

INVITATION



# Come together in Oulu, Finland

INTERREG NORD CONFERENCE

Date: 11-12th May 2016

Place: Radison Blu Hotel in Oulu, Finland

**Interreg**  
Nord  
Europeiska regionala utvecklingsfonden





Are you stuck in a rut and lack of new ideas? Then you need to do something fun and free!

Come to the annual conference of Interreg Nord in Oulu to get a boost and new inspiration to your everyday life.

We will meet on the evening on 11<sup>th</sup> May to mingle in comfortable settings.

The conference will continue the next day with interesting key note speakers and seminars.

You have also an opportunity to reserve a stand where you can present your ideas and find new cooperation partners.

The conference is free of charge, including refreshments and food. You only have to pay for your travel and accommodation.

Please, register for this conference no later than 29<sup>th</sup> April.

If you need a stand, please contact us on [interregnord.norbotten@lansstyrelsen.se](mailto:interregnord.norbotten@lansstyrelsen.se)  
Limited stands!

[Online registration](#)

# PROGRAMME (local time)

## 11 MAY

18.00 – 20.00 Come together - mingle

## 12 MAY

08.30 - 09.00 Registration

09.00 - 09.15 Welcome to Oulu

Pauli Harju, Council of Oulu Region

09.15 - 10.15 Saving Innovation - Why It Is in Crisis and What We Can Do About IT  
Alf Rehn, professor in innovation and entrepreneurship.

10.15 - 10.45 Coffee/The

10.45 - 12.00 Smart Specialization and Business - Is Smart Specialization just a buzz word or a true business driver?  
Kristiina Jokelainen – Project leader, Council of Lapland Region, Finland  
Pär Johansson - Vice President of Innovation at LTU Business, Sweden  
Zdenek Dvorak, Adviser at Nordland County Council, Norway

12.00 - 13.00 Lunch

13.00 - 14.30 Seminar 1: “Project funding from the North program - advice for good projects” – Secretariat of the Nord programme  
Seminar 2: “A project canvas for innovative business projects” –  
Jan. S. Dølør, regional representative – Finmark, The Research Council of Norway

14.30- Coffee/The

End of the conference

# Key Note Speakers



In his presentation, professor **Alf Rehn** argues against overly rosy representations of our current state of innovation. Rather than presenting more buzzwords or slogans, he argues that innovation is in fact in a crisis both in society and our organizations. But all is not lost. By changing our way of speaking about it, reclaiming innovation ambition, and elevating our creative cultures, we can help in saving innovation.



**Pär Johansson** is Vice President of Innovation at LTU Business AB. He is also Director of the Technology Transfer Office of Luleå University of technology and is an expert in the development of commercialization strategies for technologies, companies and regional innovation ecosystems. As an commercialization strategist and innovation management expert, he regularly speak to groups of executives, director and senior administrators on the topic of innovation management.



**Kristiina Jokelainen** is leading the implementation of Smart Specialization and regional clusters development at the Regional Council of Lapland. She is also involved in the EC communication and interregional collaboration. She has gained expertise in the development of the strategic management processes, overall project cycle management and models development. It is important to have critical and realistic approaches in implementing of public funded projects.



**Zdenek Dvorak** is adviser at Nordland County Council. He is member of Steering Committee in Interreg Nord and working with regional cooperation in Nordcalotte and internalization. Nordland County is the first region in Norway with innovation strategy based on smart specialization platform (RIS3).