

## Innovation Management Fundamentals

17 & 18 OF SEPTEMBER IN ALEXANDRIA

**HOW TO GO FROM CUSTOMERS NEEDS  
TO BREAKTHROUGH PRODUCTS AND SERVICES**

# Book Now!

The course is hosted by



e-mail [araed@innovety.com](mailto:araed@innovety.com)

or

call 02-35370251

We'll send a confirmation and explain  
how to pay

### WHAT PEOPLE SAY

*"More than excellent"*

Dr. Zeinab Shawky  
Professor, British University in Egypt

### INNOVATION MANAGEMENT FUNDAMENTALS

#### **BOTTOM LINE BENEFITS**

- Develop new products, services and new business models for immediate action
- Give old and sleepy products a new life
- Grow new sales immediately
- Turn unreachable market opportunities into profit makers

#### **WHO SHOULD ATTEND**

All staff levels up to senior management

#### **FACILITATOR**

[Dr. Mohab Anis](#) is Managing Director at INNOVETY and Professor at the American University in Cairo.

**Price of the  
2-day  
workshop** LE 1,700