



Melbourne Australia, 1st July 2008

Secret Sauce to present at Innofuture Innovation Conference

Secret Sauce IP Ventures is pleased to support Innofuture 2008, a business innovation conference to be held in Melbourne on the 9th and 10th of September.

InnoFuture 2008 will present a holistic way of thinking about innovation. It brings together latest models, systems and strategies to create and manage highly competitive and innovative organisations and people. InnoFuture is an inspirational business event designed to take innovation knowledge to the next level of competitiveness. It is about knowledge transfer for businesses and organisations.

Steve Telburn, Managing Director of Secret Sauce, will present a session that explores how organisations can exploit the potential of IP and gain competitive advantage from innovations and best-practice developed in other industries and markets.

Other speakers at the conference include:

TOM WUJEC Autodesk, Alias (Canada), Return on Imagination

HUNTER LOVINS Natural Capitalism (USA), Drivers of Change

NATHAN SHEDROFF California College of the Arts (USA), Experience Design

ROB SCHADE Strategyn (USA), What Customers Want

MEHRDAD BAGHAI Alchemy Partners, Granularity of Growth

DR TERRY CUTLER National Innovation Review, Chair

DAVID THODEY Telstra, Technology and Innovation Helix

GIAN TARALLI Johnson & Johnson (Brazil), Energizing Innovative Culture

PETER WILLIAMS Deloitte, Collaboration 21st Century Style – Speed to global markets

Welcome and special addresses:

PHIL BURGESS Telstra, Technology and the Innovation Helix

HON GAVIN JENNINGS Minister for Innovation, Victoria

For further information and registration details please visit

www.innofuture.com.au

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