

IRBC

HEL  **INKI**

2012

PROGRAM OF THE IRBC HELSINKI CONFERENCE

DESIGN DRIVEN CITIES

HELSINKI, 27–30 NOVEMBER 2012



WORLD DESIGN
CAPITAL
HELSINKI 2012

Welcome to Helsinki, the World Design Capital 2012!

We are honoured to host the 2012 International Regions Benchmarking Consortium Conference, "Design Driven Cities" together with the cities of Espoo, Vantaa and Lahti as well as the University of Helsinki.

During this year we have focused on the role of design as a source of wellbeing. We firmly believe that design can help cities tackle some of the biggest challenges they face today. Also companies that understand the importance of design as a source of competitiveness tend to be more successful than their competitors.

I hope you enjoy your stay.

Jussi Pajunen
Mayor of Helsinki

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HELSINKI, 27–30 NOVEMBER 2012

Tuesday 27th November

13.00–13.30 **Bus transfer from hotel Klaus K to the Abattoir**

13.30–15.00 **Welcome Lunch Hosted by the City of Helsinki**

Venue: The Kellohalli Restaurant at the Abattoir,
Työpajankatu 2 building 1 e

Welcome lunch hosted by Mr. Hannu Penttilä,
Deputy Mayor of Helsinki

Welcome words by Mr. Pekka Sauri,
Deputy Mayor of Helsinki

Practical conference arrangements by Ms. Marja-Leena Rinkineva,
Director of Economic Development of the City of Helsinki

15.00–15.30 **Operation Abattoir**

The Abattoir is a new urban cultural and culinary melting pot with a laid-back atmosphere, just around the corner of Kallio and other up and coming districts. The listed red-brick buildings of the Abattoir originally served as a slaughterhouse. Small indie restaurants, foodie events and artisan shops are now welcoming locals as well as visitors that want to experience Helsinki "off the beaten track". Slowly The Abattoir area will become a lively extension to Helsinki's other stylish cultural hot spots, such as the Cable Factory, Korjaamo, and Suvilahti.

The Abattoir is in food terms "fresh from the oven" as a public place, but getting here has been quite a ride, but what's really exciting is the fact that the future of the area is being shaped right now. Experience "the living lab" and hear about the next steps of this constantly evolving creative food hub. Can a former slaughterhouse in and basically abandoned hood survive and actually blossom?

Presented by Mr. Ville Relander, Project Manager, Culinary Culture Strategy of the City of Helsinki

More information at: www.teurastamo.com/en/teurastamo.html



15.30–16.00 Food, Culture and Modernity in Finland

Professor Johanna Mäkelä is the first professor of Food Culture in Finland. She started at this position in 2012 in the University of Helsinki. Her main research topics are food and consumption sociology, practices and changes of eating, corporate responsibility, sustainability and participatory methods.

Presented by Ms. Johanna Mäkelä,
Professor of Food Culture, University of Helsinki

16.00–16.30 Food Hubs (Seattle)

Many farmers and ranchers, especially smaller operations, are challenged by the lack of distribution and processing infrastructure of appropriate scale that would give them wider access to retail, institutional, and commercial foodservice markets, where demand for local and regional foods continues to rise. Food hubs can help. By offering a combination of production, aggregation, distribution, and marketing services, food hubs make it possible for producers to gain entry into new and additional markets that would be difficult or impossible to access on their own. Snohomish County has developed a unique model that creates demand and provides services to local producers.

Presented by Ms. Linda Neunzig, Agriculture Coordinator at Snohomish County Economic Development

16.30–17.00 Food in Fukuoka

Fukuoka is one of the best gourmet towns in Japan. The city is blessed with abundance fresh sea foods and a variety of ingredients that are used in Mizutaki (chicken broth hot pot), Ramen noodle, Sashimi and Mentaiko (spicy pollack roe) as well as other local cuisine. These food products are highly evaluated as "Fukuoka-brand" both at home and overseas. In addition, Fukuoka is also famous for the street stalls, known as yatatai, which are rarely found in other parts of Japan, provide a special place where people can enjoy delicious dishes while chatting with strangers sat beside them. This presentation will introduce the charms of Fukuoka foods along with public-private partnership initiatives for creating a more attractive city using its own local foodstuffs.

