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Seminar invitation:  
The Nordic region as a global health  
experimentarium

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NordForsk invites you to the seminar "The Nordic region as a global health experimentarium" in Oulu. The seminar forms part of the conference "New trends in Nordic innovation".

Norden has a strong tradition of comprehensive welfare production. In a rapidly aging world, this could give the region a competitive edge if increased Nordic cooperation within the field can be achieved. In the industrialised world today there are approximately 30 pensioners per 100 workers. In 2040, this number will rise to 70. This change in demography will lead to a dramatic change in consumption patterns, resulting in a strong increase in the demand for health services. The health sector is already responsible for 9% of BNP in Europe, and its share increases by 6 % p.a. Innovations within this sector consequently have a big and steadily increasing market.

Norden has a strong position both in health research, innovation and societal use, with the Nordic population distinguishing itself by its openness to innovations and ability to use new technology. In addition, the Nordic region also has extraordinarily rich databases on its populations and a regional strength in the ICT field. The linking of these various positions of strength gives the Nordic region unique possibilities and the potential to develop into a global "health experimentarium."

In addition to addressing the defensive aspect of handling the immediate challenges facing the region, Nordic cooperation in the field of health research and innovation could serve to identify how Norden could position itself as a welfare-producer and exporter of best practice. By branding ourselves as a region that master the challenges that other countries will face as welfare states, numerous opportunities can open up.

NordForsk wishes to explore these opportunities with you and sketch out a way forward for increased Nordic cooperation at the 29 November seminar. Participation is by invitation only, providing for focused discussions.

Please register at: [www.nordicinnovation.net](http://www.nordicinnovation.net). Participation is free of charge.

Welcome to Oulu!

Liisa Hakamies-Blomqvist  
Director  
NordForsk

Final announcement

# NEW TRENDS IN NORDIC INNOVATION

## Nordic Innovation Conference 2007



**Oulu City Hall, Finland**  
29-30 November 2007



**Mauri Pekkarinen**

Minister of Trade  
and Industry



**John Kao**

Kao & Company



**Esko Aho**

Sitra – Finnish  
Innovation Fund

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### Statesman

Esko Aho was Prime Minister of Finland from 1991 to 1995. He is best known for leading Finland into the European Union. During this period, Finland overcame a deep economic recession and made the historic decision to join the European Union. After the 2000 presidential campaign, Aho joined Harvard University for one year as a lecturer. Following his

retirement from the Finnish Parliament, he worked as a private consultant. Esko Aho was invited to head a group of experts on reinforcing EU research and innovation performance, which submitted its report to the European Commission in January 2006. Mr. Aho is the current President of Sitra - the Finnish Innovation Fund.



### Nobel Prize Winner

Arvid Carlsson is a Swedish pharmacologist who, along with Paul Greengard and Eric Kandel, was awarded the 2000 Nobel Prize for Physiology or Medicine for their discoveries concerning signal transduction in the nervous system.

In 1957 Carlsson demonstrated that dopamine was a neurotransmitter in the brain. He developed a method for measuring the amount of dopamine in brain tissues and found that dopamine levels in a brain area important for movement, were particularly high. Carlsson then showed that giving animals the drug reserpine caused a decrease in dopamine levels and a loss of movement control. These effects were similar to the symptoms of Parkinson's disease. By administering L-Dopa, which is the precursor of dopamine, he could alleviate the symptoms. Even today, L-Dopa is still the basis for most commonly used means of treating Parkinson's disease.



### Creativity

John Kao is a world leading expert on innovation. At age 31, he became an assistant professor at Harvard Business School where he taught creativity courses for 13 years. He has served as a visiting professor at the MIT Media Lab, and as Distinguished Visiting Professor of Innovation

at the U.S. Naval Postgraduate School in Monterey, California. He is the founder of Kao & Company, which advises top-tier Fortune 500 business leaders as well as government leaders around the world. He has specialized in instructing organizations in the methods for making innovation happen.

Dubbed "Mr. Creativity" by The Economist, he has started several companies, in areas as diverse as biotech and innovation management. He is also a Tony-nominated executive producer of theater and film, including Sex, Lies, and Videotape. Mr. Kao is an accomplished jazz musician who spent the summer of 1969 playing keyboards for Frank Zappa.



