

WORKSHOP ON NORDIC INNOVATION IN THE TOURISM SECTOR

– focus on nature related tourism

Copenhagen, Denmark

Date: 3-4 June, 2008

Register by May 30, 2008.



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Venue: Nordatlanterens Brygge, Strandgade 91, Christianshavn, Copenhagen, Denmark.

On behalf of the Swedish Presidency of the Nordic Council of Ministers, the Nordic Innovation Centre (NICE), the Nordic Atlantic Cooperation (NORA) and Greenland Tourism & Business Council hereby invites Nordic stakeholders from the tourism sector to a workshop on 3-4 June, 2008 in Copenhagen themed "Innovation in the Nordic Tourism Sector".

Objective of the workshop is to bring Nordic, West Atlantic and Baltic actors together in order to increase the innovation capacity, transfer knowledge and identify Nordic synergies within the tourism sector. Furthermore the workshop will address sustainable development, and nature related tourism as well as enhanced competitiveness in a global perspective.

The workshop is free of charge

Language: English.

Registration deadline: 30 May 2008.

Register by e-mail to Natalia Grebennik:
n.grebennik@nordicinnovation.net

REGISTER NOW! (Limited spaces available)



PROGRAMME

Moderator: Dennis Bederoff, Head of tourism industry affairs,
NUTEK, The Swedish Agency for Economic and Regional Growth

3 June, 2008

- 13.00 **Welcome, Representative Swedish Ministry of Enterprise, Energy and Communications**
Introduction to workshop by moderator **Dennis Bederoff**
- 13.10 **Where are we heading in tourism industry?**
Views on tendencies and new approaches, **Anders Stenbakken**, Manager Destination East Greenland
- 13.30 **Nordic tourism policies and framework for the development of the sector,**
Peter Björk, Swedish School of Economics and Business Administration, VASA
- 13.50 **Statistics and trends in Nordic tourism,**
Alain Dupeyras, Head of the Tourism Programme, OECD, Centre for Entrepreneurship, SMEs and Local Development
- 14.10 **Panel discussion with speakers lead by workshop moderator**
- 14.30 **COFFEE BREAK**
- 15.00 **Open innovation in tourism industry. A new mind set and changes of attitude.** How to foster innovation in your company. **Hans Rood**, Global Sales Director, Hurtigruten AS
- 15.20 **Tourism, innovation and clusters,** **Leena Zittling**, CEO, Prodem Consulting Group Oy Ltd, President, European ProClusters Association - EPROCA
- 15.45-16.45 **Three Working groups:**
Future – Policy – Analysis.– break out sessions (with reporters!). Separate themes with issues and questions for debate and presentation.
16. 50 **Presentation of results by reporters**
17. 20 **End of first day**
- 19.30 **Dinner at Madeleines Madteater,**
Madeleines Drechselsgade 10, Copenhagen S,
Phone: +45 33 14 05 55

4 June, 2008

- 8.30 **Morning Coffee**
- 9.00 **Reflections from moderator Dennis Bederoff**
- 9.10 **Staging Arctic Adventure Tourism,**
Guðrún Þóra Gunnarsdóttir, Hólar University College in Iceland, Ferðamálaeild/Department of Rural Tourism, Member of the Committee of Nordic Atlantic Cooperation (NORA)
- 9.30 **The idea and concept of Basecamp Spitsbergen AS, Svalbard.**
Brita Knutsen Dahl, Chair Director, Basecamp Spitsbergen
- 9.55 **Innovative tourism development in Estonia,**
Mart Reimann, Head of the Department of Leisure Sciences of Tallinn University, Member of the board of the company Reimann Retked LLC.
- 10.20 **Tourism innovation in the WEB 2.0 era,**
Anne-Mette Hjalager, reseacher, Advance/1
- 10.40 **COFFEE BREAK**
- 11.00 **European tourism development**
(to be confirmed)
- 11.30 **Concluding remarks and summary. What will the future bring?** Lessons learned and strategies for the future – Moderator and presenters from day one.
- 12.00 **End of workshop**
- 12.15 **Lunch**

WWW.NORDICINNOVATION.NET

The Nordic Innovation Centre, NICE is the Nordic Council of Ministers operating instrument for promoting an innovative, competitive and knowledge-intensive Nordic business sector.

www.nordicinnovation.net

Greenland Tourism & Business Council is a Home Rule Government owned company, which provides knowledge and council to innovatively develop tourist destinations, building and developing local enterprises and promoting Greenland as a tourist destination and exporter of unique products.

www.greenland.com

Nordic Atlantic Cooperation, NORA stimulates and facilitates transnational collaboration, based on Nordic goals and values. NORA is financed by the Nordic Council of Ministers and its work is supplemented by grants from within its collaborating regions, the Faroe Islands, Greenland, Iceland and the west coast of Norway.

www.nora.fo



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Nordic Innovation Centre

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Send email to Natalia Grebennik:
n.grebennik@nordicinnovation.net

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