Presented by Mr. Koichi Gono, Chief Executive, Economy, Tourism & Culture Bureau, Fukuoka City Government

17.00–17.30 Snacks from Fukuoka, Japan

Prepared by Ms. Junko Ikuta, President / Cooking Specialist,
IKUTA Kitchen Co. Ltd

17.30–18.00 The Cultural Sauna

The Kulttuurisauna is a new urban, contemporary Finnish public sauna on the Helsinki waterfront. It is a low-carbon sauna that runs on renewable energy and is eco-efficient. Nene Tsuboi, a Japanese designer and Tuomas Toivonen,



a Finnish architect are in charge of the designing, constructing, financing and running of Kulttuurisauna. They will combine bath-keeping and design as their future profession.

Presented by Mr. Tuomas Toivonen, Architect at NOW Office and Founder/ Owner of the Kulttuurisauna

18.00–19.00 Optional site visit to the Cultural Sauna or bus transfer to hotel Klaus K.

Please note that the Sauna is still under construction (although finalized soon) so unfortunately there is no sauna and bathing available.

Hosted by Mr. Tuomas Toivonen, Architect at NOW Office and Founder/ Owner of the Kulttuurisauna

19.00–20.00 Free time

20.00–20.15 Short walk from hotel Klaus K to dinner restaurant

20.15–22.00 Dinner

Venue: Restaurant Putte's,
Kalevankatu 6

Tuesday evening will end with a relaxed dinner at one of the coolest restaurants in Helsinki at the moment. Serving gourmet pizzas and salads in a simply decorated environment right at the heart of Helsinki, Putte's has earned its place in the city's restaurant scene.

Hosted by Mr. Pekka Sauri, Deputy Mayor of Helsinki

22.00–22.15 Short walk back to the hotel

Wednesday 28th November

8.30–9.00 Bus transfer from hotel Klaus K to Huutokonttori

The morning session at Huutokonttori is hosted by Ms. Marja-Leena Rinkineva, Director of Economic Development of the City of Helsinki.

9.00–9.30 World Design Capital Helsinki 2012 – Design Embedded in Life

Venue: Huutokonttori Information Center,
Tyynenmerenkatu 1

Helsinki is the World Design Capital 2012 together with four other cities in the region. The aim is simply to create a better, more functional and comfortable city with the methods of design. During the year Helsinki has received massive international media attention and the official WDC program consists of almost 400 design projects.



Presented by Mr. Pekka Timonen, Executive Director of the World Design Capital Helsinki 2012

More information at: <http://wdchelsinki2012.fi/en>

9.30–10.00

PIVOT Dublin

PIVOT Dublin is a design promotion project born out of Dublin's bid to be designated World Design Capital in 2014. Through a process of collaboration, contribution and conversation, PIVOT Dublin has established itself as a focus for interdisciplinary design initiatives and helped create a resurgence of international interest in Irish design.

Presented by Ms. Ali Grehan, Dublin City Architect, PIVOT Dublin

More information at: www.pivotdublin.com/

10.00–10.30

Jätkäsaari Urban Development Case

The modern and environmentally sustainable suburb of Jätkäsaari is currently under construction on a southern peninsula recently vacated by a cargo port. It will feature homes for 16 000 residents and 6 000 jobs. A modern information center called "Huutokonttori" has been designed by the City of Helsinki to ensure efficient provision of information for residents during the construction works.

