, the way we get and use our energy is undergoing big changes as new technology is poised to disrupt current businesses and shift the balance of power between consumers and producers of energy. Every company is a user of energy, and many sell into the energy value chain besides, so deciding how to position your firm in this dynamic evolving landscape is essential – this presentation shows the methodologies Lux uses to help find the right technology bets and hedges.

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12:30 pm – 13:00 pm	<p><b>The Rise of Consumer Health &amp; Wellness: Selling Wellness: Do Consumers Pay for Perceived or Actual Value?</b> <i>Sara Olson, Ph.D., Senior Analyst, Lux Research</i></p> <p>From non-GMO and organic food to activity tracking and “natural” ingredients, consumers care about and are willing to pay for wellness. Some estimates put the wellness market at nearly \$4 trillion, but do these products actually improve wellness or are they merely gimmicks masquerading as solutions? With definitions of wellness as varied as the solutions promising to deliver it, we examine the commercial opportunities to understand which solutions actually deliver value and which are just snake oil. We'll also explore how companies can engage, retain, and sell wellness to consumers and whether consumers are willing to pay more for actual value.</p>
13:00 pm - 2:15 pm	<p><b>Networking Lunch</b></p>
2:15 pm – 3:45 pm	<p><b>Speed pitches:</b> <b>Moderator:</b> <i>Cort Isernhagen, Managing Director Asia Pacific, Lux Research</i></p> <p><b>Participant companies:</b> <i>Phil Blyth, Ph.D., CEO and Founder, GreenSync</i> <i>CC Keong, CEO, IGL Coatings</i> <i>Phillip Aitchison, Ph.D., Head of R&amp;D and IP, Imagine Intelligent Materials</i> <i>Kerry Thacher, CEO and Founder, Librestream Technologies</i> <i>David Lester, Ph.D., CEO, NIESM</i></p> <p><b>Judges:</b> <i>TBD</i></p>
3:45 pm - 4:15 pm	<p><b>Networking break</b></p>
4:15 pm – 4:45 pm	<p><b>Guest Keynote Speaker</b> <i>Sharifah Shahrul Rabiah, Ph.D., CEO and VP, Felda Global Ventures Research and Development</i></p>
4:45 pm – 5:15 pm	<p><b>Lux Research Closing Keynote: 2020 Vision</b> <i>Mark Büniger, VP Research, Lux Research</i></p> <p>The year 2020 has long been a milestone of the future; a time ahead when the world's most pressing problems would be solved in a dreamy technoutopia, or – more pessimistically – so out of control that civilization itself would collapse into a new stone age. Now 2020 is well within most corporations' strategic planning horizons, but still a mystery; as with human vision, our ability to see clearly both near and far is deteriorating. Will technology for human rights be the next cleantech; how will post-capitalist economics work; will we finally have flying cars? Find out what will be world-changing or meh, inevitable and impossible, over the next 3 years and thirty – when the 2050 milestone will be upon us before we know it.</p>
5:15 pm – 5:20 pm	<p><b>Wrap Up</b> <i>Mike Coyne, President and CEO, Lux Research</i></p>
5:20pm - 6:30pm	<p><b>Refreshments</b></p>