



2012 WORLD IP DAY – VISIONARY INNOVATORS

Every year on April 26, World Intellectual Property Day (<http://www.wipo.int/ip-outreach/en/ipday/2012/>) celebrates innovation and creativity and how intellectual property fosters and encourages them. The theme for 2012 focuses on Visionary Innovators – individuals whose ingenuity and artistry have broken molds, opened new horizons and made a lasting impact.

LES Scandinavia (<http://www.les-scandinavia.org/>) and Pegasor Oy (www.pegasor.fi) organize a seminar on Thursday, April 26, 2012 at 12:00-17:15 in Werstas, Tampere, Finland, to celebrate the 2012 World IP Day.

It is hard to find a better wording than “visionary innovators” to describe Tampere, the city of industry and entrepreneurship. At the seminar venue (<http://www.werstas.fi/>) you’ll find various museums where you can study the industrial history of Tampere. There are also various restaurants where you may have lunch before the seminar. Why not organize a networking lunch with other participants?

Visionary innovators must have skill to turn creativity into economic prosperity. Such talent is not common. With the pressure of the changing global economy we need to identify the factors which improve such competence. We hope that our seminar is able to present ideas and thoughts which ease up identification.

The seminar is open to anyone interested in ideas, innovations and IPR. We want to get together people from industry, universities and research institutions as well as governmental and municipal organizations to combine various views. Even if you have already become a pensioner, don’t be shy to join – your experience is needed!

The seminar is free of charge, but the number of participants is limited to 70. We will take in the attendees in the registration order, so the best way to ensure participation is to register early to markku.rajala@pegasor.fi. If you have to cancel your registration afterwards, please inform us – our experience is that there are more people willing to join than there are seats.

Seminar language is Finnish.

Welcome

Kaisa Fahllund, Hannes Snellman Oy, President Elect of LES Scandinavia
Markku Rajala, Pegasor Oy, Board member of LES Scandinavia

PROGRAM

The chairman of the seminar is Ms. Kaisa Fahllund.

12:00 **Registration starts**

12:30 **Opening the seminar**

Ph.D. Juha Tikkanen Chairman of the Board, Pegasor Oy, Serial Entrepreneur

At the beginning of the seminar we'll study the role of intellectual property in business – as well as to start-up's as globalizing companies.

12:45 **Intellectual capital, added value and internationalization**

Ph.D. Jyrki Ali-Yrkkö Research Manager, Etlatieto Oy

13:15 **Why in the earth is Tampere and industrial city?**

Prof. Pertti Haapala Vice Rector, University of Tampere

13:45 **Company's IPR activities vs. value chain**

Ph.D. Juha Vattulainen IP manager, UPM RFID

After a coffee break (30 min) we will examine management of innovativeness raging inside an organization.

14:45 **How did a university department become a visionary innovator?**

Prof. Jorma Keskinen Department Director, Tampere University of Technology

15:15 **Promoting and managing innovativeness inside a company**

Juha Koivula Chief Legal Counsel, Sandvik Mining and Construction Oy

After a short stretching break we study innovators.

16:00 **How to combine creativity and business?**

Raija Siikamäki Doctor of Arts, MBA

16:30 **M&A – IPR is transferred, what happens to know-how?**

Ph.D. Harry Asonen CEO, Corelase Oy

17:00 **Closing words**

Kaisa Fahllund

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