Presented by Mr. Matti Kaijansinkko, Architect, Head of Project, Helsinki City Planning Department

More information at: www.hel2.fi/irbc/huutokonttori.html

10.30–10.45

Coffee break

10.45–11.15

A New Tree Grows in Seattle

In 1953 the city of Seattle chose to join its manufacturing center south of its downtown with the home of the Pacific NorthWest Fishing Fleet north of downtown with a double deck elevated highway. It worked very well as a transportation route, but provided a physical and acoustic barrier between the downtown and one of the prettiest waterfronts in the world. In 2009, after an earthquake, more than 2,000 public meetings and 11 years of the "Seattle Process," the region chose to bury the highway in the largest diameter deep bore tunnel in the world, which will create about 20 acres of open space for parks and paths, access to the water, places to enjoy views, vibrant public and cultural spaces, and a new urban street that will accommodate all modes of travel.

Presented by Mr. Bob Donegan, Chair of the Seattle Metropolitan Chamber of Commerce and a member of the committee responsible for developing the tunnel idea and supervising the redesign of the waterfront



11.15–11.30**Rethinking Waste Management... the Design Difference**

The majority of the waste generated by the items in our lives happens before they even reach us. Behind every item lies the resources used and the waste produced to manufacture, package and transport it to us.

This means that how we design our stuff - from the start to the end of its useful life – has real consequences. As long as the products citizens use are difficult to re-use, repair or recycle, they will too easily be discarded as garbage, and local governments will continue to face the high costs needed to manage that waste. And as the limits of what can be economically recycled are approached, with products that are difficult to separate into recyclable components, municipalities will likely face diminishing returns in their investments to reach higher diversion targets.

To overcome these limits, products and their packaging will need to be designed with “cradle-to-cradle” principles, so that at the end of their useful lives they can be economically repaired or recycled into similar-value products. Metro Vancouver and the Federation of Canadian municipalities are collaborating to create a National Zero Waste Council; a national unified voice encouraging behaviour change and influencing the redesign of products and packaging so that products are designed to be more readily reused, repaired and recycled.

Presented by Mr. Richard Stewart, Metro Vancouver Board Directors and Mayor, City of Coquitlam

11.30–11.45**A Journey to Connect the Past to the Present – Columbia Pump Station, Metro Vancouver**

Since 2002, Metro Vancouver has formally put the principles of sustainability at the centre of its operating and planning philosophy. The Columbia Pump Station replacement exemplifies the operating principles that guide Metro Vancouver: protect the natural environment, provide for ongoing prosperity; and build community capacity and social cohesion.

Developed with significant contributions from the community, the new Columbia Street Pump Station is in the historic Gastown neighbourhood of Vancouver. It replaced an adjacent 40-year-old pumping station that had reached the end of its useful service life. The finished facility includes an artist’s interpretive program “to connect” that is integrated into the design of the building reflecting its function, as well as the rich culture and history of the neighbourhood. The components of “to connect” use words in stone, photographs, and a real time video frame to provide a permanent art installation that honours the past, engages us in the present, and provides a glimpse of a sustainable future. The success of this public art project on a Metro Vancouver utility building has set a new precedent for future projects.

From the beginning the constraints upon the design of the new pump station were formidable. Design innovation, engineering excellence, community engagement, and sustainability principles were key to successfully integrating a new wastewater pump station in this unique site.



Presented by Mr. Simon So, Deputy Manager, Metro Vancouver Engineering and Construction Department

11.45–12.15

Meet the Designer – Case Helsinki Trams (Transfer from Huutokonttori to the University Library)

Trams have a special place in the hearts of Helsinki's residents since their introduction in year 1900. How is a tram designed? Join a tram ride hosted by the designer of Helsinki's latest generation of trams.

Presented by Mr. Hannu Kähönen, Industrial Designer and the CEO of Creadesign Ltd

More information at: www.creadesign.fi/en/references/product-design.html#160

12.15–13.00

The Future Library – University of Helsinki Library Architecture and Service Design

Venue: Kaisa House, Fabianinkatu 30

Finland's largest university library opened its doors in September and has since been prized for its architecture and functionality. More importantly, the building and its facilities have been designed by a team of service designers together with the users and employees of the library. We will take you on a tour at the library to explain how libraries can face the future at the digital era.

