



INNOCOS



THE NEW LUXURY in BEAUTY

Agenda timing and details may be subject to change up until the event.

*16-18 May 2017
Fairmont Hotel, Dubai*

*29-30 June 2017
Myriad by SANA, Lisbon*

INNOCOS Dubai May 16-17, 2017, Fairmon Hotel:



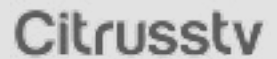
Shahzad Haider,
Chairman, The Fragrance
Foundation Arabia



Jinpyo Lee,
VP of Strategy and business
Development,
AMOREPACIFIC (KO)



Yana Petrova,
Global Co-Leader of
Retail Development Index,
A.T.Kearney



Nicolas Bruylants,
CEO,
Citrus TV (UAE)



Thijs Faas,
CEO,
Ellis Faas (NL)



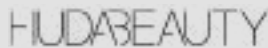
William Koeberle,
President,
European Federation of
Perfumeries (FR)



Benoit Verdier,
Co-founder
EX NIHILO Paris (FR)



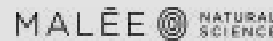
Dima AlMalakeh,
Brand Mark. Consultant
Free Dome Media (UAE)



Mona Monica Kattan,
Co-Founder & Managing
Partner Huda Beauty
(UAE)



Tina Hedges,
Founder and CEO,
LOLI Beauty (US)



Zeze Oriakhi-Sao,
Founder and Director,
Malée (UK)



Geeta Chaudhari,
COO,
Maurva Cosmetics (ZW)



Jennifer Tidy,
VP Partnerships
ModiFace (CA)



Jenny Frankel,
Founder and CEO,
Nudestix (CA)



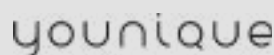
Chris Hobson,
CEO and founder,
Patchology (USA)



Dani Marino,
International Account
Director,
PeclersParis



Hannah Roberts,
Prestige Communications
Director & Global Head of
Trends, Unilever (UK)



Matt Schleiffarth,
EVP, Corporate Develop-
ment,
Younique Products (US)



Shadi Samra, Regional
Manager UAE, Oman and
Qatar, Arabian Oud (UAE)



Ghassa Hajjaj, Regional
Training and Service Man-
ager, L'Oréal LUXE (UAE)

Lead Sponsor:

MODIFACE

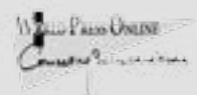
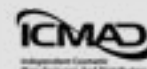
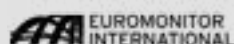
GCC Partner:

beautyworld
MIDDLE EAST

PR Partner:



Media:



Contact Dubai: Dima AlMalakeh dima@freedomemedia.com +971 558603615

INNOCOS Lisbon, June 29-30, 2017, Myriad by SANA



Helene Parthenay,
Category Leader Beauty,
Amazon (UK)



Fiona McIntosh,
creative director,
Co-founder,
blow LTD (UK)



Amy Wyatt,
VP R&D and Regulatory
Affairs, CHANEL (USA)



Nicolas Lasbistes,
Global Marketing Manager
Personal Care,
Clariant (CH)



Dominika Minarovic,
Co-founder,
Clean Beauty Co (UK)



Cornelia Zicu, COO,
Red Door Spa Holdings,
Elizabeth Arden (USA)



Des Fernandes,
Scientific Advisor,
Environ Skin Care (ZA)



Stephane de La Faverie,
Global Brand President
Estée Lauder



Irina Barbalova,
Global Head of Beauty &
Personal Care Research,
Euromonitor Int-l (UK)



Marie Drago,
Founder,
Gallinée (UK)



Joy Chen,
CEO,
H2O+ Beauty (USA)



Rafael Mantesso,
Visual Artist,
#JimmyTheBull



Dr Daisy Bennett
Chief Medical Advisor,
Post-marketing Safety,
L'Oréal (FR)



Jennifer Tidy,
VP Partnerships,
ModiFace (CA)



Jenny Frankel,
Founder and CEO,
Nudestix (CA)



Dr. Andrea Mitarotonda
Ph.D.FRSC,
Chief R&I Officer,
Neal's Yard Remedies (UK)



Dr Johanna Gillbro,
Senior Manager Scientific
Innovation,
Oriflame



Vania Lacascade, Deputy
General Manager SVP, The
Body Shop International
(UK)



Diana V. Carrico
Founder x CEO,
madeinyouthland.com



Ada Ooi,
Founder and CEO,
001skincare



Grace Fodor,
Founder and CEO,
Studio 10

Lead Sponsor:



Gold Sponsor:



Media Partners:



Fairmont Dubai, May 16-18 2017

Tuesday, May 16

eCommerce, Digital Marketing, Social Media and Retail Stream

8:15 Coffee and Registration at Fairmont hotel Dubai and walking to the Beauty World Middle East.

