

IMD Boot Camp: Building Regional Resilience – The New Rules of Ecosystem and AI

With Professors Mark Greeven and José Parra Moyano.


Register now



When

 7 – 8 July
2025


Time

 2pm
SGT

Where

 Singapore

Open to

 Limited
Seats
Only



IMD Boot Camp: Building Regional Resilience – The New Rules of Ecosystem and AI

Join us for this year's *IMD Boot Camp: Building Regional Resilience – The New Rules of Ecosystem and AI*, a two-day executive learning experience designed to explore how businesses in Asia can navigate uncertainty, harness AI, and build future-ready ecosystems.

This year's event features two esteemed IMD faculty members: **Professor Mark Greeven**, Professor of Innovation and Strategy and Dean of Asia, and **Professor José Parra Moyano**, Professor of Digital Strategy at IMD. Together, they will lead four thought-provoking sessions across two days — each addressing a distinct but interconnected aspect of ecosystem design and AI adoption.

On **Day 1**, Professor Mark Greeven will guide us through two sessions:

- **Session 1** explores how to build shock-resistant ecosystems by blending strengths from Eastern and Western models of innovation, governance, and AI integration.
- **Session 2** dives into flexible ecosystem design strategies that help organizations adapt, scale, and thrive amid disruption.

On **Day 2**, Professor José Parra Moyano will lead:

- **Session 3** introduces the Value–Data–People framework to help leaders cut through AI hype and prioritize initiatives that drive real impact.

- **Session 4** focuses on designing human–AI teams that unlock the true potential of collaboration, productivity, and innovation.

Each session offers a practical, research-backed lens into the future of business resilience — equipping you with the tools, frameworks, and strategic insights needed to lead with confidence in a rapidly changing world.

Register now to secure your place and be part of the conversation shaping the future of AI and ecosystems in Asia!

Key Information

Date: 07 –08 July 2025

Day 1: 13:30-14:00 (registration) 14:00-18:15 (sessions 1 and 2), 18:15 onwards (networking dinner)

- Registration (13:30 –14:00)
- Opening Remarks (14:00-14:30)
- Session 1: Building Shock-Resistant Ecosystems: East–West Models Compared (14:30-16:00)
by Prof. Mark Greeven
- Session 2: Strategies for Designing Ecosystems That Flex with Uncertainty (16:15-18:15)
- Networking Dinner (18:15-20:00)

Day 2: 09:30-11:30 (session 3), 11:30-13:00 (lunch break), 13:00-15:30 (session 4)

- Session 3: How to Use the Value–Data–People Framework to Prioritize Initiatives (09:30-11:30)
- Networking Lunch (11:30 –13:00)
- Session 4: Identifying the “Sweet Spot” for Value Creation with AI (13:00-15:00)
- Closing Remarks and Reflections (15:00-15:30)

Location: Auditorium (Level 2), Catapult @ Rochester Commons

Format: In-person

Fee: SG\$900 per person

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- Simon Craft – Executive Director, Client Engagement (Thailand, Hong Kong, Philippines, Singapore – MNC)
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- Paul Hu – Executive Director (China)

Register now to save your seat!

Register now →

Who will host the session?



Mark Greeven

Professor of Management Innovation and Dean of Asia

Mark Greeven is Professor of Management Innovation, and Dean of Asia. He draws on a decade of experience in research, teaching, and consulting in China to explore how to organize innovation in a turbulent world. He was included in the Thinkers50 Ranking (2023) and named on the Thinkers50 Radar list of 30 Next Generation Business Thinkers in 2017. ...

[Read more →](#)



José Parra Moyano

Professor of Digital Strategy

José Parra Moyano is Professor of Digital Strategy. He focuses on the management and economics of data and privacy and how firms can create sustainable value in the digital economy. An award-winning teacher, he also founded his own successful startup, was appointed to the World Economic Forum's Global Shapers Community of young people driving c...

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Simon Craft

Executive Director, Client Engagement

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📍 Location: Singapore

📅 Starting date: 13 October 2025

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💰 Price: SGD 16,400

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👤 with Faculty Marleen Dieleman

📍 Location: Singapore

📅 Starting date: 24 September 2025

🕒 Duration: 3 days

💰 Price: SGD 15,700

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Accelerate your mastery of digital and AI: Stay ahead or stay behind.

Empowering leaders to tackle the dynamic challenges of the digital era through actionable insights, tailored modules, and collaborative learning.

📍 Location: Singapore

📅 Starting date: 1 September 2025

🕒 Duration: 5 days

💰 Price: SGD 13,900

[Find out more →](#)

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After submitting your registration, you will receive a confirmation email with the details of your event. A reminder will be sent to you before the event.

We look forward to meeting you and answering any questions you may have.

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