Presented by University Library personnel

More information at: www.hel2.fi/irbc/university_library.html

13.00–14.00

Lunch Hosted by the City of Vantaa - Case Aviapolis

Venue: Minerva House, University of Helsinki City Centre Campus, Siltavuorenpenger 5 A

Lunch Presentation by Ms. Ritva Alatalo, CEO of Vantaa Innovation Institute Ltd

The afternoon session at University of Helsinki is hosted by Ms. Manninen, Director, City of Helsinki Urban Facts.

14.00–14.15

Introduction to Future Learning Environments

Venue: Minerva House, University of Helsinki City Centre Campus, Siltavuorenpenger 5 A

A team of researchers at the University of Helsinki have built a new classroom environment where learning is based on offering students opportunities to create knowledge and solutions together, much in the same manner as in the workplace, be it through social media, videoconferencing or traditional round-table discussions. We will spend the afternoon using these smart methods in our conference.



Presented by Mr. Patrik Scheinin, Professor of Education and the Dean of the Faculty of Behavioural Sciences, University of Helsinki

More information at: www.hel2.fi/irbc/university_learning.html

14.15–14.45 Design Exchange Program by Sitra

The Finnish Innovation Fund (Sitra) has together with two ministries and two cities hired four strategic designers to work within the partnering public sector organizations. The designers will work full-time and in-house for one year. The City of Lahti has engaged the designer in a project where a trackside area is planned together with local residents.

Presented by Mr. Santtu von Bruun, City of Lahti and Ms. Sara Ikävälko, Industrial Designer working at the Design Exchange Program

More information at:

<http://insidejob.fi/author/sara/>

<http://wdchelsinki2012.fi/en/program/2012-06-06/design-exchange-0>

14.45–15.15 Hakata Station Urban Development Case

Located in the central part of Fukuoka, the district known as Hakata is recognized as a business-activity hub for Kyushu and western Japan, and it has developed as the gateway to Kyushu primarily due to the presence of Hakata Station, Kyushu's largest transportation hub. The Hakata district is now going through major changes as a result of the March 2011 opening of the new Hakata Station and start of full operation of the Shinkansen line. At the new Hakata Station, the station front plaza was redeveloped, and the new station building JR Hakata City was born as a new Kyushu landmark worthy of its role as flagship station of JR Kyushu.

Presented by Mr. Kimiaki Hyodo, Deputy General Manager of the Strategy Management Department in the Corporate Planning Headquarters of Kyushu Railway Company (JR Kyushu)

15.15–15.45 Barcelona Politics and Management Deal

A new way of understanding politics with public organizations willing to face the challenges of the XXIst century

Presented by Mr. Jordi Joly, CEO Economy, Business and Employment at Barcelona City Hall

15.45–16.00 Coffee Break

16.00–16.30 Helsinki Region Infoshare – Facilitating, Empowering and Supporting Openness and Co-Creation

The Helsinki Region Infoshare web service offers fuel for the digital age. Usable and often free tools for processing data and creating applications,



encouraging user participation and constant prototyping are the soil the flowers of open data thrive on. Helsinki Region Infoshare offers open and useful public data on the Helsinki Region, its municipalities and sub-areas, and the operating environment of the region. The service is managed by a directive board formed by the funding and executive parties, as well as the City of Helsinki Urban Facts and Forum Virium Helsinki.

Presented by Mr. Ville Meloni, Project Manager, Forum Virium Helsinki

More information at: www.hri.fi/en/

16.30–17.30 Wrap-Up and Panel Discussion

The entire day is wrapped up by a panel discussion featuring case presenters and keynote listeners from IRBC regions.

