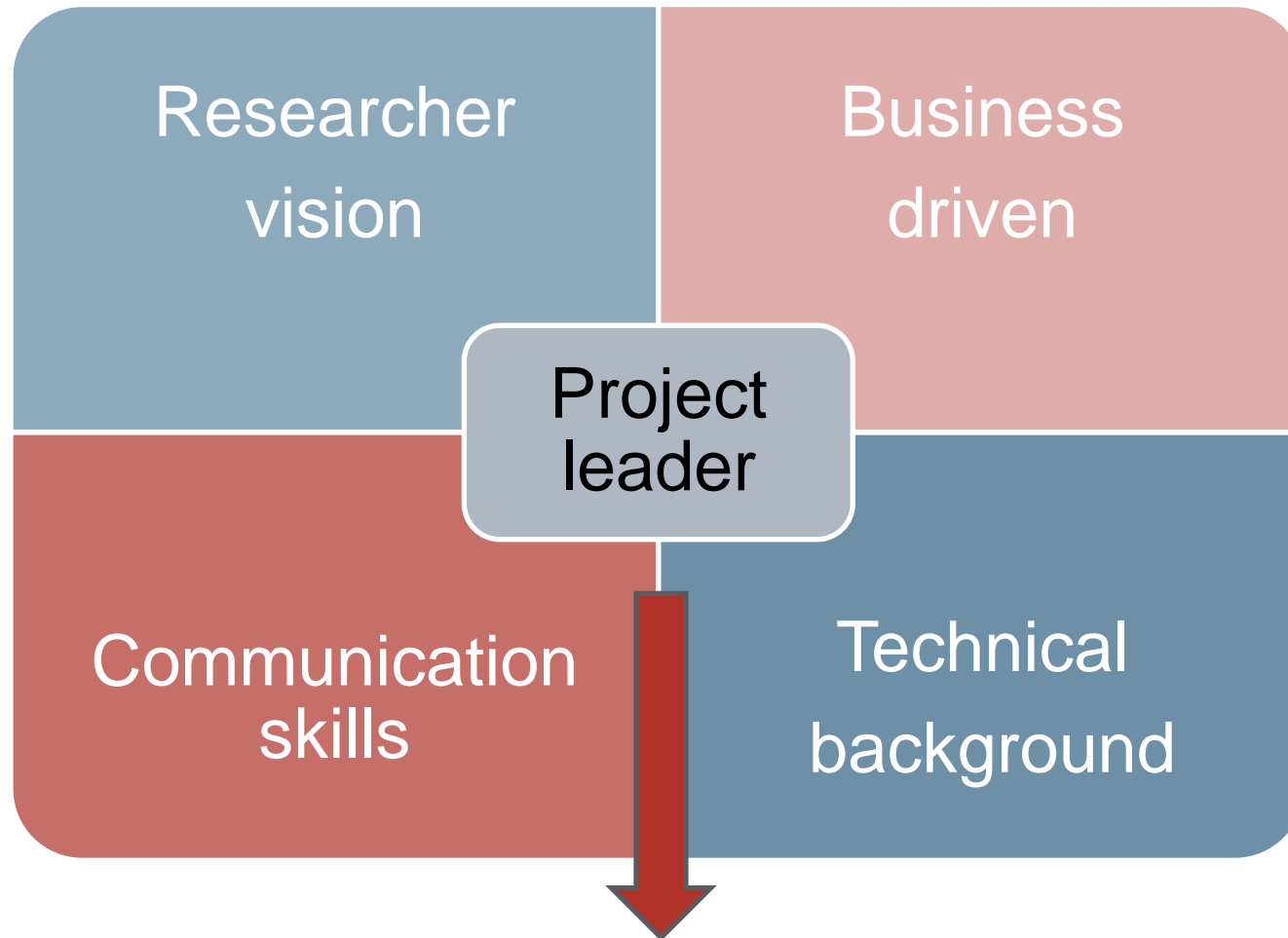


R&D project leader: the innovation polyglot

Warszaw, April 19th 2012

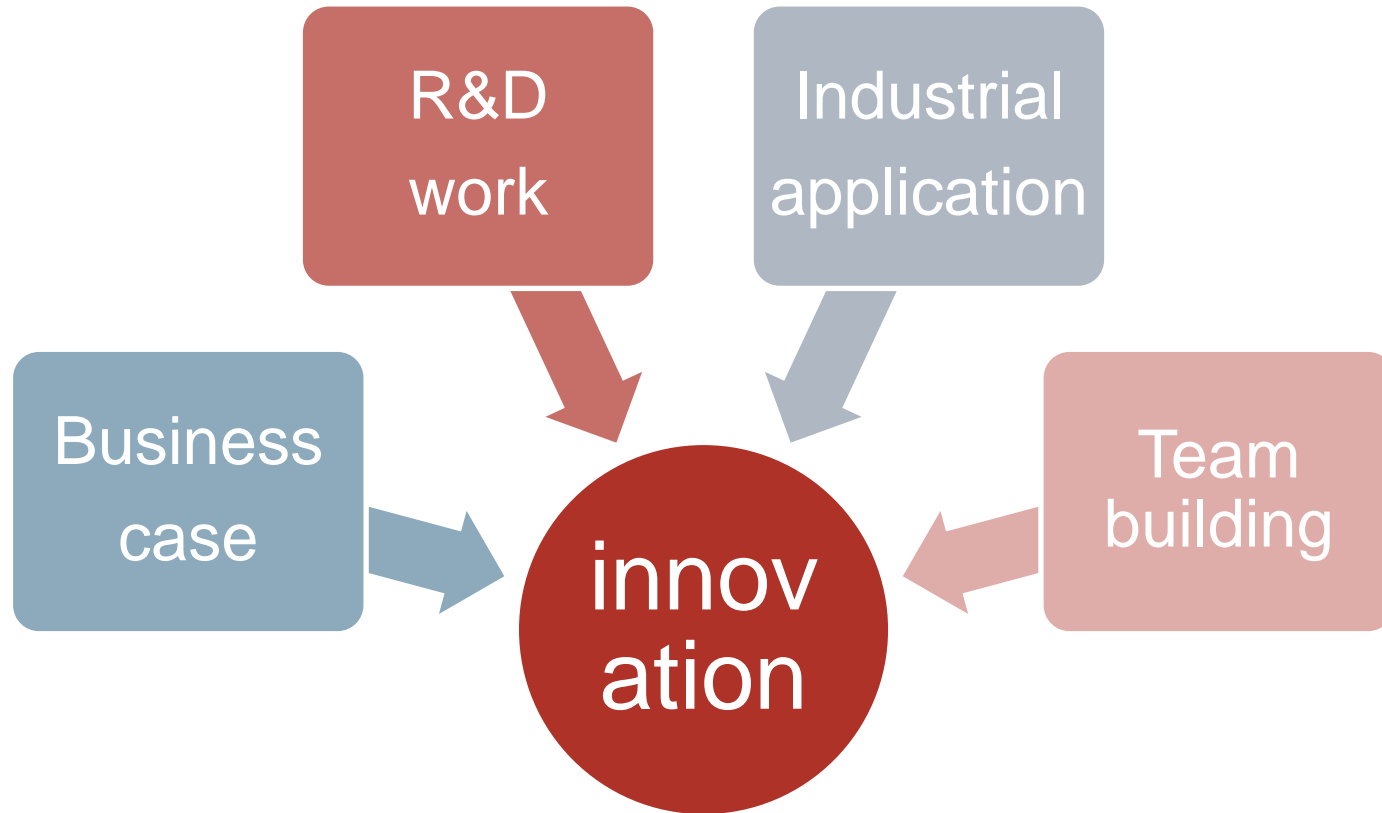
Filippo Larceri

BU Catalysis & Energy, R&D - Global Manager of Project Management Office & Support
Süd-Chemie AG - a Clariant Group Company