### Technology

Thorsteinn I. Sigfusson is one of the world's foremost experts in hydrogen technology. Sigfusson got his PhD in 1983, and was elected Research Fellow at Darwin College, Cambridge the same year.

In 2007 he was awarded the prestigious Russian Global Energy International Prize. His work with the Nordic Energy Research project "Nordic Centre of Excellence on Hydrogen Storage Materials" has also gained international attention. Sigfusson has been a chairman of Fulbright, and is currently on the board of directors of the International Hydrogen Energy Association. Today he has written, co-written and edited over 200 publications. And as he writes on his own website "I enjoy angling, especially trout and salmon fly fishing."

**REGISTER AT [WWW.NORDICINNOVATION.NET](http://WWW.NORDICINNOVATION.NET)**

# REGIONAL AND USER-DRIVEN INNOVATION



NINE OUT OF TEN  
INNOVATION  
PROJECTS DO  
NOT REAP  
RETURNS

## New trends in Nordic innovation policy

In the Nordic region, as in most other regions, innovation policy has generally focused on the scientific and technological drivers of innovation. However, the largest numbers of companies do not innovate based purely on these drivers.

Today, the policy focus in both the EU and the Nordic countries is turning towards two "new" areas; regional innovation and user-driven innovation.

Innovation policy at the regional level has many benefits over national policies. What may be lost in the sheer economies of scale is often gained in the focus and efficiency of measures at the regional level. Proximity of key stakeholders and dense local networks often provide efficiency, as operators, actions and outcomes are more concrete and visible.

The main reason for addressing user-driven innovation as a thematic area is the low innovation "hit rate": 9 out of 10 innovation projects do not reap returns. Innovation policy needs to address both the supply and demand sides of innovation.

The purpose of the "New trends in Nordic innovation" conference is to create a unique forum for dialogue between political policy players and practitioners representing both regional and user-driven innovation. Best practice and not so good practice in the Nordic countries will be presented and discussed during the conference.

The summit is a closed event for invited participants only, providing for focused discussions. We look forward to a stimulating discussion on how Nordic policies for regional and user-driven innovation can make the Nordic region even more competitive.

Welcome to Oulu on November 29-30!


A handwritten signature in orange ink that reads "Kjetil Storvik".

Kjetil Storvik  
Managing director  
Nordic Innovation Centre


## Parallell pre-seminars

Organised by NordForsk and Nordic Energy Research  
Thursday, November 29th. Oulu City Hall

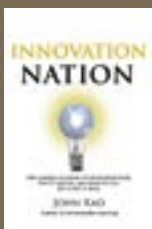
### Parallell session 1 – NordForsk: The Nordic Region as a global health experimentarium

- 09.00 **Welcome**  
**Liisa Hakamies-Blomqvist**, Director NordForsk
- 09.15 **Key note speech**  
 **Arvid Carlsson**, Nobel prize in physiology or medicine, year 2000
- 09.30 **Research, innovation and intelligent end users – three dimensions to Nordic strength in health and welfare**  
Current and future priorities in health research  
**Camilla Stoltenberg**, Division Director at the Norwegian Institute of Public Health (TBC)  
Bringing health research and innovation to the end user  
**Merja Hiltunen**, Director of Tekes' Bio- and Health Technologies Department  
Market potential of health research and innovations  
**Peter Gerhardsson**, Vice President Corporate Responsibility, Novo Nordisk
- 10.15 **The Nordic region as a global health experimentarium and welfare exporter**  
**Erik Rasmussen**, Director of Mandag Morgen
- 10.30 **Questions and comments**
- 10.50 **Summary and conclusions**
- 11.00 **End of session**