Moderated by Mr. Marco Steinberg, Director of Strategic Design, The Finnish Innovation Fund Sitra

17.30–18.00 Bus transfer to the hotel Klaus K

18.00–19.00 IRBC Secretariat Meeting

Venue: Hotel Klaus K,
Bulevardi 2–4, room Stage 2

19.00–20.00 Free time

20.00–20.30 Bus transfer from hotel Klaus K to the dinner venue

20.30–23.30 Romantic City goes Ice-Breaking – IRBC Dinner Hosted by the City of Helsinki

Venue: Icebreaker ship Urho,
Merikasarmiin laituri (Merikasarmi dock)

We will end the night with a christmassy dinner in a very romantic and exotic venue: onboard the icebreaker ship Urho. One of the design principles guiding Urho's construction in the 1970's besides ice-breaking was its planned role as a PR ship for the highest government executives. To this end, the vessel has two saunas, a swimming pool, a gym and a library.

Foreign heads of state as well as high-level delegations have been entertained in Urho's lounge. The interior of the ship is decorated with paintings by renowned Finnish artists.

Hosted by Mr. Pekka Sauri, Deputy Mayor of Helsinki

More information at: www.arctia.fi/en_urho

22.30& 23.30 Two alternative bus transfers to the hotel Klaus K



Thursday 29th November

8.00–8.30 **Bus transfer from hotel Klaus K
to the Exhibition Centre WeeGee in Espoo**

8.30–8.45 **Mayor's Welcome**

Venue: Exhibition Centre WeeGee,
Ahertajantie 5, Espoo

Presented by Mr. Sampo Suihko, Deputy Mayor of the City of Espoo

8.45–9.15 **Designing an Ecosystem for Start-ups at the Aalto University**

Aalto University is Finland's leading university of technology and science. Around Aalto University a vibrant start-up community has emerged driven by an active and growing group of students, faculty and alumni, and supported by the City of Espoo and the private sector. Facilities like the Aalto Venture Garage or Aalto Design Factory, and events like Startup Sauna or Slush attract young entrepreneurs and investors from around the world. Will Cardwell will explain how this ecosystem has evolved, how it is impacting society, and what to look for in the future.

Presented by Mr. Will Cardwell, Head of Aalto Center for Entrepreneurship,
Aalto University

More information at: www.finnwill.fi/index/1

9.15–9.45 **Case Giraff Technologies Ltd. (Stockholm)**

Giraff is a mobile telepresence solution for home care that allows anyone to virtually enter a home from their computer via the Internet and conduct a natural, secure visit just as if they were physically there. Giraff is used in 7 countries around Europe today, and the first social care organization to use Giraff in home care – Västerås municipality in Sweden – has now formalized this program along with several other ICT solutions. In this presentation we will learn how a care organization and technology provider work together to design a new public service.

Presented by Mr. Stephen von Rump, CEO of Giraff Technologies Ltd

More information at: www.giraff.org/?lang=en

9.45–10.15 **Case KONE Corporation (Helsinki)**

KONE provides innovative and eco-efficient solutions for elevators, escalators and automatic building doors. We support our customers every step of the way; from design, manufacturing and installation to maintenance and modernization. KONE is a global leader in helping our customers manage the smooth flow of people and goods throughout their buildings.



Our commitment to customers is present in all KONE solutions. This makes us a reliable partner throughout the life cycle of the building. We challenge the conventional wisdom of the industry. We are fast, flexible, and we have a well-deserved reputation as a technology leader, with such innovations as KONE MonoSpace®, KONE MaxiSpace®, and KONE InnoTrack™. You can experience these innovations in architectural landmarks such as Capital City in Moscow, Hongqiao Transport Hub in Shanghai, North LaSalle in Chicago and Tour First in Paris.

KONE employs on average 35,000 dedicated experts to serve you globally and locally in over 50 countries.

Presented by Mrs. Anne Stenros, Design Director of KONE Corporation

More information at: www.kone.fi

10.15–10.45 Case Kiosked Ltd. (Helsinki)

Kiosked is an end-to-end enterprise-class platform for social and visual commerce – that turns any content on any device into a storefront. With Kiosked brands can activate and control their content while reaching and rewarding their fans wherever they are. Kiosked has been selected as one of the world's best companies and won many major advertising and design awards.

