

## **Business Seminar Programme**

**Thursday 15/11**

**Lakeside Auditorium Hall**

09:00-10:00 Registration and arrival

**Lakeside Auditorium 1**

*Welcome*

Chair: Michael Böss

10:00 Welcome by Michael Ahern (T.D. Minister for Innovation Policy), Lauritz B. Holm-Nielsen (Rector, University of Aarhus) and Michael Böss (Organizer of MatchPoints, University of Aarhus)

10:45 Dr. Rory O'Donnell, Manager, National Economic and Social Council, National Economic Development Office:  
"Growth and governance in a global age"

11:15 Søren B. Henriksen, Manager, The Danish Chamber of Commerce:  
"International knowledge networks"

11:45 Intro-film: "Welcome to Ireland"

12:00 Thomas Bustrup, Deputy Director General, Confederation of Danish Industries:  
"What the Irish may teach us"

12:30-13:30 Lunch at the Lakeside Auditoriums
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### **Lakeside Auditorium 1**

#### *The Irish model of growth*

Chair: Michael Böss

- 13:30      Ronnie O'Toole, Chief Economist, National Bank of Ireland:  
Opening
- 13:40      Ronan Lyons, Economist, IBM Worldwide Centre for Economic Development:  
"From emigration to innovation: Ireland's national vision and strategy"
- 14:00      Enda McDonnell, Senior advisor, Enterprise Ireland:  
"Irish structures for economic development"
- 14:20      Panel discussion:  
"What may Denmark learn from the Irish model?"

Participants: Thomas Bustrup (Deputy Director General, Confederation of Danish Industries), Søren B. Henriksen (Manager, The Danish Chamber of Commerce), Fergal O'Brien (IBEC), Hans Müller Pedersen (Deputy Director General of the Agency for Science, Technology and Innovation), Adrian Devitt (Department Manager of the Competitiveness Division at Forfas)

### **Lakeside Auditorium 2**

#### *State, society and globalisation*

Chair: Sean O' Riain

- 13:30      Georg Sørensen, University of Aarhus:  
"The Transforming State"
- 13:50      Peadar Kirby, University of Limerick:  
"The competition state: The Irish lesson"

14:10 Gert Tinggaard Svendsen, University of Aarhus:  
"Can social capital explain the economic success of the Danish Welfare State?"

14:30 Ove Kaj Pedersen, Copenhagen Business School:  
"The Danish model: General recipe for success?"

15:00-15:30 Coffee at the Lakeside Auditoriums
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### **Lakeside Auditorium 1**

*What is a globalised company?*

Chair: Bent Lindhardt Andersen

15:30 Conor O' Mahony, Principal Officer, Department of Enterprise, Trade and Employment:  
"Small business is big business"

15:45 Anders Knutsen, Chairman of the Board, Danisco and CBS:  
"Internationalising and globalising small and medium sized companies"

16:00 Karsten S. Sørensen, IT Manager, Grundfos:  
"Truly global"

*National branding*

Chair: Pelle Øby Andersen

16:30 Betina Hagerup, Business Manager, Ministry of Economic and Business Affairs:  
"The branding of Denmark"

16:45 Panel discussion:  
"How should Denmark be branded?"

Chair of panel: Pelle Øby Andersen (Ministry of Economic and Business Affairs)

Participants: Waldemar Schmidt (Ex-CEO of ISS. and Chairman of Superfos and Thrane&Thrane), Per H. Hansen (Copenhagen Business School), Rasmus Bech Hansen (Kontrapunkt), Lars Bernhard Jørgensen (Wonderful Copenhagen) and Dorte Kiilerich (VisitDenmark)

### **Lakeside Auditorium 1**

Chair: Georg Sørensen

17:45 Francis Fukuyama, professor (Johns Hopkins University):  
“Globalisation, the nation state and the public sector”

### **Reception, concert and dinner**

18:45 Transportation to AROS Art Museum

19:00 Reception at AROS hosted by the Town Hall

### **The Irish Embassy invites:**

20:00 Concert at the Concert Hall: “A World of Music”