the innovation polyglot
a visionary leader with a solid business understanding

Definition of the need



the innovation dilemma

R&D must be very close to the business

Business timing is typically shorter than R&D timing

To develop new ideas beneficial to the business
can be time costing

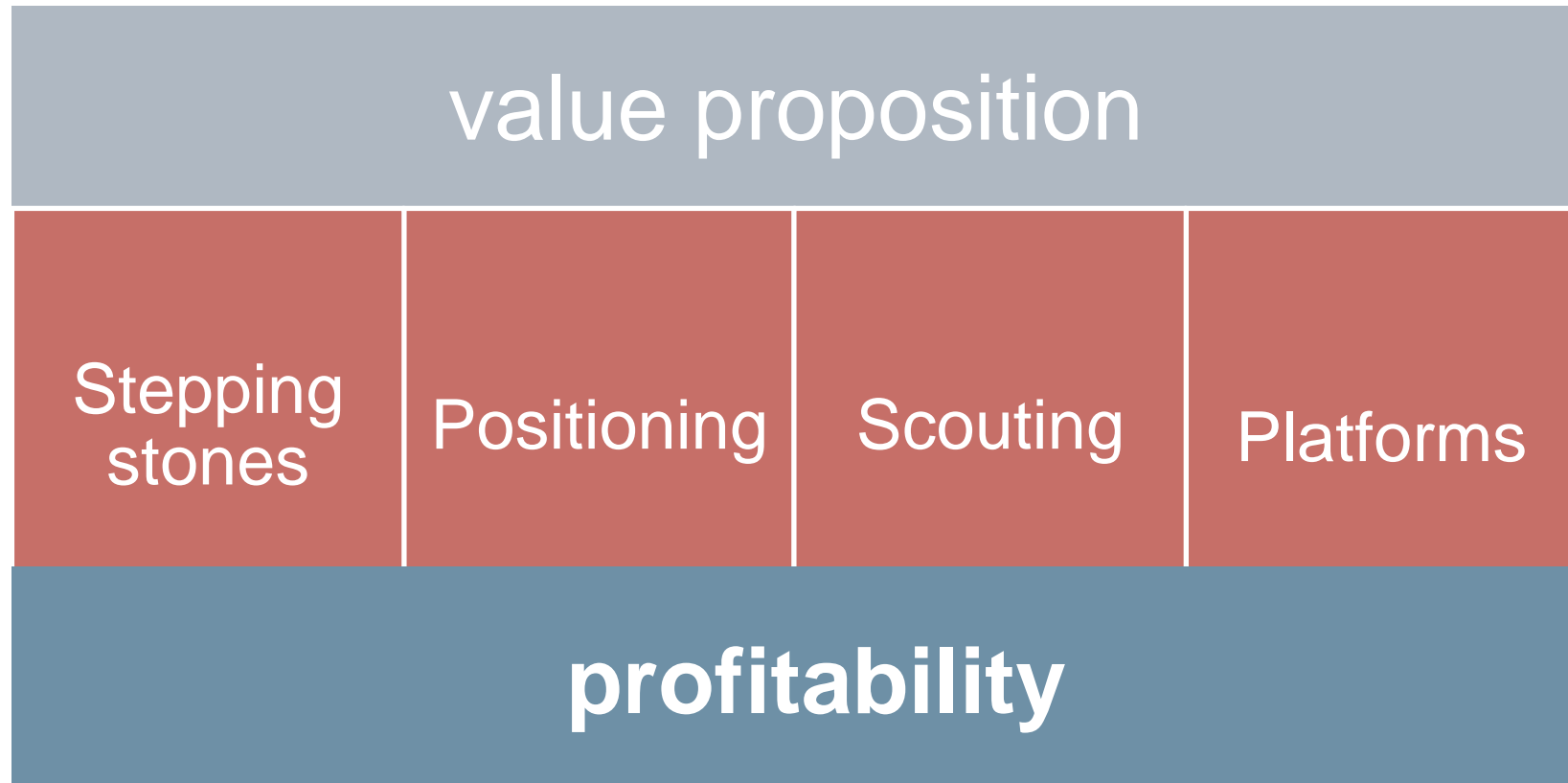


how can one get out of this dilemma ?

... let's look into our proven success answer...