Presented by Timo Valtonen, Chief Commercial Operator of Kiosked Ltd

More information at: www.kiosked.com

10.45–11.30 Wrap-up and Panel Discussion

The day is wrapped up by a panel discussion featuring case presenters and keynote listeners from IRBC regions.

Moderated by Mr. André Chaker, Senior Advisor to the President of the Finnish Lottery Corporation

11.30–12.00 Bus transfer from Espoo to the Finlandia Hall

12.00–13.00 Helsinki World Design Capital 2012 Closing Summit Lunch & Get-together

Venue: Finlandia Hall,
Mannerheimintie 13, (doors M1/K1)

13.00 Helsinki World Design Capital 2012 Closing Summit: Story of Success and a Few Lessons Learned

Venue: Finlandia Hall,
Mannerheimintie 13, (doors M1/K1)

The afternoon summit summarizes the Helsinki World Design Capital year by



focusing on economic, social and cultural issues through the project's main strategic themes:

*Roots for New Growth – Demand for Design
Global Responsibility – Designing the Future
Open Helsinki – Creating Cultural Change
Design Destination – Transforming the City*

Each session comprises of a keynote address and two short personal reflections on the theme from policymakers, designers and grassroots urban activist that have held a key role in Helsinki's year as World Design Capital.

Conference program and more information can be found at:
<http://wdchelsinki2012.fi/convocation>

13.00–13.10

Welcome

Presented by Mr. Marco Steinberg, Director of Strategic, The Finnish Innovation Fund Sitra

13.10–13.15

Opening remarks

Presented by Professor Soon-in Lee, President of the International Council of Societies of Industrial Design

13.15–13.30

World Design Capital Helsinki 2012 - Story of Success and a Few Lessons Learned

Presented by Mr. Jussi Pajunen, Mayor of Helsinki

13.30–14.00

Session one: Open Helsinki, Creating Cultural Change

Keynote by:

Mr. Tommi Laitio, Director of Youth Affairs, City of Helsinki

Reflections by:

Mr. Tuomas Toivonen, Architect, Now Office, Helsinki

Mr. Saku Tuominen, Creative Director, Idealist Group, Helsinki

14.00–14.30

Session two: Roots for New Growth – Demand for Design

Keynote by:

Mr. Michael Thomson, Director and Founder, Design Connect, London

Reflections by:

Ms. Salla Heinänen, Secretary General, Finnish Association of Designers Ornamo

Ms. Mircku Kullberg, CEO, Artek

14.30–15.00

Coffee and Refreshments



15.00–15.30 Session three: Global Responsibility – Designing the Future

Keynote by:

Mr. Ravi Naidoo, Founder, Design Indaba, Cape Town

Reflections:

Ms. Kigge Hvid, CEO, Index: Design to Improve Life, Copenhagen

Mr. Ilkka Suppanen, Designer, Studio Suppanen, Helsinki

**15.30–16.00 Session four: Design Destination – Transforming the City
in the Eyes of the World**

Keynote by:

Ms. Judy Dobias, Managing Director, Camron, London

Reflections by:

Mr. André Noël Chaker, Author, Lawyer, Helsinki

Mr. Jeroen Beekmans and Mr. Joop de Boer, Founders, The Pop-Up City, Amsterdam

**16.00–16.45 Mayors in Conversation with Representatives of
ICSID and UNESCO**

Chaired by Mr. Pekka Timonen, Executive Director of the World Design Capital Helsinki 2012

16.45–17.00 Conclusions

Presented by Mr. Marco Steinberg, Director of Strategic Design at Sitra, Finnish Innovation Fund

17.00–17.30 Cocktails
17.30–18.00 Bus transfer from Finlandia Hall to the hotel Klaus K
18.00–19.00 Free time
19.00–19.30 Bus transfer from the hotel Klaus K to the Helsinki City Hall
**19.30–23.00 Gala Dinner and World Design Capital
Convocation Ceremony for Cape Town WDC 2014**

