

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	Welcome Cocktail / Dinner Location: 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	Conference Registration and Information Desk Open
9:15 am – 9:25 am	Welcome and Introductions <i>Mike Coyne, President and CEO, Lux Research</i>
9:25 am – 10:00 am	The Innovation Paradox <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	Perspective of Information Technology's Role Change and Associated Insights <i>Kazuo Iwano, Ph.D., Executive Officer and Chief Digital Officer, Emerging Technology and Business Development Office, Mitsubishi Chemical Holdings Corporation</i> The role of the Information Technology has drastically changed in the past two decades – it became a critical infrastructure of the industries in 1990s, but now it is becoming an indispensable infrastructure for the societies thanks to the technological progress in computation processing power and data handling, service oriented architecture, cloud computing, big data and artificial intelligence. This brought about several changes as well: 1) the value is now located in the ecosystem around services rather than things themselves; 2) the boundaries are blurring among physical things and cyber space, individuals / institutions and communities, machines and humans. We need to define new identities and new ecosystems based on the fusion of cyber and physical things. In this presentation, we will discuss the vision "Reality 2.0", and how Mitsubishi Chemical Holdings applies these ideas to drive digital transformation within its organization.
10:30 am – 11:00 am	Networking Break
11:00 am – 11:30 am	Forecasting Disruption: Data-Driven Analysis of Emerging Technologies in Digital and Beyond <i>Kevin See, Ph.D., VP of Digital Products, Lux Research</i> Growth is a critical imperative for many organizations and history has shown that the only truly sustainable source of growth is leveraging technology innovation. Unfortunately, many companies do not truly understand what the future of innovation means for them. Even more alarming, the present state of innovation eludes many, and in some cases the past remains opaque as well. New research demonstrates that even technology inflection points that occurred 5 to 10 years ago often fail to register for these organizations until it is too late. These organizations miss these inflection points because the signals are often scattered and buried across disparate and under-appreciated datasets. This delay in understanding often results in lost opportunities or wasted investments, even though the solution is most likely in the organization's grasp. This presentation will take a focused look at our proprietary data-driven methodology for analyzing complex data sets, to generate a signal, which pinpoints the state of innovation for any technology. We will demonstrate how this methodology is effective by examining a variety of use cases, and in particular the evolution and traction for digital technologies. We conclude by detailing how companies should augment their conventional technology foresight efforts with an accurate big data and analytics strategy, and warn of specific hidden pitfalls that can falter such efforts.

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11:30 am – 12:00 pm	<p>The Materials-Manufacturing Nexus: Divergent Paths: The Materials vs. Products Commercialization Conundrum <i>Anthony Schiavo, Analyst, Lux Research</i></p> <p>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.</p>
12:00 am – 12:30 pm	<p>The Great Energy Transition: The Five Technologies That Will Change the Way We Use Energy <i>Yuan Sheng Yu, Senior Analyst, Lux Research</i></p> <p>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.</p>
12:30 pm – 13:00 pm	<p>The Rise of Consumer Health & Wellness: Selling Wellness: Do Consumers Pay for Perceived or Actual Value? <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>Networking Lunch</p>
2:15 pm – 3:45 pm	<p>Speed pitches: Moderator: Cort Isernhagen, Managing Director Asia Pacific, Lux Research</p> <p>Participant companies: <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&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>Judges: <i>TBD</i></p>
3:45 pm - 4:15 pm	<p>Networking break</p>
4:15 pm – 4:45 pm	<p>Guest Keynote Speaker <i>Sharifah Shahrul Rabiah, Ph.D., CEO and VP, Felda Global Ventures Research and Development</i></p>
4:45 pm – 5:15 pm	<p>2020 Vision <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>Wrap Up <i>Mike Coyne, President and CEO, Lux Research</i></p>
5:20pm - 6:30pm	<p>Refreshments</p>