



**A personal view on
ICE 2009 and IEEE TMC-Europe 2009
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At First Glance

To be honest, I did not know the ICE conference at all until I attended this time. I have attended the IEMC almost every year, though. I happened to know the ICE conference through an e-mail with attached call-for-papers, received from IEEE Portugal Section.

The conference was pretty impressive to me both in contents and structure of the conference. As opposed to matrix-like seat arrangement which is common in typical international conferences, round tables and seats are arranged even for regular sessions. I thought this is conference organizer's strong intention to encourage discussion among audience. There were many interesting points but I would like to pick up three things to report, which are, "Entrepreneur boot camp", "Concept of Living Labs", and "Operation of workshop".



Entrepreneur Bootcamp

Keynote address presented by Guido Petit from Alcatel Lucent Technology Academy was excellent. The program seems to me to foster so-called "intrapreneur" which was

defined by Gifford Pinchot. In order to utilize knowledge in individual silos, multi-disciplined teams are organized and sent to entrepreneur boot-camp during weekends for three months and they develop business plan. The plan is presented in front of the innovation board consisting of CEO, CTO, CFO and venture capitalist.

Living Labs

Living Labs was a pretty new word to me. The basic idea is a combination of open innovation concept and involvement of end-user from the early stage of innovation. This is popular concept in the world, but I learned that European people are doing tremendous work to establish standard IT infrastructure, hierarchical network from local clusters to total European network of living labs as a joint cooperative effort among industry, academia and policy makers. There is a big issue in Japan with respect to regional development and I think this living labs concept will be useful to that.



Operation of a Workshop

The ICE conference had two days workshops in addition to regular paper sessions. I joined a couple of workshops and

I found that “End User Driven Open Innovations” was prepared and organized very well. A new generation coffee maker was chosen as an example, and audience were divided into 4 teams to discuss end-user profiles, product specification, and timing of user involvement. Since most of session time was allocated for discussion, I think all attendees enjoyed and were satisfied.



I believe this conference is definitely interesting to many Japanese people and I hope the organizing committee will consider distributing conference information more widely.

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