

PDMA

INDIA

International
Conference - 2017

30 IIT Madras Campus,
December ICSR Hall, Chennai.



www.pdma-india.in



““ **Building
New Product
Development (NPD)
Excellence** ””

- Core theme of the conference

About Program

Product Development Management Association (PDMA), India the Indian affiliate of PDMA, USA in collaboration with Indian Institute of Technology Madras (IITM) is hosting a one-day “PDMA-India International Conference 2017” on 30th December 2017 at IITM. The PDMA Conference primarily aims to link the researchers and practitioners from different branches of product development, innovation and engineering management to come to a common platform and show case the best practices being practised in the New Product Development.





14 NPD Sessions
from Industry and
Academia



Cross Industries
Participation

HIGHLIGHTS



150 delegates
from both India
and Overseas



Focus on NPD Best
Practices and
Trends



NPDP Certification
Overview Session



SESSION TOPICS

NPDP Strategy

Portfolio Management

New Product Process

NPDP Methods and Metrics (QFD, FMEA, Prod. Mgnt, etc.)

New Product Market Research

Life-Cycle Management

NPDP Teams and culture

Product Development Education



8 Professional
Development Hours
[PDHs]

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SPEAKERS PROFILE



Dr. Aruna Shekar

Senior Lecturer, Massey
University, New Zealand

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Mr. Sumant Sood

Head- Innovation, Titan
Company Ltd

.....



Mr. Clynton Almeida

Chief Information Officer,
Redington (India) Limited

.....



Mr. Venkadesh Narayanan

President, PDMA-India

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Who Needs to Attend?



Product Managers
Product Teams
Research Scholars
Professors

Various PDMA Chapters
C-Level Executives
Entrepreneurs



Join with Us

91-7601-929292
cs@fyzics.net

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