



Nordic Forum

Nordic-Baltic Innovation Seminar: *Science + Technology + Entrepreneurship*

8 May 2007

Location: Tallinn, The Museum of Estonian Architecture/Rotermann's Salt Storage, Ahtri str 2

Facilitator: Mr Ott Pärna, Estonian Development Foundation, CEO

10:00 – 10:30 *Registration, coffee*

10:30 – 11:00 *Opening speeches*

HE Mr Jaakko Kalela, Ambassador of Finland to Estonia

Ms Ene Ergma, President of the Riigikogu

Mr Halldór Asgrimsson, Secretary General, Nordic Council of Ministers

11:00 – 11:20 *Innovation in Estonia: pros & cons, opportunities*

Mr Erik Terk, Director of the Estonian Institute for Future Studies

What is going on in Estonian enterprises in the field of innovation: does it relate to and coincide with or rather draw apart from what is happening in the neighbouring countries in innovation policies?

11:20 – 11:40 *Creativity and Innovations: Some Future Trends and Challenges*

Mr Sam Inkinen, University of Vaasa, Finland

Creativity and innovations, creative individuals, creative businesses, creative processes, creative industries, creative economy... *quo vadis?* The presentation tries to find an answer on how to *utilise* the theories concerning creativity. The key question is how to integrate result-orientation, competition and creative freedom.

11:40 – 12:00 *Innovation and Growth - Perspectives for the Baltic Sea Collaboration*

Ms Petra Nilsson, Senior Adviser of the Nordic Innovation Centre

BSR-InnoNet - Baltic Sea Region Innovation Network. Joint trans-national development on cluster policy formation and innovation.

12:00 – 12:20 *Thinking communities - creating interaction*

Ms Mirkku Kullberg, Artek Oy AB, CEO

The foundation of Artek is the legacy handed down by four visionary radicals. Alvar Aalto with his partners was connected to a global network of artists, architects, poets, musicians, industrialists and politicians. These people became the most vibrant marketing community for Artek. How to reach these opinion leaders today.

12:20 – 12:30 *Questions*

12:30 – 13:30 *Lunch*

13:30 – 13:45 *Innovation Policy for Growth*

Mr Lennart Nilsson, Swedish Inventor's Association and Coordinator of the IFIA European Inventors Network

The presentation will address the importance of national support to independent innovators and entrepreneurs given their importance in creating economic growth and employment.

13:50 – 14:05 *The Wheels of Innovation*

Mr Poul Ernst Rasmussen, NOVI Innovation, Denmark

The presentation is a demonstration of the fact that creating innovative companies is as difficult as it is for a non-pro climber to climb Mount Everest. The Danish company NOVI Pty. Ltd. did the climb and "Wheels of Innovation" sums up the background, dreams and realities as well as lessons learned from the NOVI attack on Mount Everest.

14:10 – 14:25 *Nordea –Innovative Solutions in Banking*

Mr Ingo Pöder, Nordea Bank, Head of Nordic and International Desk (Corporate Banking)

The presentation tries to find an answer to the question, if banking in its traditional manner can also be innovative.

14:30 – 14:45 *Channeling Science and Technology to Entrepreneurship*

Mr Ilmar Kink, Estonian Development Centre for Nanotechnologies

The presentation will give an overview on the state of science in Estonia and the possibilities of engaging the results of scientific research in entrepreneurship. Different forms of cooperation between research institutions and entrepreneurship will be presented, concentrating both on positive and some negative examples in this partnership.

14:50 – 15:00 *Questions*

15:00 – 16:00 *Discussion: innovation in my region, in my country, in my organization*

Mr Ott Pärna, Estonian Development Foundation

Mr Ingo Pöder, Nordea Bank

Mr Ilmar Kink, Estonian Development Centre for Nanotechnologies

Mr Erik Terk, Estonian Institute for Future Studies

The event will be held in English and in Estonian. Simultaneous translation is available during the seminar to and from both languages.