

**« How innovation through Industrial Design can make the difference
in the commercial success of your product »**

Tuesday, December 1st 2009

Targeted Audience :

- Companies working in product development, interested in pushing innovation to gain additional market presence : Directors, Product Managers, R&D Managers, Marketing Executives.

Presentation :

- In this presentation, Bernard Lefebvre, industrial design specialist at Explora Technologies, and Harold Vachon, specialist in new product development, will present the new tools and approaches in industrial design applied to electronic product development. They will talk about the challenges brought in developing smaller and more ergonomic products, and the means companies can use to address the ever increasing level of integration required in today's products. Finally, they will talk about government programs to help companies that integrate industrial design as part of their product development strategy.

To register of for additional information : ameq@ameq.org ou call 418 563-9164