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Nordic Council of Ministers



TARTU ÜLIKOOOL
PÄRNU KOLLEDŽ



Nordic Forum Creative Tourism

Innovative Networks and Clusters in Tourism Development in the Baltic Sea Region

15. May 2008

Conference Hotel Strand, A.H. Tammsaare blv 35, Pärnu, Estonia

Program

10:00 – 10:30 *Registration, coffee*

Moderator: Ain Hinsberg, SA Pärnumaa Turism

10:30 – 10:50 *Opening speeches*

Carita Pettersson, Director of the Nordic Council of Ministers' Office in Estonia

Toomas Kivimägi, Pärnu County Governor

10:50 – 11:15 *Baltic Sea Region, Regional Integration, Cross-border Cooperation and Tourism*

Thomas Mielke, Baltic Sea Tourism Commission

11:15 – 11:40 *Driving Forces and Impediments for Innovation in Tourism*

Peter Björk, Professor, Swedish School of Economics and Business Administration, Finland

11:40 – 12:05 *Tourism Innovation Cases from Finland*

Kristian Sievers, Culminatum

12:05 – 12:45 *Coffee*

Moderator: Garri Raagmaa, Pärnu College, University of Tartu

12:45 – 13:10 *Tourism Clusters in Finland*

Pauli Santala, TEKES

13:10 – 13:35 *Tourism Clusters and Innovation in Latvia*

Vita Brakovska, Investment and Development Agency of Latvia

13:35 – 14:00 *Innovative Tourism Development in Estonia*

Mart Reimann, Tallinn University

14:00 – 14:25 *The Tourism Cluster of Pärnumaa*

Garri Raagmaa, Pärnu College, University of Tartu

14:25 – 15:00 *Questions, discussions*

Followed by *Buffet*

The event will be held in English and in Estonian. Translation service English-Estonian is available during the seminar. Registration until 5. May: info@lv.parnu.ee