

## CUOA Lean Enterprise Center

Lean Society Summit 2011

**Made in *Lean* Italy**



## Fondazione CUOA and the Lean Enterprise Center

Fondazione CUOA ranks among the first four business schools in Italy. It offers training and conferencing activities for the development of managerial and entrepreneurial culture. It cooperates on a steady base with over 3.500 enterprises in Italy, 26 foreign Universities and business schools, and organizations from 53 Countries in the world.

It takes pride in having a unique network of over 3.000 Master CUOA, graduated in over 50 years of activity.

The CUOA Lean Enterprise Center (CLEC), established in 2006 thank to the close synergy with enterprises, employers' associations and universities, is driven by the ambitious purpose of:

*Promoting a Lean Society, disseminating the Lean culture in every socio-economic sector, from manufacturing to tertiary, from education to health to public administration*

through the dissemination of the principles of Lean Thinking, the training of personnel that favour its implementation within their organizations, and the creation and development of the Italian Lean Community.

## Lean Events

Every year CLEC runs a one-day or two-day event, which represents an unique occasion for Italian Lean practitioners to go deeper into the Lean culture, to increase their knowledge and skills, and to acquire vision and tools to implement in their own organization.

### Purpose:

- raise consciousness towards Lean management in a growing number of people and organizations
- explore new frontiers and innovative approaches in Lean implementation
- learn from international leading Lean thinkers
- meet other Lean practitioners.

Two events took place so far:

1. first Italian **Lean Society Summit**, November 2009 (over 300 participants, about 200 companies)
2. **Lean Day**, November 2010 (about 200 participants and 100 companies)

## Lean Society Summit 2011 (Vicenza, September 20-21) Made in *Lean* Italy

### Target

Businessmen, entrepreneurs, top and middle managers from both private and public industries.  
Expected attendance: 300 people, at least 200 companies.

### Purpose and main theme

How Lean philosophy can help organizations in sustaining economic recover: business companies, **small and medium enterprises** in particular, which need to find new strength and resources to face the new competitive scenario, making their own management models more efficient and rigorous; public companies and administrations, which need to focus on waste reduction and to clearly identify what civic communities perceive as real value; **institutions, political system and single individuals** as well, which need to change their own behaviour and everyday way of life, to face a constantly changing, unpredictable and demanding world context, while resources are getting everyday lower.

### Keynote and special guests

Daniel T. **Jones**, Chairman of Lean Enterprise Academy UK, and John Y. **Shook**, Chairman and CEO of Lean Enterprise Institute USA, certainly the most influent Lean organization worldwide.

Two world-class companies: **Kimberly-Clark** (Scottex, Kleenex), whose Italian plant represents one of Lean corporate's best practices; **Pirelli**, member of CUOA Lean Enterprise Club.

Special guests will be Jim **Womack** and several representatives of other Lean Global Network (LGN) Institutes. Soon after the Lean Society Summit, in fact, Fondazione CUOA will host the **LGN Executive Board Meeting**, the annual strategy and development meeting for all affiliated Institutes.

### Event structure

The event will cover two days, alternating plenary and learning sessions, with a final discussion and wrap up panel. Tentative agenda:

Tue, September 20	Wed, September 21
9.30: Dan Jones 11.30: Kimberly-Clark	9.00: John Shook 11.00: Pirelli
14.30: Learning session 1 16.30: Learning session 2 18.30: Lean conversations (cocktail)	14.30: Learning session 3 16.30: CLEC Research project 17.30: Panel

## Learning sessions

Summit participants can attend three of the many sessions, whose topics have been defined after a survey among Italian Lean community – i.e **Lean leadership, How to develop a Lean transformation journey inside a SME, Case studies, Problem-solving techniques.**

## Research project “White paper: The state of Lean in Italy”

During the conference, our research team – led by prof. Arnaldo Camuffo - will share with attendees the first output of an ambitious research project, aiming at collecting and describing the state of art, the development path and the possible future scenario of the entire Italian Lean System (that’s the main reason why this year Summit is titled “Made in *LeanItaly*”).

## Conclusive panel

The event will culminate in a final discussion **panel**, during which the International sensei will meet with some key figures from National manufacturing industry to reflect upon the results of the research and explore how Lean management can be a key element in the growth of the social-economic Italian system.

## Participation fee

Attendees can register through the on line application in our website.

Individual participation fee is **€ 1.500 + VAT 20%**, and includes attendance to all plenary sessions, three learning sessions (to be chosen during registration process), lunches, coffee breaks and all presentations.

**BeFirst!** If registration is formalized by 31/7/2011, participation fee is discounted to **€ 1.000 + VAT 20%**.

**BeMany!** One participation is **free** every two registered attendees from the same company. (i.e. if your company purchases three accesses within 31/7/2011, the total fee will be **€ 2.000 + VAT 20%**).