

COMPETITION AND COOPERATION – INNOVATION AS A DRIVER FOR COMPETITIVENESS IN THE NORDIC MARINE SECTOR

A conference on different sources and dimensions of innovation in the Nordic marine industry

- 08:30 – 09:00** **Registration and coffee**
- 09:00 – 09:05 Presentation of the program, *Moderator Melita Ringvold Hasle, Communications Manager, Nordic Innovation*
- 09:05 – 09:15 Welcome and introduction, *Ivar Kristensen, Managing Director, Nordic Innovation*
- 09:15 – 09:35 Competitiveness and cooperations in the Nordic seafood sector – Fisheries cooperation under the Norwegian chairmanship of the Nordic Council of Ministers 2012, *The Norwegian Chairmanship 2012, Lisbeth Berg-Hansen, Norwegian Minister of Fisheries and Coastal Affairs*
- 09:35 – 09:50 Iceland's perspectives on Nordic cooperation, *Thorsteinn Tomasson, Director, Ministry of Fisheries and Agriculture, Iceland*
- 09:50 – 10:15 Open innovation applicable in the marine sector? *Øyvind Fylling-Jensen, managing director, Nofima*
- 10:15 – 10:40 The Norwegian marine innovation programme; approach and experience – Nordic and international context, *Vincent W. Fleischer, divisjonsdirektør Kommunikasjon og strategi, Innovation Norway*
- 10:40 – 11:00** **Coffee**
- 11:00 – 11:20 Measuring and Managing Innovation – innovation at a strategic level, *Torfi Th. Thorsteinsson, Production Manager, HB Grandi*
- 11:20 – 11:40 Innovation in the business model, *Anne Hilde Midttveit, Responsible CSR, Lerøy and Kristianne Storehaug, Principal, Econ Pöyry*
- 11:40 – 12:00 Presentation of the Marine Innovation projects by the project leaders
- 12:00 – 13:00** **Lunch**
- 13:00 – 13:20 The significance and potential for expanded cooperation on issues related to innovative and sustainable utilization of the Nordic seas, *Halldor Asgrimsson, Secretary General, Nordic Council of Ministers*
- 13:20 – 13:50 Sustainable and innovative businesses: Findings from seven Nordic case studies, *Ylva Lindberg and Dr. Stina Torjesen, SIGLA*
- 13:50 – 14:20 Market Innovation – sustainability as an issue? *Jens Henrik Møller, Partner, GEMBA Seafood Consulting*
- 14:20 – 14:50** **Coffee**
- 14:50 – 15:20 Presentation of the Marine Innovation projects by the project leaders
- 15:20 – 15:35 The Nordic innovation programme – overview and experience, *Sigrídur Thormódsdóttir, Senior Innovation Adviser, Nordic Innovation*
- 15:35 – 15:55 Panel debate about Nordic innovation programmes – how to proceed from here?
- 15:55 – 16:00 Sum up and closure
- 19:00** **Dinner**