9:00 VIP Welcome breakfast at BEAUTY WORLD MIDDLE EAST located at World Trade Centre exhibition hall.

11:00 Registration continues back at Fairmont hotel Dubai

12:00 Networking lunch at the Fairmont hotel Dubai

13:30 Opening Keynote. **Landscape of Beauty industry in Middle East**

Shahzad Haider, Chairman, The Fragrance Foundation Arabia

14:00 Panel Discussion. **Market Focus: Beauty Growth Dynamics in the Middle East.**

Facilitator: Shahzad Haider, Chairman, The Fragrance Foundation Arabia.

Shadi Samra, Regional Manager UAE, Oman and Qatar, Arabian Oud

14:30 **Education of Service Excellence**

- A look at the challenges the market faces today in terms of providing targeted service to the many different types of customers.
- A new educational approach. How to prepare, empower and retain retail staff through

Ghassa Hajjaj, Regional Training and Service Manager, L'Oreal LUXE

15:00 Networking coffee break

15:30 **Radical times call for radical commitment.**

- Suspicious of information and baffled by all forms of power, more than ever individuals rely on their subjective, emotional perception.
- How can brands build trust by taking a more committed position?
- What are the key drivers necessary to emotionally engage with consumers?

Dani Marino, Account Director, PeclersParis

16:00 **Heralding a return to authentic beauty**

Ellis Faas has been described by Vogue as "one of the most influential make-up artists of her time". Her work with the world's leading brands, including Clinique, Lancôme and MAC cosmetics led Ellis to create her own make-up brand, Ellis Faas- only tested on super models.

- Ellis Faas and the creation of her own make-up brand;
- How Ellis Faas does things differently, the problems that caused and how they were overcome;
- New ways of communicating with the Ellis Faas consumer;
- Make Up Not War.

Speaker: Thijs Faas, CEO, Ellis Faas (NL)

16:30 **The beauty of millennials**

Millennial consumers represent one of the greatest gold rushes in the history of the beauty business -they are one of the largest generations ever and are just coming into their prime earning and spending years. Millennials are in experimental and exploration mode, actively looking for brands and products that "work" for them.

- How Patchology is combining data, creativity and brand authenticity to forge a connection with Millennials.
- How social media is helping innovative brands to find millennial users, engage them and sell to them.

Speaker: Chris Hobson, CEO and founder, Patchology (USA)

17:00 Panel Discussion. **Brands and influencers relevance in the Middle East.**

This task of this session is discussing the Importance of authentic connection between Influencers and Brands.

Dima AlMalakeh, Brand Marketing Consulenat, Free Dome Media;

Mona Monica Kattan, Co-Founder & Managing Partner Huda Beauty

17:30 Closing of the day from the Chairmen

17:45 Networking Drinks Reception and Beauty Startup Demonstration

20:00 Registration for the dinner

Wednesday, May 17

eCommerce, Digital Marketing, Social Media and Retail Stream

8:45 Opening address from the Chair

09:00 **Beauty and the e-Commerce Beast in the Middle East**

- E-commerce gaining ground in the Middle East;
- Future of online beauty channels in the Middle East;
- Social media as a game changer for customer interaction.

Speaker: Yana Petrova, Global Co-Leader of Retail Development Index,

A.T.Kearney (UAE)

09:30 **The omnichannel approach by Citruss TV**

- Citruss TV concept, positioning, countries / markets;
- Middle East women's beauty shopping habits and how the TV shopping fits with their lifestyle today ie TV shopping & online vs off line;
- How different is TV shopping in the Middle East vs other places in the world (USA, Europe, Asia).

Speaker: Nicolas Bruylants CEO, Citruss TV (UAE)

10:00 **The impact of Augmented Reality on beauty consumer and beauty retailers**

- AR mirrors are transforming in-store shopping
- How brands are using AR outside of apps
- The future of virtual makeover technology

Speaker: Jennifer Tidy VP Partnerships ModiFace (Canada)

10:30 Networking coffee break & beauty startup exhibition

11:00 **K-Beauty is a term that is creating great excitement in the beauty industry, both in South Korea- where it originates- and as its influence spreads across the world.**

Invited: Jinpyo Lee, VP of Strategy and business development AMOREPACIFIC (Hong Kong)

11:30 **Survival of the Fittest: The Future of Beauty and Personal Care**

The world as we know it has changed forever. The last few years have been defined by a flood of digital and scientific innovation, altering our lives so inherently, that we wonder how we ever functioned before. Furthermore, we have seen an enormous shift culturally, economically and politically in a very short space of time, resulting in an increasingly strained world.

- Insight into the influx of analytical at-home devices, try-before-you-buy apps and smart mirrors.
- Convergence of this technology to create next-generation, immersive appliances with multiple benefits for consumers.
- How collaboration, co-creation and conscious consumption will open

Fairmont Dubai, May 16–18 2017

up new needs for innovation and seamless on/offline experiences for our demanding world.

Speaker: Hannah Roberts, Prestige Communications Director & Global Head of Trends, Unilever

12:00 The Power of a Social Media Community

- The nature and scale of the social media beauty conversation
- The Younique mission and its meaning to our social media community
- Younique story of hyper-growth driven by a powerful online sisterhood
- The path forward: Key learnings, challenges and opportunities for a business driven by an online community

Speaker: Matt Schleiffarth, EVP Corporate Development, Younique Products

12:30 Networking Lunch

13:45 Beauty Retail: connecting with today's consumer through relevant and efficient touchpoints.

- Retail accounts for 80% of global beauty purchases, but needs to compete within an omnichannel environment. Not only must retailers adapt in-store and digital communications, but must target Generation Z, the beauty shopper of the future.
- Tracing the different steps of the customer journey and what it means for marketing activities (IFOP study / French Institut for Public Opinion)
- A new research study highlights the needs of Generation Z who expect a frictionless experience, individualization over personalization and engagement on their term
- How to successfully manage the customer journey through touchpoints that focus on physical senses (sight, smell, touch) and push beauty consumers towards making a purchase.

Speaker: William Koeberle, president, European Federation of Perfumeries, former CEO Marionnaud

14:15 Meeting consumer needs of millennial women in color cosmetics.

Nudestix was developed by award winning beauty veteran, Jenny Frankel, and her millennial daughters, Ally and Taylor. Seeking products to meet millennials disruptive beauty behaviours. Nudestix was launched by leading retailers across markets internationally. Millennial beauty preferences driven by lifestyle, social media and digital platforms are common in both East and West. Nudestix will share these beauty preferences.

Speaker: Jenny Frankel, Founder and CEO, Nudestix (Canada)

14:45 Disrupting the Perfume industry by putting the customer at the heart of the brand.

- Disrupting the Perfume industry by putting the customer at the heart of the brand.
- shifting from one size (one juice) fits all to customize fragrance.
- Predefined curated scents to innumerable options
- The brand as hero to YOU as hero
- Staged lifestyle Brands to Authentic, individuality
- Lower quality ingredients to Haute couture premium ingredients
- Use of Synthetics molecules to reduce costs to Synthetic molecules to increase quality and experience. Uniqueness.

Speaker: Valerie Boffy, CEO, Waft

15:15 Networking coffee break & beauty startup exhibition.

15:45 Blending cultures, discovering beauty

- Maruva's story: milestones achieved & challenges faced;
- Amalgamating African extracts into Maruva's Ayurvedic doctrine to bring a new form of holistic & ethical beauty to the industry;
- Maruva's strategy to transform into a luxury natural cosmetics brand, plus insight into the creation of Maruva Privé, the ultimate in luxury ethical beauty;
- Integrating Maruva into a global platform for luxurious natural, ethical beauty solutions: overcoming negative stereotypes & celebrating cultural diversity.

