

FINLAND'S SOLUTION FOR ECONOMIC TURNAROUND

OTANIEMI³ FORUM

TECHNOLOGY / BUSINESS / DESIGN

Come and share your ideas with us!

Thursday 5th of November, 2009 | Design Factory, Betonimiehenkuja 5, 02150 Espoo

PROGRAM

15:45 Registration

16:00 Stream 1 - Suomi Nousuun!

Jaakko Pellosniemi (Mobidiag) Etsintäkuulutus - Sarjamurhaaja (vai oliko se sarjayrittäjä)

Ismo Rantala (Finnish Mobile Association) - Verkostoituminen - Case Finnmob!

Mikko Kalhama (Design Forum Finland) - Koolla El oie väliä

17:30 Registration & Coffee

17:45 Stream 2 - Finland's upturn

Ludovic Gaudé (Zokem) - International Entrepreneur's path to Finland

Rob Kommeren (Philips Innohub) - How to boost innovation of products and services

Marco Steinberg (Sitra) - Design in strategic decision making

19:00 Networking

20:00 End of Event

Event hosted by

**Kristiina Helenius, AmCham
Finland's Managing Director**

FOR MORE INFORMATION AND TO REGISTER

www.otaniemi.fi/otaniemiforum



Jaakko Pellosniemi, CEO of Mobidiag. He oversees the Company's growth and strategic direction. A serial entrepreneur, Mr. Pellosniemi has created numerous financially successful first-of-a-kind products. He has completed several successful trade sales, exits and financing rounds for high-tech companies and holds board positions in service and design companies.



Ismo Rantala, Co-founder and Managing Director of Finnish Mobile Association, previously co-founder and director of EMEA regions of MobileMonday, expanding its operations from 2 to 72 locations in all continents. Mr. Rantala is also the founder of Mobile Entertainment Forum (MEF), and worked as Executive Director and hired his successor to London, who runs it still.



Mikko Kalhama has been CEO of Design Forum Finland since 2006. Previously Mr. Kalhama has worked as a producer and other executive positions in the art industry, ICT companies and the University of Art and Design. In his current position his focus is on bringing design's viewpoint and role into the community and Finnish innovation politics.



Ludovic Gaudé, CEO of Zokem and on the board of several start-up companies. He is an entrepreneur at heart and loves to explore unfamiliar grounds. From 1993-2007 he worked at Nokia leading the expansion of the GSM footprint in China and Latin America and then ran Nokia's Vodafone business. In 2007 he joined Google to drive the Strategic Partnerships team in the UK.



Rob Kommeren, CEO of the InnoHub in the city of Espoo. Since 1991 he has been working in the area of improvement and innovation of software development processes. In eighteen years he has gained a broad experience in this area both in and outside Philips. The InnoHub is an initiative of Philips and VTT to boost innovation of products and services in Nordic and Baltic countries.



Marco Steinberg, Strategic Design Director at the Finnish Innovation Fund (Sitra).

Prior to Sitra, Steinberg served as a Professor at the Harvard Design School. Steinberg is an active participant in numerous national innovation programs to promote industry competitiveness through design research.