

AN ELMAR MOK'S CONFERENCE

The Innovation Factory

Elmar Mok is a professional inventor and entrepreneur with 40 years of international experience. Elmar graduated as an engineer of micro technical and plastic technology in 1978. In 1980, he was the co-inventor of the original Swatch Watch and received the Gaia Award for its conception in 2010. In 1986 he launched his own innovation company - Creaholic which currently employs thirty innovative experts from a variety of fields (science, design, engineering, electronics, economics and legal).

With his vast and varied background, Elmar has been a lecturer and public speaker since 2006. He has held guest lectures in top universities around the world, including Wharton, Yale, Ryerson, Cnam, Polytechnique Paris, KAUST, HEC Lausanne and IMD. His first book "La Fabrique de l'Innovation" (Dunod) won the scientific essay prize of FNEG in 2014. The recently updated English version "The Innovation Factory", (Taylor and Francis 2016) is now available at www.crc.press.com.

Organisé par le Laboratoire interdisciplinaire de recherches en sciences de l'action (**Lirsa**) du Cnam.

Entrée sur inscription gratuite




May 5, 2017

17h30 - 19h

Amphi. Abbé Grégoire

Paris: Saint-Martin/Conté

[Access map](#)
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+ *More about Elmar Mock on the Internet*
Speaker website: <http://www.mock-kett.ch>
Company website: [http:// www.creaholic.com](http://www.creaholic.com)
Linkedin: [Elmar Mock](#)
Twitter: http://twitter.com/elmar_mock (@elmar_mock)
Facebook: <https://www.facebook.com/elmar1954/> (Elmar Mock)

<http://www.cnam.eu/national/the-innovation-factory-902284.kjsp?RH=1409315876759>