

Press Release

Idea Couture CEO Takes Center Stage

Idris Mootee is keynote speaker at Innovation Camp 2010

For Immediate Release

TORONTO, ON– May 18, 2010– On Wednesday June 2, 2010, Idris Mootee, CEO of Idea Couture, a strategic innovation and experience design firm will keynote Innovation Camp 2010 and address, **“Strategic Innovation and Entrepreneurial Leadership for Radical Times”**.

Idris Mootee is a highly acclaimed strategy expert, author, and authority in strategic innovation. Mootee has a long history of working as a strategy adviser for C-level executives for Fortune 500 Companies and operates at the intersection of strategic innovation, experience design, and emerging technologies. He leads innovative initiatives by providing clients with strategic guidance, developing strategic foresights, and applying design thinking for multiple industries. For Mootee, D-School and B-School thinking is a vital as we enter an era of extreme global sameness and hyper competition.

Mootee's discussion will be centered around radical change, the recent shocks and dislocation of the global economic crisis, extreme competition, as well as the blurring of industry boundaries. Mootee will also offer recommendations, suggestions, and advice on to how to become a winner in the next phase of the economy.

Innovation Camp 2010 will take place on Wednesday, June 2, 2010 from 9am- 4pm at the North York Civic Center in Toronto, Ontario. The Conference offers entrepreneurs and business owners an opportunity to engage in practical innovations and they will also hear, learn, and speak to successful business founders and CEO's.

Admission is free but space is limited. For more information visit www.enterprisetoronto.com