Speaker: Geeta Chaudhary, COO Maruva Cosmetics (Zimbabwe)

16:15 Pure, Potent, Personalization: LOLI's journey into BIY (Blend It Yourself) Beauty

- A brief overview of the global "customization" trend across numerous industries (food, fashion, automotive, etc.)
- The initial inspiration for LOLI: "heritage" recipes passed down from generation to generation in Tina's family; her personal drive to reclaim her beauty + wellness through reducing the amount of chemicals she was ingesting and slathering on her skin; the idea of taking "ownership" of your beauty routine by freshly blending only the ingredients your hair, skin and body need at that precise moment.
- Early learnings and pivots in LOLI's first 18 months of operation (what worked and what needed tinkering with).
- Case Study: Urban Outfitters Pop-Up Shop: this worked especially well for LOLI, helping to shape the brand's further forays into this "movable" retail platform.

Speaker: Tina Hedges, CEO and Founder, LOLI Beauty (US)

16:45 A natural story in a luxury market

- The Malée story (influences on creating a luxury brand in Africa);
- Authenticity (capturing moments, sharing, transporting and telling stories in formulation, fragrance and packaging);
- How to be different in a competitive market/standing out from the crowd (creative marketing, sales channels and social media);
- Growing without losing brand identity, values and vision (the benefits of standing out and not following trends while staying relevant and evolving).

Speaker: Zeze Oriakhi-Sao, Founder, Malee (UK)

16:15 Conference closes

Thursday May 18, 2017

08:00 Abu Dhabi City Tour, 8 hours, including pick & drop in Dubai.

Networking Package ticket includes the tour on May 18. Tour will include: Visit of Dubai Souq; A visit to the beautiful Sheikh Zayed Grand Mosque, an architectural wonder and one of the biggest mosques in the world; A drive to Union Square, which uniquely displays the heritage of the UAE through various sculptural objects; A stop at the Corniche, the impressive eight-kilometre stretch of perfectly manicured waterfront with children's play area, beach, cafés and restaurants; A visit to the Heritage Village, specifically designed to continually remind the younger Emiratis of their rich and colourful past; A visit to Abu Dhabi Marina Mall, home to hundreds of luxury shops as well as souvenir stores where you can pick up mementos of your day out in the capital.

Lisbon, June 29-30 2017

Wednesday, June 28

20:00 Arrival and registration. Join us for drinks and network with fellow attendees & speakers.

Thursday, June 29

8:15 Coffee and Registration

8:45 Welcome from the chair

9:00 **The Search for Authenticity and Value in Beauty**

- Holistic beauty forms new mind-set around perceptions and routines
- The broadening meaning of 'green' beauty opens new growth prospects
- Disruptive concepts challenge traditional models with a stronger focus on local heritage and personalisation
- From product to experience: The new perceived value equation

Irina Barbalova, Global Head of Beauty and Personal Care,

Euromonitor International (UK)

9:30 **Innovating for the Luxury Market**

- *Communicating authenticity to consumers through brand stories*
- *Case history: creating a luxury product*

Speaker: Amy Wyatt, VP R&D and Regulatory Affairs, CHANEL and President 2016/17 IFSCC

10:00 **The impact of Augmented Reality on the beauty consumer and beauty retailer**

- AR mirrors are transforming in-store shopping
- How brands are using AR outside of apps
- The future of virtual makeover technology

Speaker: Jennifer Tidy VP Partnerships ModiFace (Canada)

10:30 Networking coffee break

11:00 **Meeting consumer needs of millennial women in color cosmetics.**

Nudestix was developed by award winning beauty veteran, Jenny Frankel, and her millennial daughters, Ally and Taylor. Seeking products to meet millennials disruptive beauty behaviours. Nudestix was launched by leading retailers across markets internationally. Millennial beauty preferences driven by lifestyle, social media and digital platforms are common in both East and West. Nudestix will share these beauty preferences.

Speaker: Jenny Frankel, Founder and CEO, Nudestix (Canada)

11:30 **Wellness and its impact on Lifestyle and the Spa Industry**

A case study by Elizabeth Arden on their Red Door spa, which is redefining the spa experience to better meet changing consumer needs and lifestyles by introducing a new treatments menu and new services.

- Impact of beauty products;
- Impact on the spa business;

- Impact on the luxury hospitality industry.

Speaker: Cornelia Zicu, CCO at Red Door Spa Holdings, Elizabeth Arden (USA)

12:00 **blow LTD: redefining beauty services**

Blow LTD is the UK's leading provider of digital-enabled beauty services On Demand, offering a curated marketplace of expert, tested and vetted professionals. Beauty delivered to your door, from 7 am till late, seven days a week.

