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November 23rd, 2011

## 12 000€ to be earned for innovative solutions for the adhesion of a thermoplastic pre-preg on a metal form



PRESANS has launched a new worldwide **Call for Expertise**: we are currently seeking an expert who will review technical options for creating a temporary cohesive interface between metallic surface of a shaping form and the thermoplastic pre-preg.

If you are interested, please register on [presans.com](http://presans.com). If you are selected, you will be paid 12 000€ to write a review on potential solutions for interfacing thermoplastic pre-preg to its form.

More information on our website: [presans.com/challenges](http://presans.com/challenges)

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## Testing Perceptions : the GE Ecomagination Challenge



What lessons from the GE Ecomagination Challenge can we apply to the French innovation system? Given the problematic cultural fit of openness and France, we may have arrived at a paradox: the most urgent lesson may be that in order for open innovation to succeed in France on a practical level, it may be necessary to ditch the open innovation concept entirely... "Don't change culture ; use it..."

### IN THIS ISSUE

- New Call for Expertise on [presans.com](http://presans.com)
- Ecomagination at GE
- Role of Innovation at a Global Level

### EFFECTIVE AS WELL AS COST-EFFECTIVE

"With PRESANS, we solved a long term problem in less than 3 months, for an incredibly low cost!"

CEO, Defense Industry

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## The Role of Innovation at a Global Level: The Case of Continental AG



"The Role of Innovation in a Global Environment" showed the challenges faced by his industry in particular, and others industries in general in the context of globalization, as well as how they overcome these challenges thanks innovation by killing!

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