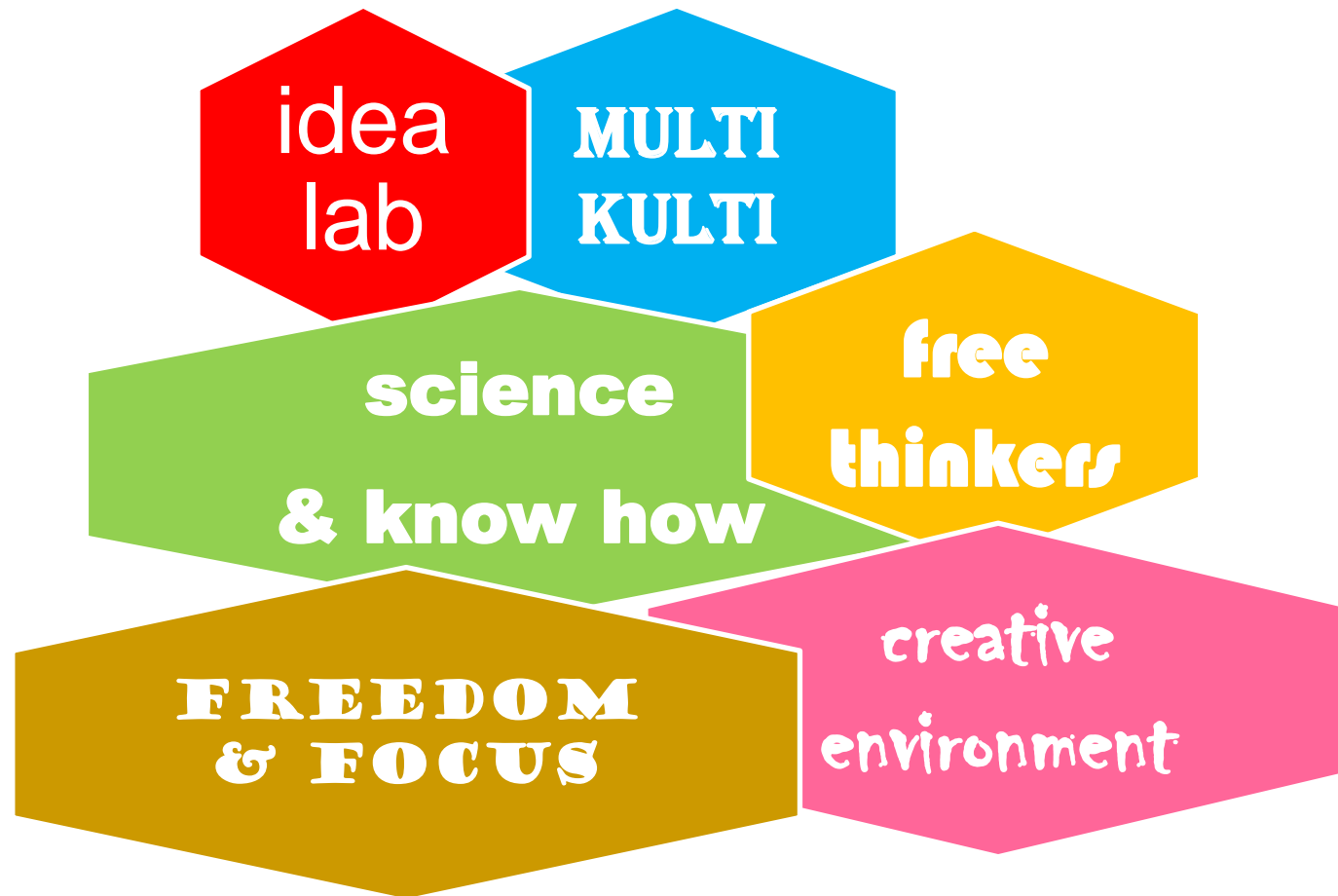


Business case – Market opportunity

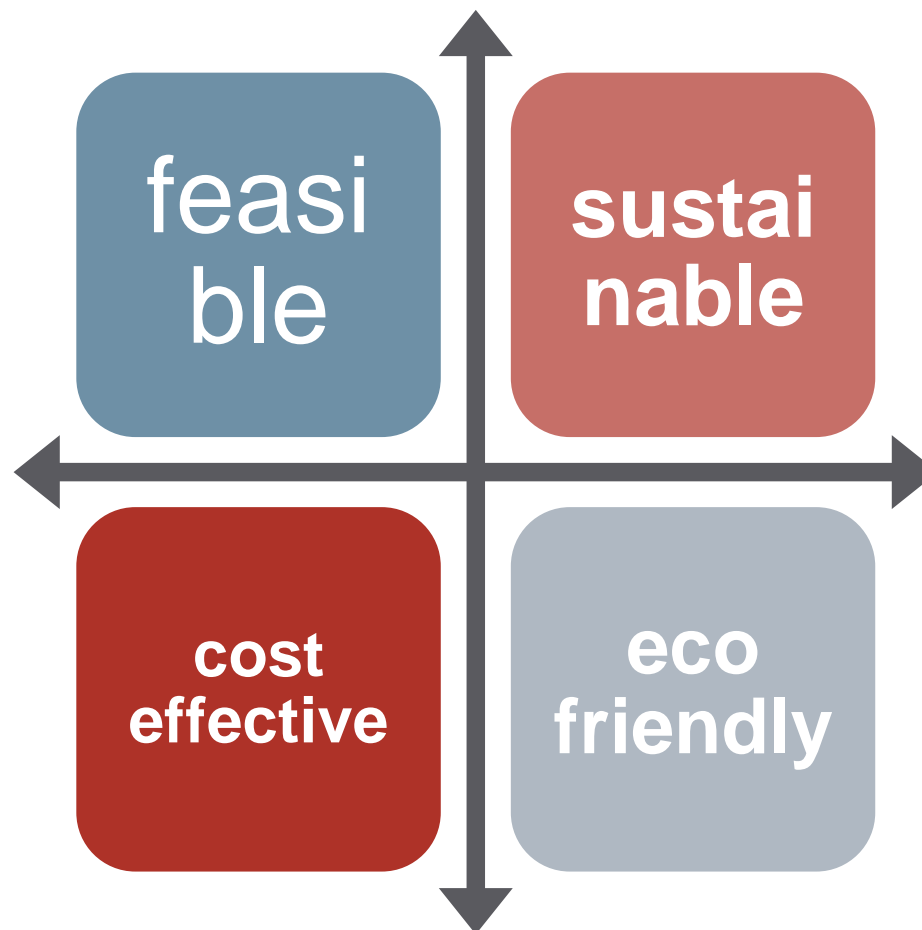


