

# Challenging the Nordic and Baltic ICT Powerhouse

Exclusive seminar 23<sup>rd</sup> January 2013

Location: Microsoft Executive Briefing Center, 1<sup>st</sup> floor, Avenue des Nerviens 85, 1040 Brussels, Belgium

*The Nordic/Baltic region is in a class of its own when it comes to Information and Communication Technologies (ICT) a claim widely reported from sources such as the World Economic Forum's "The Global Information Technology Report 2012". In addition, many world class ICT companies and services originate from this region.*

*But are the Nordic/Baltic Countries using its full potential and will the current position be sustainable over the coming years? What can other regions learn from this success? Welcome to participate in an open discussion on the topic of growth through IT, organized by Microsoft and Baltic Development Forum in cooperation with CEPS, Centre for European Policy Studies.*

## Agenda

"Empowering the Nordic/Baltic economy"	
09:00 - 09:30	<p><b>Registration &amp; breakfast</b></p>
09:30 - 10:30	<p><b>Welcome address</b> by Stephen Collins, VP Corporate Affairs EMEA, Microsoft</p> <p><b>Introduction:</b> Staffan Jerneck, Director Corporate Relations, Centre for European Policy Studies</p> <p><b>Keynote speeches - "The Nordic and Baltic IT powerhouse"</b></p> <ul style="list-style-type: none"> <li>• <b>Toomas Hendrik Ilves</b> - President of Estonia. <i>The success story of e-estonia: A partnership between government, ICT sector and population</i></li> <li>• <b>Rigmor Aasrud</b> - Minister of Government Administration, Norway. <i>A policy perspective on the region's growth and how ICT has acted as an enabler for a vibrant, entrepreneurial region</i></li> <li>• <b>Brad Smith</b> - General Counsel and Executive Vice President, Legal and Corporate Affairs, Microsoft <i>Why Microsoft invests in this region, what are the practices Europe can leverage on and learn from</i></li> </ul> <p><b>Followed by Q&amp;A moderated by Staffan Jerneck, CEPS</b></p>
10:30 - 10:45	<p><b>Coffee break</b></p>
10:45 - 11:45	<p><b>Panel discussion - "Empowering the Nordic and Baltic economy – and inspire Europe"</b></p> <p><b>Moderator – Staffan Jerneck</b>, Centre for European Policy Studies</p> <p><b>Panel discussion – participants:</b></p> <ul style="list-style-type: none"> <li>• Jørgen Abild, Director-General Telecom, Danish Business Authority, Denmark</li> <li>• Natasha Friis Saxberg, CEO and Co-founder of Gignal, Denmark</li> <li>• Hannu Seristö, Vice President of the Aalto University, Finland</li> <li>• Roberto Viola, Deputy Director General of DG Connect, European Commission</li> <li>• Olle Zetterberg, CEO, Stockholm Business Region, Sweden</li> </ul> <p><i>Open discussion on the challenges and opportunities in the Nordic and Baltics. What is needed to realize the full potential of the region and how can the rest of Europe be inspired by the Nordic/Baltic IT powerhouse? What role can EU play?</i></p> <p><b>Closing remarks by Hans Brask</b>, Director of Baltic Development Forum</p>
11:45 - 12:45	<p><b>Networking lunch</b></p>