

Swiss-American Chamber of Commerce

P.O. Box 26007, San Francisco, CA 94126-6007, Phone (415) 433-6679
e-mail: swissamericanchamber@hotmail.com www.amcham.ch

California – San Francisco Bay Area Chapter

SOUTH BAY BUSINESS FORUM

Friends of the Swiss-American Chamber of Commerce:

Join the Swiss-American Business Forum in the South Bay for a fascinating look behind the scenes of the world's first "idea factory", network and mingle with entrepreneurs, businesses, professionals, and researchers in Silicon Valley. Speaker Markus Mettler, founder and CEO of BrainStore will present answers to questions about ideas: where they come from, how to generate them, and how ideas are linked to innovation. For past and future Swiss-American events at Swissnex in San Francisco and in the South Bay visit <http://sacc.fastmetrics.com/stamm/2008/index.php>

SWISS-AMERICAN BUSINESS FORUM (SOUTH BAY)

Got ideas? How you can systematically influence your innovation pipeline

Wednesday, November 12th, 2008 at 5:00 pm

Silicon Valley Bank - Auditorium, 3005 Tasman Drive, Santa Clara, CA 95054.

You will learn about Industrial Idea Production and answers to questions like these:

Where do ideas come from? How about good ideas? Is it possible to generate ideas on demand? What if you need hundreds – or thousands – of inspirations all at once? If you needed to develop a bunch of good ideas quickly, whom would you ask for help? Can you produce ideas on an assembly line? What kind of machines would you need? What's the link between ideas and innovation? As a business leader, how can you systematically influence your innovation pipeline?

About the speaker and BrainStore:

Markus Mettler, founder and CEO of BrainStore, has been thinking about these questions for nearly 20 years. During that time, the Swiss company has worked with clients like BMW, Nestlé, Coca-Cola, BASF, Siemens, Rolex, P&G, and more. This year, BrainStore opened its first U.S. office – not surprisingly, in California.



Complimentary appetizers and beverages will be served.

Agenda

5:00pm Registration and Networking

5:30pm Featured Speaker Markus Mettler

6:30pm Q&A

7:00pm Conclusion

Registration

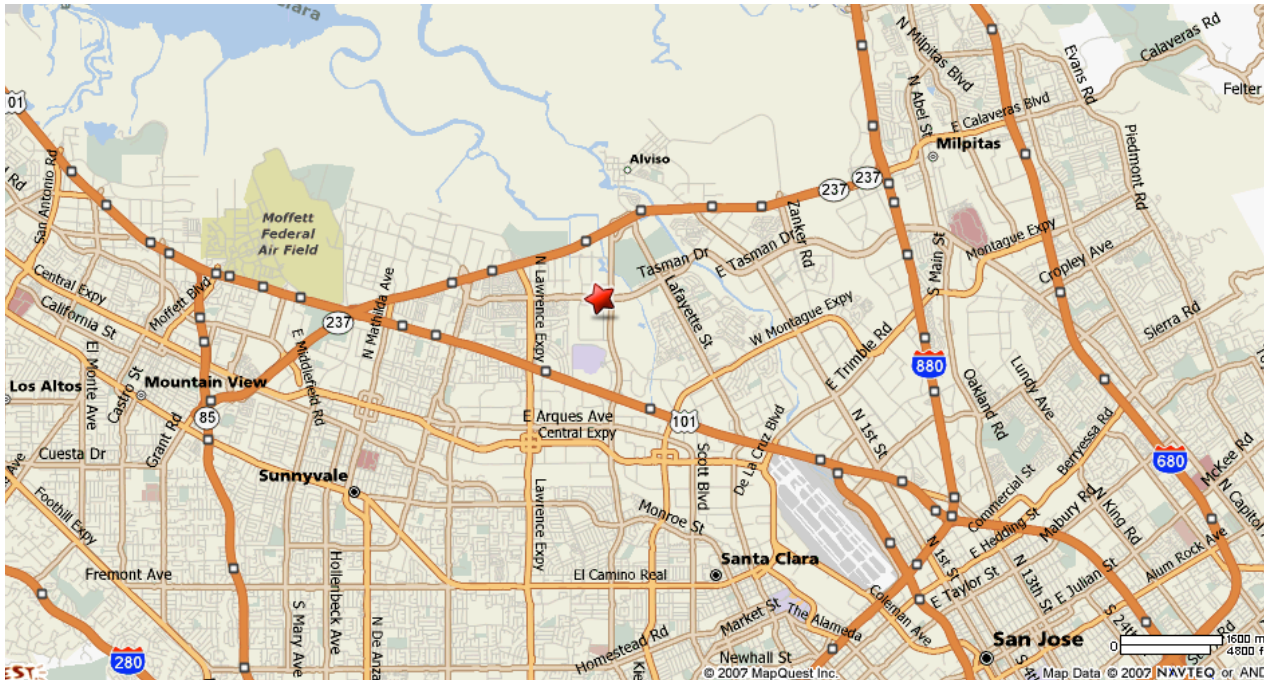
Please register at: <http://www.acteva.com/go/saccbizforum>.

Swiss-American of Commerce (SACC) Members \$5, Non-Members \$10

Location

Silicon Valley Bank, Kellogg Auditorium, 3005 Tasman Drive, Santa Clara, CA 95054.

(continued)



For driving instructions go to:

<http://www.mapquest.com/maps/map.adp?city=Santa+Clara&state=CA&address=3005+Tasman+Drive&zip=95054&country=US&zoom=7>

Swiss-American Business Forum South Bay
Bjoern Jeker, Co-Chair
bjeker@crcresearch.com

Andreas Glocker, Co-Chair
stammtisch@fastmetrics.com

Diana Glocker, Quantum Acquisitions
diana@quantumacquisitions.com
Coordinator for the Business Forum