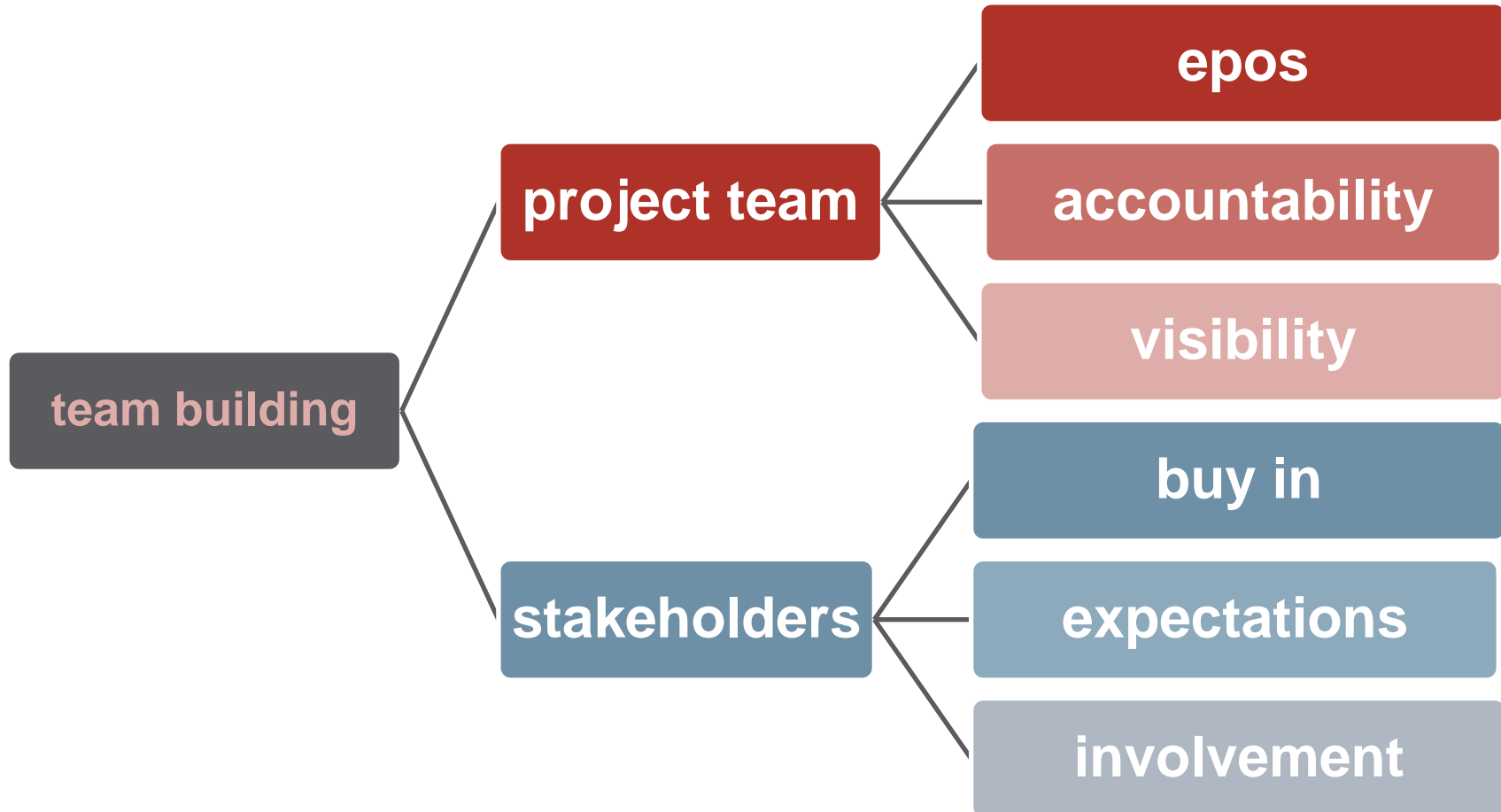
**different approaches always
business driven / strongly linked to business development**