Venue: Helsinki City Hall,
Pohjoisesplanadi 11-13

In connection with the World Design Capital Helsinki 2012 Closing Summit, the International Council of Societies of Industrial Design (Icsid) and the Mayor of Helsinki host a gala dinner celebrating the success of the World Design Capital Year in Helsinki. A symbolic event to commemorate the official hand-



over from one city to the next, this year's World Design Capital Convocation Ceremony will highlight Cape Town (South Africa) as the upcoming World Design Capital for 2014. The convocation ceremony is a World Design Capital Signature Event.

Please note, Dress Code: Black Tie

23.00–23.30 **Bus transfer to the hotel Klaus K**

Friday 30th November

9.00–10.30 **Bus transfer from hotel Klaus K to the Sibelius Hall in Lahti**

10.30–10.45 **Mayor's Welcome**

Venue: Sibelius Hall in Lahti, Ankkurinkatu 7, Lahti

Presented by Mr. Jyrki Myllyvirta, Mayor of the City of Lahti

10.45–11.15 **Designing the City's Strategy – How Has Lahti Used Design as a Strategic Asset in the City Development**

The City of Lahti's Design Strategy is focusing on using design as a tool for user-driven innovation to improve competitiveness of local businesses and public services. Lahti is a 'green clean' design city where citizens have an active open source role via "Lahen D", a user-centered design platform. The meta-brief for the city of Lahti is I.C.E.: Ideas from people, Crossfunctional Co-design for solutions in an Environmentally conscious way.

Presented by Ms. Riikka Salokannel, Design Development Director, Lahti Business and Science Park Ltd

11.15–12.00 **Co-designing as co-futuring: Tonttila, a community case study in the City of Lahti**

Presented by Mr. Alastair Fuad-Luke, Professor of Emerging design practices, Aalto ARTS, Aalto University

12.00–13.00 **IRBC Farewell Lunch**

Venue: Sibelius Hall in Lahti

13.00–14.30 **Bus transfer to Helsinki via the Airport**

14.30 **End of 2012 IRBC Helsinki Conference**



PARTICIPANTS

Alatalo, Ritva	CEO Vantaa Innovation Institute Ltd	Helsinki Region
Bergqvist, Sören	County Council Commissioner Uppsala County Council	Stockholm Region
Cardwell, Will	Head of Aalto Center for Entrepreneurship Aalto University	Helsinki Region
Chaker, André	Senior Advisor Finnish Lottery Corporation	Helsinki Region
Donegan, Bob	Chair of the Board Seattle Chamber of Commerce	Seattle Region
Ek, Maria	Project manager Västmanland County Council	Stockholm Region
Elmberg, Henrik	Member of County Council Sörmland County Council	Stockholm Region
Endresen-Scott, Chris	Director of Economic Development Puget Sound Regional Council	Seattle Region
Erkkilä, Kristiina	Director of Development City of Espoo	Helsinki Region
Fischer, Thomas	Economist City of Munich	Munich Region
Frössén, Claes	Project Manager SVID	Stockholm Region
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Gono, Koichi	Chief Executive Fukuoka City Government	Fukuoka Region
Gossett, Dave	President Economic Development District, Puget Sound Regional Council	Seattle Region
Goto, Taichi	Director General Fukuoka Directive Council	Fukuoka Region
Grehan, Ali	Architect Dublin City Architect	Dublin Region
Hayashi, Noriko	Assistant Director Fukuoka City Government	Fukuoka Region
Hellmark Knutsson, Helene	County Council Commissioner Council for the Stockholm-Mälars Region	Stockholm Region
Henriksson, Karl	Councillor Municipality of Huddinge	Stockholm Region
Hyodo, Kimiaki	Deputy General Manager Kyushu Railway Company	Fukuoka Region
Ikuta, Junko	President/Cooking Specialist IKUTA Kitchen Co., Ltd	Fukuoka Region
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Imamura, Hiroe	Coordinator for Overseas Economic Affairs Fukuoka City Government	Fukuoka Region
Inoue, Ryuji	Chief Executive Fukuoka City Government	Fukuoka Region
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Jones, Ronald	Professor University College of Arts, Crafts and Design	Stockholm Region
Järnefelt, Mirka	Project Director Vantaa Innovation Institute Ltd	Helsinki Region