- Rise of the convenience culture: the first wave of digital innovation was media On Demand, the second was products On Demand and the third is services On Demand.
- Busy women want fast, expert beauty services delivered to their homes, offices or hotels from 7am till late.
- Tech and operations are at the heart of the business -two apps, one for professionals to manage time, bookings and payments; another for customers to make fast, cashless bookings whenever and wherever they need them.
- Forming partnerships with leading beauty brands to work as a new sales and sampling channel.

Speaker: Fiona McIntosh, creative director, Co-founder, blow ltd (UK)

12:30 **Can natural and luxury beauty work together or are they mutually exclusive?**

- Our brand journey
- What is clean beauty?
- Why is using natural ingredients important?
- Do we have to compromise if we still want to buy luxury products?

Speaker: Dominika Minarovic, Co-founder, Clean Beauty Co (UK)

13:00 Networking lunch

14:30 Networking Brainstorming session.

Inspirational Session: Can limitation make you more creative?

We will divide attendees into groups and will give them a product to promote on Instagram with the hashtag. After one hour of brainstorming, each group will post the set of 3 best photos/short videos on Instagram and will present the strategy behind it. On the following day at the opening of the event we will announce the winning group, who achieves the most likes and shares.

Facilitated by Rafael Mantesso, Visual Artist, Jimmy The Bull (Brazil)

15:30 Networking coffee break & exhibition

16:00 **Re-inventing Beauty: a new value proposition for consumers using nature-derived & sustainable systems.**

- Why "naturalness" and sustainability are no longer an option for brands
- What drives consumers and what do they expect
- Why the current approach is limited,
- A proposal to tackle the issue and engage consumers using

Lisbon, June 29-30 2017

nature-derived & sustainable systems

Speaker: Tony Jaillot, Global General Manager Personal Care, Cargill.

16.30 A natural story in a luxury market

- The Malée story (influences on creating a luxury brand in Africa)
- Authenticity (capturing moments, sharing, transporting and telling stories in formulation, fragrance and packaging)
- How to be different in a competitive market/standing out from the crowd (creative marketing, sales channels and social media)
- Growing without losing brand identity, values and vision (the benefits of standing out and not following trends while staying relevant and evolving)

Speaker: Zeze Oriakhi-Sao, Founder, Malee

17.00 Survival of the Fittest: The H2O+ Transformation

- Learn from the past: H2O+ legacy's that has made it a successful brand;
- Live in the moment: change the business model to be competitive now, modernize the brand to be relevant to today's consumer and change the marketing to reach the consumer;
- Plan for the future: drive innovation behind beauty and lifestyle trends, create a culture that looks forward, appreciates diversity and is constantly innovative.

Speaker: Joy Chen, CEO, H2O+ Beauty (USA)

17:30 Closing

19:00 Registration for the dinner

Friday, June 30, 2017

8:30 Registration

8:00 Opening address from the Chair

9:15 How technology and innovation are reshaping the customer experience - delighting your customer through luxurious services and the delivery experience

When thinking about Luxury, customer expectations have significantly increased with the expectation of 24/7 access to every available product on the market catering to customers' specific needs and taste, along with high quality information, personalized advice and speedy delivery. In such a demanding environment, Amazon has the ability to innovate and anticipate these needs by offering brands a platform to communicate with their customers and delight them in every possible way.

- How to engage with customers through product information, personalized advice and innovative features such as sampling to build brand equity and differentiation
- Creating a dialogue through online communication with customers to strengthen brand engagement
- Leveraging a luxurious customer experience through 24/7 availability and speedy delivery everywhere and at any time

Helene Parthenay, Category Leader - Beauty, Amazon (UK)

09:45 'Enrich Not Exploit' (People, Planet, Product)'

- Celebrating the 30 year anniversary of The Body Shop's Community Trade Program
- The 'Forever Against Animal Testing' campaign: offering only 100% vegetarian or vegan products to customers
- The 'Bio-Bridges' program: regenerating forests and connecting wildlife habitats

Speaker: Vania Lacascade, Deputy General Manager - SVP, The Body Shop International (UK)

10:15 How can brands harness the power of consumer communities and micro-influencers to reach out to millennials across multiple digital channels

- Skin queries: the most common Google searches on skin/top searches
- Meeting consumer needs: satisfying the thirst for beauty and skin knowledge
- Identifying "derm-savvy consumers" -an increasing trend
- Dispelling skin myths
- Creating a responsible "skin hub" to meet consumer needs

Speaker: Dr Daisy Bennett Chief Medical Advisor, Post-marketing Safety, L'Oréal (UK & Ireland)

10:45 Networking coffee break

11:15 Using a solutions-based innovation approach to develop high performance natural skincare ingredients

Speaker: Johanna Gilbro, Sr. Manager Scientific Innovation, Oriflame

11:45 Bacterial Beauty: the story of the Gallinée brand and products.

