

PDMA-India NPD Conference 2018

Business Case

22 December 2018
9:00 to 18:00 Hours

IIT Madras

www.npd-conference.com

PDMA-India, an Indian Affiliate of PDMA, USA is conducting its annual flagship conference **PDMA-India NPD Conference 2018** at IIT Madras on 22 & 23 December 2018.

Around 20+ New Product Development (NPD) experts from across India and globe will deliver talks on NPD Strategy; New Products Process; Market Research; Tools and Metrics; Culture, Organisation and Teams; Life Cycle Management and Portfolio Management.

The theme of the conference is **Risks and Rewards in NPD**. Attending this conference will give us an opportunity to learn ready-to-implement methods & insights from those who have demonstrated consistently that a sound NPD process leads to successful new products.

Attending this conference will be a great value addition to our team and organisation in terms of learning the NPD Best Practices and Case Studies from diverse domains and getting an exposure to the NPDP Body of Knowledge developed by PDMA, USA, which has tons of empirical studies conducted over 40 years.

I request our Management to consider nominating our NPD team to this PDMA-India NPD Conference 2018.

Thanking you,

Sincerely,

Date: