



European Funding is Creating New Opportunities

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“eureka”
inspiring merseyside



HELSINKI: 28 TO 30 APRIL 2004

discover how other countries achieve unrivalled economic growth, **discover** the principles behind some of the world's most successful companies, **discover** innovative approaches to business, social, economic and political issues, **discover** how an enterprise economy can be created and nurtured, **discover** the benefits of collaboration and shared learning, **discover** how to develop and introduce world-class products and services.

So elated was Archimedes to discover that the amount of water that overflowed from the bath, was proportional to the amount of his body that was submerged, that without a moments delay, and transported with joy at his moment of inspiration, he ran naked through the streets of Syracuse shouting "eureka"

We would like you to join us for a once-in-a-lifetime opportunity in Finland...

As an inspirational leader you are being given the chance to *be inspired* by one of the world's most successful cities, communities and businesses and bring that knowledge back to benefit Merseyside. Our aim is to provide you with great ideas, new ways of thinking and a new take on how to do business.

“why
have you
chosen
me?”

As an important player in the economic and social success of Merseyside, we understand it is difficult to devote time and energy to creative thinking and relationship building.

Widening your knowledge and experience is critical to the future of your organisation. Recognising this, we would like you to join us in a unique programme created to identify and use the knowledge and skills behind world-leading businesses and communities. The Eureka Programme enables you to learn at first hand from their experience and translate that knowledge into new opportunities for your organisation and the rest of Merseyside.

Eureka is a unique concept designed by Government Office North West (GONW) as part of the European Objective One Programme for Merseyside. It brings together business leaders, entrepreneurs, politicians and academics with regeneration professionals and leaders from the voluntary sector and the community. It introduces you to people in diverse environments, facing similar challenges to your own.

We would like you to join us in the first part of this programme which focuses on a specially tailored three-day trip to Finland, concentrating on Innovation.

You will discover how this Northern country, with extreme weather conditions, a population of only 5.2 million and a language spoken nowhere else in the world, manages to beat even the USA in economic competitiveness.

Finland encourages economic growth by successfully bringing together Government funding, private enterprise and academic research. By actively promoting business sector development, the Finnish Government has located some of the world's most important companies within tight physical areas, allowing them to grow through shared knowledge, information and processes. Big names such as Nokia are based in research parks, where they act as a catalyst for the success of innovative start-up companies.

The programme has been developed in partnership with InspireNation, a learning and research company specialising in best practice. It has been contracted by GONW to organise a series of special visits to overseas locations. These will provide inspirational experiences of innovation, entrepreneurship and business development, all of which are vital to your own organisation and its contribution to a thriving economy and society in Merseyside.

Eureka aims to inspire you by example, not by theory. It will show you what others have done by introducing you to the people who have led the way. By taking part, you will meet organisations that have a great story, you will also get to know cities and regions that have turned around from the brink.



“what’s
in it for
me?”

“The bigger you are, the more resources you can call on to achieve your goals, naturally. But size is not what counts. When it comes to technology ultimately what count are ideas, vision and expertise - what counts is innovation.” Matti Vanhanen, Prime Minister of the Republic of Finland

Eureka will enable you to spend time thinking about the issues important to you, as well as giving you practical ideas to benefit your organisation. It will encourage networking and help to build new partnerships. And most of all it will excite and inspire you.

Why Finland?

Finland is ranked as the world's most competitive economy, spending 3.6 per cent of its GNP on research and development financing and innovation. During the last 10 years, it has specialised in high technology, particularly information and communications technology. The success of its ICT sector means that Finland's hi-tech foreign trade runs more of a surplus than any other EU country besides Ireland. In the early 90s this trade still showed a bigger than average deficit.

Through an emphasis on business sector development by the Finnish Government, like-minded companies have mutually benefited from their location within business clusters, learning and growing together.

Finland's success lies in science and technology alongside a high level of education and rapid internationalisation. The United Nations Human Development Report (July 2001) ranks it as the most technologically advanced country and attributes its success to, among other factors, the higher-than-average technological skills of the workforce.

Eureka will look at how Finland successfully combines Government funding, private enterprise and academic research. We will be visiting research and technology parks which provide the incentive for start-up businesses to develop innovative ideas, becoming part of the supply chain to larger companies.

We will introduce you to some of the most important Government institutions, research centres and public bodies responsible for the dramatic changes that have taken place in the country. You will be able to share their experience of the challenges they have faced and the factors behind their success.

“give
me the
details”

A diverse experience - ranging from the opportunity to meet Government representatives from the Ministry of Trade and Industry & academics from the Helsinki University of Technology, alongside experts from Finland's Technical Research Centre, VTT.

Our visit will provide a diverse experience ranging from the opportunity to meet Government representatives from the Ministry of Trade and Industry, to academics from the Helsinki University of Technology, alongside experts from Finland's Technical Research Centre, VTT. You will also visit Sitra, an independent public foundation run by the Finnish Parliament to promote economic prosperity and Tekes, the national technology agency, which is the main public financing organisation for research and technological development.

MINISTRY OF TRADE AND INDUSTRY

PAULA NYBERGH (STRATEGIC ADVISOR TO GOVERNMENT)

The Ministry of Trade and Industry promotes a world-class business environment. Its policy emphasises the start up and development of SMEs, financing, the promotion of entrepreneurship and the welfare of citizens and the environment. It encourages a high level of collaboration with research institutions and the public sector to encourage innovation.

HELSINKI UNIVERSITY OF TECHNOLOGY

VEIJO ILMAVIRTA (DIRECTOR)

The Otaniemi International Innovation Centre (OIIC) was founded by the university in 1998 as a one-stop-shop in technology transfer. One of its main tasks is to ensure that the effective transfer of technology and knowledge benefits research and education as well as Finland's economy.

VTT

ERKKI LEPPÄVUORI (DIRECTOR GENERAL)

VTT is the Technical Research Centre of Finland and the country's premier technical R&D specialist. With a turnover of €220 million and 3,000 employees, it works with over 5,000 national and international customers. It provides self-financed, technology based research, aimed at developing competitiveness and creating new knowledge and skills.

OTANIEMI SCIENCE PARK

LAURI YLÖSTALO (MANAGING DIRECTOR)

The Otaniemi Science Park acts as an incubator and business generator for 90 hi-tech tenants. It helps entrepreneurs refine their business ideas into successful ventures and it provides support from training through to venture capital investment.

TEKES

KARI TILLI (DIRECTOR OF TELECOMS AND ELECTRICS)

Tekes is the National Technology Agency for Finland, contributing to its success as the country's principal public promoter of R&D. It is the main public financing organisation for R&D and especially promotes innovative high-risk projects. Funded by the Ministry of Trade and Industry, its annual budget of €380 million supports around 2,000 projects and its clients include nearly all Finnish universities and research institutes as well as all international partners. It provides support in innovation, business planning and research.

NOKIA

MR. JUHA YLÄ-JÄÄSKI (HEAD OF STRATEGIC PLANNING AND INTERNATIONAL COOPERATION)

Nokia is the world's #1 maker of mobile phones. It is also aiming for the top of the nascent mobile Internet market. Its products are divided between two divisions: mobile phones and networks. Other products include set-top boxes, home satellite systems, wireless network software, and cell phone displays.

SITRA

MAGNUS SJOBLOM (CORPORATE FINANCE DIRECTOR)

Sitra, the Finnish National Fund for Research and Development, is a unique self-funding public foundation run by the Finnish Parliament to promote economic prosperity. It achieves this through research and training, innovation and business development and venture capital. Set up by the Bank of Finland in 1967, it supports new and emerging companies and helps develop the venture capital market. It focuses on business and social innovation.

VISIT TO AN SME

Providing an insight into what drives an SME operating in one of the most dynamic technology clusters in the world.

HELSINGIN SANOMAT

SASKA SNELLMAN (SENIOR JOURNALIST)

Helsingin Sanomat is the biggest daily newspaper in Scandinavia. It is also Finland's leading national paper, which is read by more than three-quarters of the residents of the Helsinki metropolitan area and by a quarter of all Finns.

**“take
me
there”**

This is a demanding schedule and you will need energy, stamina and an open mind - but we guarantee you will return full of inspiration.

**HELSINKI DATES: APRIL 28TH TO 30TH 2004.
CONFIRMATION OF BOOKING IS REQUIRED
BY 2ND APRIL, 2004.**

You will receive a detailed information pack in advance including full details of all activities, participating organisations and your fellow delegates. We can also organise private meetings if requested.

For further information on this unique opportunity or any aspect of the Eureka programme, contact Phillip McNamara at InspireNation on 0151 282 8062 or e-mail phil.mcnamara@inspire-nation.com

“book me a place”

Title

Name

Organisation

Address

Tel

Fax

Email

Please send to Phillip McNamara at:
InspireNation,
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Wavertree Technology Park,
Liverpool, L13 1EH

Alternatively you can e-mail phil.mcnamara@inspire-nation.com
or fax to 0151 281 0060.

Confirmation of booking is required by 2nd April, 2004.