### Parallell session 2 – Nordic Energy: New trends in Nordic Energy innovation

- 09.00 **Welcome**  
Senior Technology Adviser **Solveig Roschier**, TEKES  
Managing Director **Birte Holst Jørgensen**,  
Nordic Energy Research
- 09.20 **How to speed up market breakthrough for new energy technologies**  
Professor **Peter Lund**, Helsinki University of Technology
- 09.45 **Successful Nordic Energy Innovation cases**  
 Hydrogen Energy innovations in Iceland  
Professor **Thorsteinn Sigfusson**,  
University of Iceland  
Osmotic power - a huge renewable energy source?  
Statkraft  
Danish wind turbine industry – from small to big scale  
R&D Manager **Axel Hauge Pedersen**, DONG Energy  
Bio-refineries – the optimal future solution?  
Managing Director **Gunnar Fransson**, SEKAB E-Techn.
- 10.45 **Room for improvement in Nordic energy innovation?**  
Discussion & Summary  
Managing Director **Birte Holst Jørgensen**,  
Nordic Energy Research
- 11.00 **End of session**

## Early bird registration



The first 100 registrations will receive  
John Kao's book: **Innovation Nation**

Information about the book at the back  
of the programme

Registration at: [www.nordicinnovation.net](http://www.nordicinnovation.net)  
Participation fee is 100 Euro. (The fee includes all services at the conference and dinner at the spectacular Oulu city hall.)

### Accommodation

Rooms are pre-booked at the Holiday Inn and you can book rooms through the online registration form.

### Conference organiser:

Nordic Innovation Centre on behalf of the Finnish presidency of the Nordic Council of Ministers.

### Further information and questions:

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# REGISTER AT [WWW.NORDICINNOVATION.NET](http://WWW.NORDICINNOVATION.NET)

# MAIN PROGRAM


Thursday and Friday, November 29-30th. Oulu City Hall

Conference moderator: **Per Koch**  
Director of analysis and strategic development  
Research Council of Norway

## Thursday, November 29th

11.00 Lunch and registration  
Oulu City Theatre, Kaarlenväylä 2

### Setting the scene Oulu City Hall, Kirkkokatu 2

13.00  **Mauri Pekkarinen**  
Finnish Minister of Trade and Industry  
**Opening of the conference**

13.10 Director **Jan-Erik Enestam**  
Nordic Council  
**What is the role of Nordic collaboration  
in the field of innovation policy?**

13.30  **John Kao**  
Kao & Company  
**Innovation nation - How is it that  
Finland today is the world's most  
competitive economy?**

14.30 **Coffee**

15.00 Managing Director **Kjetil Storvik**  
Nordic Innovation Centre  
**Nordic collaboration in the fields of regional  
innovation and user-driven innovation**

### Regional Innovation

15.10 Managing Director **Kimmo Halme**  
Advansis Oy  
**What is regional innovation?**

15.30 **Successful innovative regions**  
Best learning cases from Nordic regions. Mjärdevi  
Science Park, Linköping in Sweden will be presented  
and discussed with panel and audience. Mayor Matti  
Pennanen from City of Oulu will tell why Oulu city is a  
representative host of this conference.

16.15 Panel discussion, chaired by the conference moderator  
**Per Koch**  
**What is the next phase in Nordic regional  
innovation policy?**



17.00 **Kyösti Oikarinen**  
Chairman of the City Council  
**Closing day 1**

17.10 Technopolis Plc. tour  
Visit to the first Nordic technology park  
Hosted by CEO **Pertti Huuskonen**, Technopolis Plc.

18.30 **Back to the hotels**

20.00 **Reception**, followed by dinner at City hall, hosted by  
Finland's Presidency of the Nordic Council of Ministers  
and the City of Oulu

## Friday, 30.11.2007

### User-Driven Innovation (UDI)


9.00 Professor **Sjur Dagestad**  
**What is user-driven innovation?**

9.30 **User-driven innovation cases**  
Best learning cases from the business and public  
sector in the Nordic countries will be presented  
and discussed with panel and audience. The Danish  
national user driven innovation program will be  
presented as one case.

10.15 Panel discussion, chaired by the conference moderator  
**Per Koch**  
**The way forward in Nordic innovation collaboration.**

11.00 **Coffee**

### The future of the innovative Norden

11.30  President **Esko Aho**  
Sitra – Finnish Innovation Fund  
**Norden as a region in a Global perspective**

12.00 Innovation Director **Hannele Pohjola**  
Confederation of Finnish Industries  
**Nordic business collaboration in the field of innovation**

12.30 Secretary General **Halldór Ásgrímsson**,  
Nordic Council of Ministers  
**Closing**

**Lunch**  
Restaurant Uusi Seurahuone, Rantakatu 4