

MONDAY, 22 AUGUST

SEMINAR HOSTED BY UPM

THEME: FINLAND IN THE EUROPEAN UNION

- 9:00 OPENING ADDRESS BY MR **HANS SOHLSTRÖM**, EXECUTIVE VICE PRESIDENT, MARKETING, UPM AND MR **GEORG EHRNROOTH**, VICE-CHAIRMAN, EVA
COFFEE AND REFRESHMENTS
- 9:15 INTRODUCTION OF JUNIOR FELLOWS, MODERATED BY MR **RISTO E.J. PENTTILÄ**, DIRECTOR, FINNISH BUSINESS AND POLICY FORUM EVA
- 10:00 "TEN YEARS IN THE EUROPEAN UNION"
MR **SAULI NIINISTÖ**, VICE-PRESIDENT OF EUROPEAN INVESTMENT BANK, CANDIDATE IN THE FINNISH PRESIDENTIAL ELECTION 2006
- 11:00 BREAK
- 11:15 " ...AND TEN YEARS AHEAD: EU'S ENLARGEMENT"
MR **TIMO PESONEN**, HEAD OF CABINET OF EU COMMISSIONER FOR ENLARGEMENT
- 12:00 LUNCH
- 12:45 "FINLAND - CULTURAL LONE WOLF. A BRITISH PERSPECTIVE"
MR **MICHAEL GATES**, GROUP MANAGING DIRECTOR OF RICHARD LEWIS COMMUNICATIONS
- 13.30-14.30 "WOMEN AT THE TOP – DOES FINLAND MERIT ITS ROLE AS THE HAVEN OF GENDER EQUALITY?"
MRS **LENITA AIRISTO**, ENTREPRENEUR
DR **MINNA HIILLOS**, WOMEN'S LEADERSHIP PROJECT, HANKEN
MR **JYRKI KASVI**, MEMBER OF THE PARLIAMENT
PANEL DISCUSSION MODERATED BY MR **RISTO E.J. PENTTILÄ**

EXCURSION TO ARABIANRANTA – AN URBAN ADVENTURE

THEME: COMPETITIVENESS THROUGH CREATIVITY

- 15.00 MEETING IN FRONT OF IITTALA FACTORY OUTLET
MR **KARI RAINA**, MANAGING DIRECTOR , ART AND DESIGN CITY HELSINKI LTD.
- 15.15 COFFEE AND REFRESHMENTS
MR **YRJÖ SOTAMAA**, PROFESSOR, RECTOR, UNIVERSITY OF ART AND DESIGN
MR **PHILIP DEAN**, PROFESSOR, MEDIA LAB, UNIVERSITY OF ART AND DESIGN
MR **KARI RAINA**
OPEN DISCUSSION
- 16:30-17:00 VISIT TO IITTALA EXHIBITION
MS **TAINA GRÖNQVIST**, FACTORY HOSTESS
MS **TUIJA AALTO-SETÄLÄ**, COMMUNICATION MANAGER
- FREE TIME
- 19:00-22:00 DINNER HOSTED BY MR **HANS SOHLSTRÖM**, UPM



TUESDAY, 23 AUGUST

VISIT TO FINNISH BUSINESS AND POLICY FORUM EVA

9:00-10.30 COFFEE AND REFRESHMENTS

WELCOMING ADDRESS BY **SIXTEN KORKMAN**
MANAGING DIRECTOR OF EVA AND ETLA, THE RESEARCH INSTITUTE OF THE FINNISH
ECONOMY, FROM SEPTEMBER

“BUSINESS AND POLICY FORUM – EVA’S ROLE IN FINNISH SOCIETY”

MR RISTO E.J. PENTTILÄ
DIRECTOR OF EVA

EXCURSION TO NOKIA HOUSE

THEME: FINNISH HIGH COMPETENCE – MYTH OR REALITY?

11.00 THE NOKIA STORY
MR **MARTIN SANDELIN**, SENIOR VICE PRESIDENT, CSR AND COMMUNITY INVOLVEMENT,
NOKIA CORPORATION

12.00 LIGHT LUNCH
“FROM EVA JUNIOR FELLOW TO YOUNG PROFESSIONAL IN BRUSSELS”
MS **KAISA-MARIA SORO**, CONSULTANT, KREAB
MR **JARNO VANTO**, ASSOCIATE, COVINGTON & BURLING

13.00 “MAKING PEACE WORK. FINNISH EXPERTISE IN CRISIS MANAGEMENT”
MS **PAULIINA AROLA**, EXECUTIVE DIRECTOR, CRISIS MANAGEMENT INITIATIVE

14:00 BREAK

14.15 “THE LAND OF R&D – LOOKING INTO THE FINNISH INNOVATION SYSTEM”
MR **RAIMO VÄYRYNEN**, PRESIDENT OF THE ACADEMY OF FINLAND

15.00-16.00 MEETING WITH MR **JORMA OLLILA**
CHAIRMAN AND CEO, NOKIA CORPORATION
CHAIRMAN, FINNISH BUSINESS AND POLICY FORUM EVA

FREE TIME

CLOSING OF THE SEMINAR

19.00 CLOSING DINNER

