



NORDICHUB

# PROGRAMME

## NATIONAL FINNISH CLUSTERS EVENT

**- The power of clusters: Making history together**  
in Kokkola, Finland, Sept. 3-4, 2024

### Day 1

#### Tuesday September 3rd

Moderated by Triinu Varblane, NordicHub Manager, Viexpo

- 9.30 Opening Words  
**Stina Mattila, Mayor, City of Kokkola**
- 9.40 Welcome Words  
**Kristian Schrey and Triinu Varblane, Viexpo and NordicHub**
- 9.45 Presentation of European Cluster Collaboration Platform (ECCP) and European Cluster Alliance (ECA)  
**Antonio Novo, President, European Cluster Alliance**
- 10.15 Short networking break
- 10.30 Presentation of Clusters of Sweden  
**Ola Svedin, Chairman of the Board, Clusters of Sweden**
- 11.00 Presentation of The Ministry of Economic Affairs and Employment in Finland (MEAE)  
**Olli Voutilainen, Senior Specialist, Ministry of Economic Affairs and Employment in Finland (MEAE)**
- 11.20 Dos and Don'ts with a Cluster  
**Johan Wasberg, Senior Expert, Technology Centre MERINOVA/Energy Vaasa Cluster**
- 11.40 Lunch (at own expense) and networking at Kokkola City Hall restaurant
- 13.00 Presentation of Investments and Ecosystem Agreement in Kokkola Area  
**Jonne Sandberg, Development Director, City of Kokkola**
- 13.30 Transfer to busses from Kokkola City Hall
- 13.50 Departure to Kokkola Industrial Park
- 14.10 VIP guided tour to Kokkola Industrial Park, sponsored by KIP,  
**Kaisa Kaapo, Executive Director, Kokkola Industrial Park Association**
- 15.30 Back to Kokkola City Hall/ Sokos Hotel Kaarle
- 15.45 Free time
- 18.30 Networking dinner (at own expense) at Kokkola City Hall Restaurant
- 21.00 End of Day 1

### Day 2

#### Wednesday September 4th

Moderated by Lucia Seel, International Cluster Expert, Lucia Seel International Consulting

- 8.30 Strategy workshop  
**Lucia Seel, International Cluster Expert, Lucia Seel International Consulting**
- 9.45 Short networking break
- 10.00 Strategy workshop  
**Lucia Seel, International Cluster Expert, Lucia Seel International Consulting**
- 10.50 Short networking break
- 11.00 Why is Excellence Labelling Beneficial for Clusters? [Online]  
**Helmut Kergel, Senior Consultant, The European Secretariat for Cluster Analysis (ESCA)**
- 11.20 Questions and Answers Regarding Labelling
- 11.30 Why is Communication a MUST-HAVE Skill for Clusters (also in an International Context)  
**Lucia Seel, International Cluster Expert, Lucia Seel International Consulting**
- 11.55 Wrap-up / Closing remarks, **Lucia Seel & NordicHub & City of Kokkola**
- 12.05 Lunch (at own expense) and networking at Kokkola City Hall Restaurant
- 13.00 End of the Cluster Event



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Let's make history together!



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