Kajjansinkko, Matti	Architect/Project Leader City of Helsinki	Helsinki Region
Kaplan, Sam	President Trade Development Alliance	Seattle Region
Kawano, Takao	President FUKUJU Co., Ltd.	Fukuoka Region
Kawashima, Shigeyuki	Planning & Coordination Department Fukuoka City Government	Fukuoka Region
Koizumi, Kuniaki	Assistant Manager Kyudenko Corporation	Fukuoka Region
Komonen, Leena	Advisor City of Helsinki	Helsinki Region
Kähönen, Henri	Business Development Advisor City of Helsinki	Helsinki Region
Kähönen, Hannu	Industrial Designer Creadesign Ltd	Helsinki Region
Lappalainen, Mika	Editor-in-Chief City of Helsinki	Helsinki Region
Leväaho, Ira	Project Manager University of Helsinki	Helsinki Region
Lundgren, Anna	Secretary General Council for the Stockholm-Mälars Region	Stockholm Region
Lähdeniemi, Elina	Advisor City of Helsinki	Helsinki Region
Macomber, Todd	Owner Macomber Farms	Seattle Region
Manninen, Asta	Director City of Helsinki Urban Facts	Helsinki Region
Meloni, Ville	Project manager Forum Virium Helsinki	Helsinki Region
Misumi, Masafumi	Executive Director Fukuoka City Government	Fukuoka Region
Miyahara, Osamu	Director Fukuoka City Government	Fukuoka Region
Moisio, Heini	Contact Director City of Lahti	Helsinki Region
Mustonen, Pekka	Senior Researcher City of Helsinki	Helsinki Region
Myllyvirta, Jyrki	Mayor City of Lahti	Helsinki Region
Mäkelä, Johanna	Professor of Food Culture University of Helsinki	Helsinki Region
Neunzig, Linda	Agriculture Coordinator Snohomish County Economic Development	Seattle Region
Nilsson, Camilla	Head of Trade and Industry Municipality of Köping	Stockholm Region
Penttilä, Hannu	Deputy Mayor City of Helsinki	Helsinki Region
Pique, Josep Miquel	Office of Economic Growth Barcelona City Council	Barcelona Region
Relander, Ville	Project Manager City of Helsinki	Helsinki Region
Rinkineva, Marja-Leena	Director of Economic Development City of Helsinki	Helsinki Region
Sakamoto, Tsuyoshi	President Kyushu TLO Company, Ltd	Fukuoka Region
Salokannel, Riikka	Design Development Director Lahti Business and Science Park Ltd	Helsinki Region

Sauri, Pekka	Deputy Mayor City of Helsinki	Helsinki Region
Scheinin, Patrik	Professor of Education University of Helsinki	Helsinki Region
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Shuheji, Yamada	Director Fukuoka Prefecture	Fukuoka Region
So, Simon	Deputy Manager, Environment&Construction Metro Vancouver	Vancouver Region
Stafford, Bill	Senior Counselor Nyhus Communication	Seattle Region
Steinberg, Marco	Director of Strategic Design Finnish Innovation Fund Sitra	Helsinki Region
Stenros, Anne	Design Director KONE Corporation	Helsinki Region
Stewart, Richard	Director of Board of Directors Metro Vancouver	Vancouver Region
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Strömberg, Emmy	Process Leader Council for the Stockholm-Mälars Region	Stockholm Region
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Sutinen, Päivi	Services Development Director City of Espoo	Helsinki Region
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Vallittu, Anja	Senior Advisor City of Helsinki	Helsinki Region
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