



**Creativity and Productivity:  
 What Does Success in the Global Market Require?**

**Wednesday, February 22, 2006**

**8:00 – 10:00 a.m.**

MaRS Collaboration Centre, 101 College Street, Toronto

(Light Breakfast)

*Guest Speakers: Dr. Ilse Treurnicht, CEO, MaRS Discovery District*

*Jim Milway, Executive Director, Institute for Competitiveness & Prosperity*

**Moderator:** *Christine Raissis, Director, Economic Development, City of Toronto*

Canada has a strong worldwide reputation for research, but other countries have done a better job generating public and private wealth from R&D investment.

**Dr. Ilse Treurnicht, CEO, MaRS Discovery District** will speak on stimulating creativity and innovation and converting front-end research into economic value.

The MaRS Discovery District is a true convergence centre, bringing together researchers, entrepreneurs, legal, financial and management advisors, and government - to foster the development of the next generation of global companies.

**James Milway, Executive Director** of the Institute for Competitiveness & Prosperity will discuss approaches to reinventing public policy on innovation and commercialization.

He will assess current approaches to innovation in Ontario and Canada, particularly those that affect the supply, demand and financing of innovation.

The Institute's research concludes that public policy approaches to innovation and creativity tend to take a hard science and technical perspective with inadequate consideration of managerial and customer perspectives.

**Registration:**  
**Prepayment by cheque or Visa/Amex/Mastercard**

**Mail registrations to:**  
 IPAC Toronto Regional Group  
 c/o Kit Chapman  
 123 Scadding Avenue, Ste 803,  
 Toronto M5A 4J3

*Or*

**Fax to:** (416) 363-5612

**For further information,** please contact:  
 Kit Chapman at (416) 363-6509  
 email: [ipac-trg@sympatico.ca](mailto:ipac-trg@sympatico.ca)

Paid registrations will be confirmed to the e-mail address provided below.

**Fax to: (416) 363-5612** (please no faxes after 9:30 p.m.)

Creativity & Productivity

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