

## Draft Agenda

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### WP4 WORKSHOP

#### *New Technologies: the future?*

08:45 **Registration and coffee**

09:00 **Welcome and Introduction**  
Jeremy Salt – WP4 Chair person

09:15 **How to detect and deploy innovation**  
James Woudhuysen – Professor at De Montfort University

09:45 **Discussion, Questions & Answers**

10:15 **Nanotechnologies: turning small ideas into something big**  
Peter Krueger – Bayer

10:45 **Discussion, Questions & Answers**

11:00 *Coffee break*

11:15 **Diagnostics: the detectives of animal health**  
Fredrik Widén - SVA

11:45 **Discussion, Questions & Answers**

12:00 **Revolution in the mobile technology sector**  
Fiona Williams – Ericsson

12:30 **Discussion, Questions & Answers**

12:45 **Machinery: Technology Management**  
Stefan Stahlmecke – John Deere

13:15 **Discussion, Questions & Answers**

13:30 *Lunch*

14:15 **Information Systems and Decision Sciences – Mobile Payments**  
Jan Ondrus – ESSEC Business School

14:45 **Discussion, Questions & Answers**

15:00 **Ministry of Science NZ**  
Karla Falloon - European Union Science and Technology Counselor

15:30 **Discussion, Questions & Answers**  
Chaired by Jeremy Salt – DISCONTTOOLS WP4 Chair person

15:45 *Coffee break*

16:00 **General discussion: Technology Evaluation methodology for the AH sector**  
– **developing a blueprint**  
Participation from the audience

16:45 **Closing remarks**  
Declan O'Brien – IFAH-Europe Managing Director and DISCONTTOOLS Coordinator

17:00 **Close of the workshop**