

Swedish-American Entrepreneurial Days

Savannah, GA. April 20-22, 2009



Welcome to the 2009 SACC Entrepreneurial Days in Savannah, Georgia!

Accessing Growth Capital

for a Sustainable Future

The City of Savannah has long been recognized as location for business and has a long history of innovation and prosperity.

The 2009 Entrepreneurial Days will take place at the Savannah Marriott Riverfront, April 20-22. On the agenda is Industry Deep Dives, Business Matchmaking, Stellar Speakers from Sweden and the U.S., Edays Banquet Dinner, Seminars & Workshops, and lots of Networking.

Industrial Design Program

According to a survey made by Swedish Industrial Design Foundation (SVID) about 80% of the over 1000 companies who were interviewed declare that Swedish design is ahead of the field. Half of the companies say that their design costs have increased over the past few years. This is consistent with the rising demand trend, which also suggests that investments will continue to increase.

It is significant to discuss how we can use this growing demand for design to produce global innovation. The Industrial Design program will explore this issue and how we can benefit from the Swedish-American relationship. International experts will tell their stories and give advice on how to use design as a tool for global success, and entrepreneurs from the design field will talk about raising capital in the U.S.

Organized by SACC-Georgia and SACC-USA

www.sacc-edays.org/savannah



Industrial Design Program Outline

At the Savannah College of Art and Design

8:30 - 9:00

Breakfast

9:00 - 9:45

Design Driven R&D - Radical, Sustainable, and Renewable Textiles

- Susanne Edström, Project Coordinator, Smart Textiles, the Swedish School of Textiles, University College of Borås

9:50 - 10:35

How Design Education Impacts International Business

- Michael Plummer, General Manager Marketing Communications of JCB
- Tom Gattis, Chair Industrial Design Department of SCAD

10:40 - 11:25

- Gaylon White, Business Manager of Eastman Chemical

11:30 - 12:10

Panel Discussion

- Ernest Lane, Senior Industrial Designer of Husqvarna
- Jose Gamboa, Senior Designer for Kids II
- John Griffin, US Regional Director of Business Development, Ergonomidesign

12:10 - 12:55

Lunch

Design as the Management of Ideas

- Robert Fee, Faculty, Department of Design Management at SCAD

1:00 - 2:00

Innovation As Strategic Differentiator in a Global Market

- Gaylon White, Business Manager of Eastman Chemical
- Steve Meister, BigBang
- Robert Fee, Professor Design Management of Savannah College of Art and Design
- Susanne Edström, Project Coordinator, Smart Textiles, the Swedish School of Textiles, University College of Borås

2:00 - 2:45

Closing Event/Networking

2:45 - 5:00

Tour of Savannah College of Art and Design

Participating companies

- Bigbang
- Eastman Chemical
- Husqvarna
- JCB
- Kids II
- Savannah College of Art and Design

& organizations

- Ergonomidesign
- Smart Textiles
- Industrial Designers Society of America
- ...and many more!

Represented

Industries

- Toys
- Electronics
- Transportation
- Design Education
- Heavy Equipment
- Consumer Products
- Consumer Electronics