R&D work

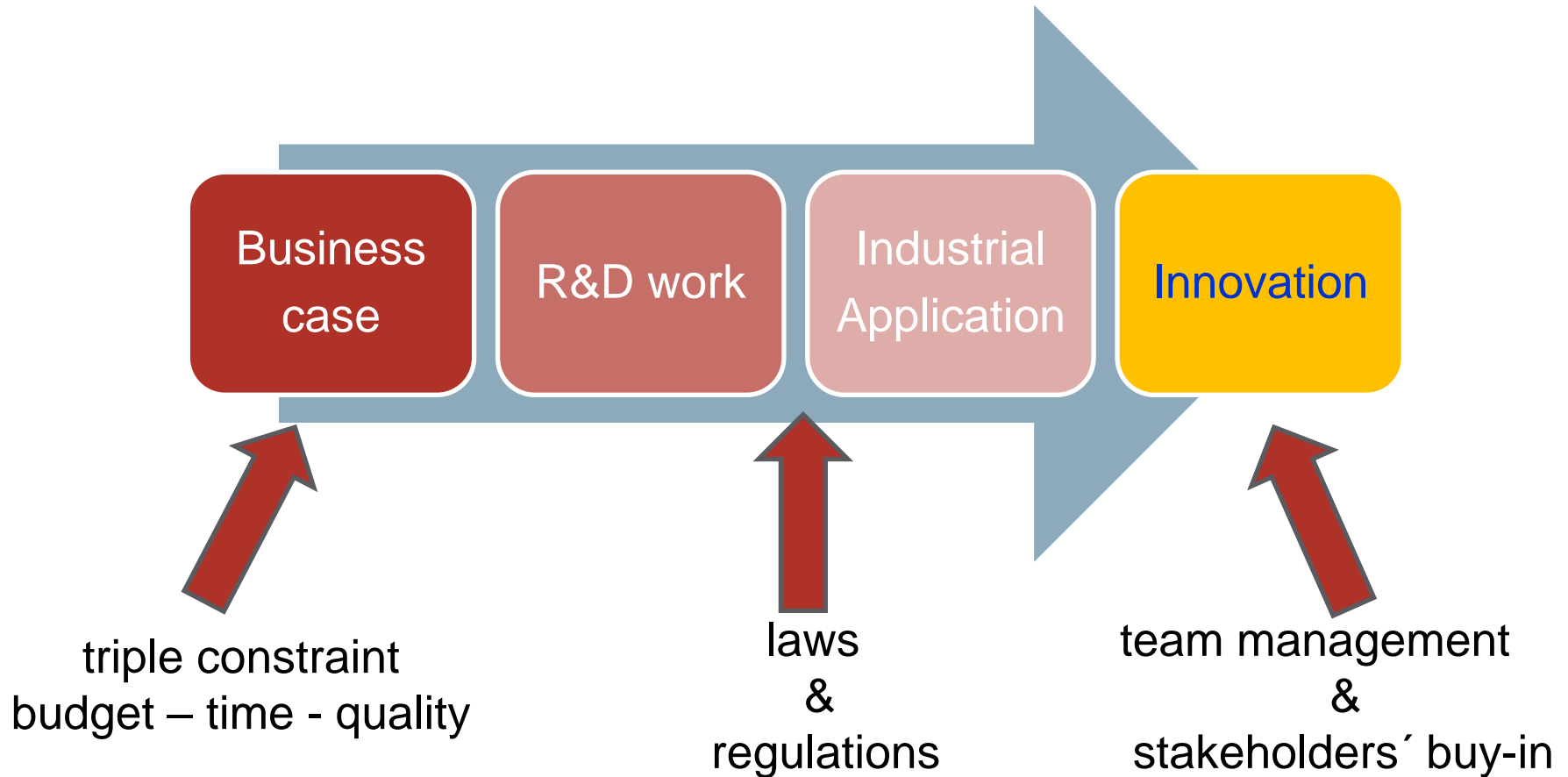


Industrial application





R&D project leader: the innovation polyglot





thanks for your attention