



LEGO

Transforming Play in the Digital Age

INTERNATIONAL
COMPANY VISIT PROGRAM



VISIT LEGO IN BILLUND

Dive into LEGO's legacy, strategy, and innovation in an immersive 2-day experience in Billund!

Through bold innovation and digital transformation, LEGO has reimaged everything from product development to customer engagement. Its embrace of technology has fueled growth, expanded its global reach, and inspired new ways to play and learn.



EXCLUSIVE PROGRAM

Connect with a group of leaders, including CFOs, CEOs, CIOs, directors, and business development managers.

Immerse yourself in this exclusive experience that fosters **networking, learning, and strategic partnerships.**



PROGRAM BENEFITS

Get immersed in the transformation journey of the iconic LEGO Group through business case discussions, complemented by visiting LEGO facilities.

The perfect mix of:

1. In-depth analysis of LEGO's new business cases on strategy, leadership, and innovation, led by Prof. Dr. Fred van Eenennaam
2. Exclusive guided visit to LEGO facilities
3. Learning from LEGO representatives
4. Networking with fellow leaders in the inspiring setting of Billund
5. A playful and inspiring experience at the LEGO House



KEY TOPICS

1. **Building Bricks of Innovation:** How LEGO keeps stacking new ideas while staying true to the values that make the brand timeless.
2. **Green Builds, Strong Foundations:** Balancing innovation and sustainability while keeping a complex global supply chain running smoothly
3. **The Digital Factory in Industry 4.0:** Discover how smart manufacturing at scale powers LEGO's production magic
4. **Adapting to Change:** Open innovation or how LEGO keeps creative play alive for the new generation in time of shifting global market demands



REGISTRATION

For registration, reach out to Klaudia Meszes program manager.



Date: 5-6 March, 2026



Location: Billund, Denmark



Participation Fee: €2,473

*The Participation fee includes the sessions and meals. Flight and lodging are excluded.

Website:

<https://www.thedecisioninstitute.org/product/company-visit-programs/>

INTERESTED?

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