- The protective role of bacteria in skincare in fighting against pollution and combatting modern lifestyles.
- Gallinée's journey as one of the first skincare brands to use a patented complex of prebiotics, probiotics and lactic acid in its formulations aimed at bringing the skin to life.
- Using Crowdfunding to launch the brand and why more beauty brands should use it.

Speaker: Marie Drago, Founder, Gallinée (UK)

12:15 Staying one step ahead with BEAUTYFORWARD® - where inspiration leads to innovation.

Changes within the global beauty market reflect the various economic, social, political and cultural transformations taking place in different regions. Each major trend will be illustrated by a range of products and presented as a creative experience to offer inspiration and confirmation of what people already think and see.

- Translating the trend for social disconnection and the search for more meaningful lives into four beauty trends
- Discover how 15 beauty products were developed from these social and behavioral changes
- An opportunity to touch and feel these unique beauty

Lisbon, June 29-30 2017

products during the event.

*Speaker: Nicolas Lasbistes, Global Marketing Manager Personal Care, **Clariant** (Switzerland)*

12:45 Networking lunch

13:45 **The safety of topical vitamin A in photo-aging**

- Vitamin A deficiency is the dominant cause of photo-aging and higher doses of vitamin A produce greater effects in reversal of photo-ageing.

- Is topically applied vitamin A safe?
- The EU Scientific Committee has raised concerns about topically applied vitamin A being absorbed into the bloodstream.
- Fernandes' personal research of over 1000 people has shown that vitamin A is safe and effective: topical vitamin A is not absorbed into the bloodstream, posing no danger to users.
- Keeping skin safe and healthy: Oral vitamin A at 50,000 i.u.'s per day is recommended.

*Speaker: Des Fernandes, Scientific Advisor, **Environ Skin Care** (South Africa)*

14:15 **Making Natural & Organic Clinically Proven Health & Beauty Products - Innovative, Sustainable, Aesthetically Appealing and Cross-Functional**

- Use of bespoke, innovative and natural ingredients to deliver efficacy
- How can natural & organic products perform against "conventional" ones?
- Can natural ingredients be sustainable?
- How to develop cross-functional health & beauty products

*Speaker: Dr. Andrea Mitarotonda Ph.D.FRSC, Chief R&I Officer, **Neal's Yard Remedies** (UK)*

14.45 **The New Luxury in Beauty and what it means for brands in terms of product development, innovation, service, distribution channel and experience.**

*Speaker: Stephane de La Faverie, Global President **Estée Lauder** (USA)*

15:15 Networking coffee break

15:45 **Panel Discussion: The Face-Off: Indie vs Big Brand**

The purpose of this panel is to reveal some of the secrets of success behind two of the beauty industry's key realms: Indie brands and big brands. By comparing and contracting best practices between these two distinctive segments we will shed some light on how each of these segments can benefit from utilizing behaviors from of the other. Specific topics to be discussed are:

- Customer engagement and communication tools/strategies
- The decision making process
- Launching new and innovative products that meet the consumers needs

Facilitator will be confirmed soon

Panel members: Diana V.Carrico, Founder and CEO,

madeinyouthland.com**; Ada Ooi, Founder and CEO, **001skincare** Grace Fodor, Founder and CEO, **Studio 10.

15:30 Register to attend Packaingng Workshop

This workshop will cover all the essential steps necessary to design, develop, and execute packaging that meets brand image, consumer needs, and financial and business requirements. Below are just some of the topics that will be covered in this brief yet powerful mini-seminar:

- Thorough understanding of all the phases of the package design and development process
- Learn best practices for developing packaging that embodies your brand image and resonates with your customers

Introduction to the open innovation process and available resources

- Roundtable discussions where participants get to discuss their specific needs and get solutions
- Live demonstration of innovation exercises

17:45 Conference ends

18:00 Trend Walk Lisbon