Challenging the Nordic and Baltic ICT Powerhouse
A HIGH-LEVEL SEMINAR TO EXPLORE BOTH SUCCESSES AND SHORTFALLS OF NORTHERN COMPETITIVENESS

The Baltic and Nordic region has long been viewed as a European ICT success story. But it has not been immune to challenges facing the rest of the European ICT sector, leading many to question if the region can continue to sustain its position as a leading innovator. In light of this, Microsoft and the Baltic Development Forum in cooperation with the Centre for European Policy Studies (CEPS) invite you to take part in a policy discussion where we will raise the following questions:

- What are the factors that contribute to this thriving environment for the ICT sector in the Nordic and Baltic region? What are the biggest challenges the sector currently faces?
- Despite being driven by creativity and entrepreneurial spirit, what is necessary for the region to sustain its position as an ICT powerhouse?
- Does the EU Digital Agenda provide an appropriate framework for furthering the Nordic-Baltic strength positions?
- What lessons can be drawn from this region if we want to make the whole of Europe a modern, innovative and IT-friendly continent?

This high-level policy discussion, gathering key decision-makers and entrepreneurs from the region, as well as EU leaders, is the final chapter concluding a series of national roundtables recently hosted in the Nordic and Baltic region. A report providing a factual background of the issues and summarizing the conclusions of these discussions is being prepared and will be exclusively distributed before the seminar. We also hope that you will seize this unique opportunity to share your views with the panel on this important topic.

Wednesday, January 23rd, 2013
Microsoft Executive Briefing Centre, Avenue des Nerviens 85, 1040 Brussels
9:30 – 11:45
Coffee and Registration from 09:00, Networking Lunch After 11:45

STATEMENTS FROM AMONG OTHERS:

Toomas Hendrik Ilves
President of Estonia

Rigmor Aasrud
Minister of Government Administration, Reform and Church Affairs, Norway

Brad Smith
General Counsel and Executive Vice President, Microsoft Corporation

Hannu Seristö
Vice President, Aalto University, Finland

Hans Brask
Director of Baltic Development Forum

Discussion moderated by Staffan Jerneck, Director Corporate Relations, Centre for European Policy Studies

RSVP: Microsoft-nordicICTchallenges@apcoworldwide.com prior to January 18th, 2013.