



Northern Stars 2016 Seminar Programme

Friday, 13 of May 2016
Jokiväylä 11B, Rovaniemi

TIME	
8:30	Registration
9:00 - 11:00	Business Opportunities in the Arctic
9:00	Welcome to the Northern Stars Seminar, Opening words, Reijo Tolppi, Vice-rector of Lapland UAS, Finland
9:30	Importance of Business in the Arctic, Key-Note speech by Matti Vanhanen, member of Finnish Parliament, former prime minister of Finland, Finland
10:00	Bringing the best customers experience, Julia Chechulinskaya, Experience manager of SantaPark, Finland
10:30	Passion and business - Ilahu Boards, Jan Erik Leutola, CEO, Shaper & Co-founder of Treeform LTD (& ILAHU Boards) Finland
11:00 - 12:00	<i>Coffee at the Lapland UAS cafeteria and Networking</i>
12:00 - 14:00	Youth entrepreneurship in the Arctic
12:00	Ranua Living Lab Experience, MTI students of Lapland UAS, Finland
12:30	Barents Youth Innovations, Tonny Mathiassen, project leader of Nord-Troms regionrad, Norway
13:00	Business Opportunities for youth in the Arctic, Alisa Bogatyreva, entrepreneur, Russia
13:30	My way from lost student to Osaka, Annika Konttaniemi, SusiVilla Oy, Finland
14:00 - 14:30	<i>Coffee Break</i>
14:30 - 16:00	Break - Up session : Innovations through the workshops!
	Case 1: Innovation tools in practise, hosted by Nikita Litvinchik, InnoBarentsLab organisation director
	Case 2: Start-up Idea "Logistics Network", hosted by Northern Stars Team
	Case3: Creative Entrepreneurship in the Arctic as an alternative to resource based business. Creative Momentum project case study, hosted by Anzelika Krastina and Salla Puukko, Lapland UAS lecturers & project managers of Creative Momentum
	Case 4: Modulation Case: "Adios Santa", hosted by Northern Stars Team
	Case 5: Arctic is not only about tourism and natural resources, hosted by Northern Stars team
	Case 6: Benefits of collaboration between companies: giants and the Arctic. Heineken and Coca-Cola case workshop, hosted by Northern Stars Team
	Case 7 : How to apply threatening trends in business opportunities, hosted by Northern Stars Team
	Case 8: Problem of transportation and logistics, hosted by Northern Stars team
	Case 9: Game-wrokshop "4 elements", hosted by Northern Stars team
	Case 10: Analogy thinking: learn from other industries, hosted by Northern Stars team
23:00	Afterparty!

LAPIN AMK
Lapland University of Applied Sciences



Northern Periphery and Arctic Programme
2014-2020



EUROPEAN UNION
Investing in your future
European Regional Development Fund



a creative momentum project