



Max von Zedtwitz, Ph.D.

Global Innovation & Business in China

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Speaker Value

Max has taught thousands of managers and executives in the US, Europe, and Asia. He is a passionate yet always fact-based communicator of his personal and professional experience on managing emerging technologies, global innovation, and doing business in China.

Examples of Recent Speeches

- *Innovating in China*: Keynote at the Front-End of Innovation forum in Boston, May 2009
- *Open Innovation in China*: Keynote in Scottsdale at Co-Dev 2009, January 2009
- *Shifts in Global Business*: Keynote at the Orange County Business Council's Global Business Strategies conference in Irvine CA, November 2008
- *Managing Innovation in China*: Workshop at the World Economic Forum in Dalian, September 2007
- *Global R&D and Innovation*: Workshop to managers at the China Productivity Center in Taiwan, July 2007
- *What We Can Learn from China*: Keynote speech at the "Going Global" EU globalization conference in Helsinki, September 2006
- *Emerging Competitors from China*: Keynote at the OECD in Paris, February 2006
- *Innovation in Emerging Countries*: Speech given at the UNCTAD United Nations Conference on Trade and Development in Geneva, January 2005

Selected Executive, EMBA, and MBA Courses

- Mastering business strategy (3 days)
- Managing global innovation (2 days)
- Technology & innovation management (4 days)
- Managing R&D in China (2 day)
- Doing business in China (6 days)

Example Evaluations of Workshops Given (Organizer, Audience, Topic, Evaluation)

Chalmers Univ.	Executive	R&D and Innovation in China	5.0 / 5.0
Jacob Fleming	Executive	Managing R&D for Business Growth	5.48 / 6.0
Tsinghua Univ.	MBA	Managing Global Innovation	85 / 100
HSG St. Gallen	B.A.	Doing Business in China	4.7 / 5.0
Tongji Univ.	DBA	Technology Strategy	3.75 / 4.0
CIRD	Executive	China Innovation	9.5 / 10.0
IMD	Executive	Global Innovation	4.6 / 5.0