

Skills seminar on Product Innovation with

FISKARS®

**on the 18th of April 2016 12:00-18:00
at Fiskars Corporation
Hämeentie 135 A**

Well-defined value propositions based on end user insight are a key to a successful product launch or market entry, and they greatly influence the cost of the new product development. Despite its importance, most companies spend far too little time and effort on this important phase of a launch or market entry. The forthcoming Skills seminar gives you an opportunity to work 'hands on' with the challenges of creating an end user driven value proposition.

Fiskars is a leading consumer goods company with globally recognized brands. In this Skills seminar you will learn to know the company, their approach to product launch and get a chance to work with a real life case with authentic data.

*During the day three specialists from **Fiskars** will guide you through the topic, the case and the discussions:*

- **Alexander Giftthaler**, SVP, Head of Business Unit
- **Petteri Masalin**, VP, R&D
- **Christian Bachler**, Business Director, Kitchen

The participants will be given some case related authentic data prior to the seminar.

There is space for max 25 participants.
Registration by e-mail to cems@aalto.fi by Friday, 8 April 2016