

Company Workshop  
**Value Innovation**  
**Tuesday, 11 March 2013**  
ECO-FEI, 26A Sherif St, Downtown, Cairo  
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### **Itinerary**

0900 Welcome & Introductions

0930 Differential Thinking

Existing industries and sustainability challenges are viewed with new perspectives to develop new solutions or new ways to approach a challenge.

*1115 Tea Break*

1130 Value Innovation Framework

The framework is introduced and each component is explained using examples.

*1230 Lunch*

1330 Group Work

Using a peer-learning methodology, participants design value innovation models for their business. The business may be existing or completely new.

*1530 Tea Break*

1600 Presentations

Selected participants volunteer to present their designs.

1700 Closing

1730 Ends

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# VALUE INNOVATION WORKSHOP

ARE YOU A COMPANY LOOKING FOR A NEW CHALLENGE AT THE CROSSING OF DEVELOPMENT AND BUSINESS?

DO YOU WANT TO EXPLORE NEW WAYS OF DOING BUSINESS?

THEN OUR UNIQUE "VALUE INNOVATION" COMPANY WORKSHOP IS FOR YOU!

11 MARCH, 2014 | AT THE ECO-FEI: 26A SHERIF ST, DOWNTOWN, CAIRO

Set in the context of sustainability and inclusivity of markets, participants learn how to locate new business opportunities and exploit them through business model innovation.

These new business models address environmental issues and resource use inefficiencies, are scalable and replicable and add value to people's lives beyond their immediate use.

Through the workshop, participants will...

- identify opportunities in sustainable and inclusive business
- innovate and design business models to disrupt or create markets
- create value by doing things differently

Reserve a seat by sending an RSVP to Marwa Hussein at: [mhussien@eco-fei.net](mailto:mhussien@eco-fei.net)

Participation  
is free  
of charge!

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