



## SHOK Summit, April 20th 2010, Agenda:

- 8:00 Registration and breakfast
- 9:00 Opening speech  
(Timo Kekkonen, Director, Confederation of Finnish Industries)
- 9:10 Significance of industry-driven research in innovation system  
(Erkki Virtanen, Permanent Secretary, Ministry of Employment and the Economy)
- 9:35 SHOKs as a platform towards open innovation - case Metso  
(Jorma Eloranta, President & CEO, Metso Oyj)
- 10:00 Coffee break
- 10:30 A Phone - a camera - a revolution  
(Anssi Vanjoki, Executive Vice President, Markets, Nokia Oyj)
- 10:50 How SHOK cooperation leads to gazelle growth business?  
(Pekka Mattila, CEO, Finnzymes Oy)
- 11:10 Global opportunities for family businesses through SHOKs  
(Mika Halttunen, Chairman of the board, Halton Group Oy)
- 11:30 Summary of the morning
- 11:40 Lunch + networking at SHOK demo stands

## Parallel sessions 13:00-16:00:

### Session A: Energy efficiency

Chair: Tommy Jacobson, CLEEN Oy

Towards carbon free society  
(Olli Niemi, Director, NCC)

Optimized process design improves energy efficiency  
(Risto Ritala, Professor, Tampere University of Technology)

Coffee Break (14:00-14:30)

Mobile networks unplugged  
(Jukka Manner, Professor, Aalto University)

Energy efficiency of cruise ships – customer's point of view  
Cancelled

Energy balance of human beings  
(Taru Pilvi, Science manager, Valio Oy)

Summary & conclusions  
(Tommy Jacobson)

#### Session B: Life-cycle thinking and management

Chair: Harri Kulmala, FIMECC Oy

New business opportunities through life-cycle thinking  
(Jan Vapaavuori, Minister of Housing, Finland)

Life-cycle of mind and body  
(Kiti Müller, Research professor, Finnish Institute of Occupational Health)

Coffee Break (14:00-14:30)

Comprehensive carbon footprint analysis of the value chains of forest industry  
(Jari Hynynen, Senior researcher, Metla)

Life cycles in IT-services – where are we heading?  
(Bo Harald, Director, Tieto Oy)

The role of LCA in technology development  
(Marke Kallio, R&D Manager, Metso Oyj)

Summary & conclusions  
(Harri Kulmala)

#### Session C: Horizontality of industries and future services

Chair: Reijo Paajanen, Tivit Oy

The bioforest industry - an example of horizontality  
(Hans Sohlström, Executive Vice President, UPM-Kymmene Corporation)

Blurring of industry boundaries - Where to find future markets?  
(Tom Lindholm, Managing director, Vectia)

Real estate as a platform for international services  
(Juha Olkinuora, Director, Nordea Ab)

Coffee Break (14:00-14:30)

From measurement to service: Environmental information into use  
(Heikki Turtiainen, Research manager, Vaisala Oyj)

Elixir of life  
(Katja Hatakka, Development manager, Valio Oy)

Coherent horizontalization  
(Jukka Heikkilä, Professor, University of Jyväskylä)

Summary & conclusions  
(Reijo Paajanen)