21:00 Dinner at the Concert Hall

### **Friday 16/11**

### **Lakeside Auditorium 1**

Chair: Michael Böss

09:00 Bob Jessop, Lancaster University:  
“The knowledge economy as a state project”

09:45-10:30 Coffee at the Lakeside Auditoriums

## **Lakeside Auditorium 2**

*Workshop: Regional development strategies*

Chair: Jan Beyer Schmidt-Sørensen

- 10:30 David Jacobson, Dublin City University:  
"Localising and regionalising economic development"
- 10:50 Poul Rind Christensen, Aarhus School of Business:  
"Regional shift: Regional industrial clusters in global transitions"
- 11:10 Claire Nauwelaers, Director of Research, UNI-MERIT, University of Maastricht and United Nations University:  
"Innovation policies for the regions: strengths and limits of trans-national policy learning"
- 11:30 Jens Nyholm, Manager, Reg Lab:  
"The basic elements of a regional strategy of growth"
- 11:50 Martin Windelin, Economist, The Social and Economic Council of the Labour Movement:  
"Critical remarks on the Danish government's regional strategy"
- 12:10 Debate chaired by Jan Beyer Schmidt-Sørensen, Department Manager, Aarhus Municipality

## **Lakeside Auditorium 3**

*Workshop: Innovation, branding and entrepreneurship*

Chair: Niels Christian Sidenius

- 10:30 Igor Shvets, Managing director and professor, Trinity College Dublin:

“From Campus to company”

- 10:45 Helena Lenihan, University of Limerick:  
"New business ventures and entrepreneurship: Their role in the growth of the Irish economy"
- 11:05 Ulrik Merrild, Managing Director, Liwas:  
"Entrepreneurship in a committed network"
- 11:20 Jens Kristian Gundersen, Managing Director, Unisense:  
"Innovation in a global network"
- 11:35 Rasmus Bech Hansen, Partner and Managing Director, Kontrapunkt:  
"Tools for global branding"
- 11:50 Patrizia Venturelli Christensen, Manager of Innovation, Danish Textile and Clothing:  
"Innovation in the textile and clothing industry: perspectives and challenges"
- 12:05 Waldemar Schmidt, Chairman, Superfos and Thrane and Thrane:  
“Denmark Limited – Global by Design”
- 12:20 Lis Brink, Væksthus Midtjylland:  
“Entrepreneurs learning individually - using mentors on business development and growth”
- 12:35 Debate chaired by Niels Chr. Sidenius, Managing Director, Incuba Science Park

#### **Lakeside Auditorium 4**

*Workshop: Tourism and branding 1*

*Organised by VisitDenmark and the Faculty of Humanities at the University of Aarhus*

Chair: Lars Erik Jønsson

- 10:30 Dorte Kiilerich, Managing Director, VisitDenmark:  
“New strategies for the branding of Denmark”

- 10:50 Billy Condon, Manager of the Northern European section, Tourism Ireland:  
“The branding of Ireland: The 1990s to the present”
- 11:10 David Harding, University of Aarhus:  
“The Role of Civil Society in Shaping Environmental Policy: The Promotion of Ecotourism”
- 11:25 Lene Bak, Partner and Chief Consultant, Pluss Leadership:  
“Small season – big business?”
- 11:50 Jørgen Hansen, Managing Director, VisitAarhus:  
”Branding Denmark’s second largest city – challenges and possibilities”
- 12:05 Debate chaired by Lars Erik Jønsson, Manager, VisitDenmark

13:00-14:00 Lunch at the Lakeside Auditoriums
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#### **Lakeside Auditorium 4**

*Surprise:*

- 14:00 Stina Vrang Elias, Director of DEA:  
“Humanities – the Hidden Treasure”

#### **Lakeside Auditorium 4**

*Workshop: Tourism and branding 2*  
*Organised by the Institute of Language, Literature and Culture, University of Aarhus*

Chair: David Harding

- 14:30 Anne-Mette Hjalager, Manager and Senior Consultant, Advance 1:  
“Branding and innovation in tourism”

- 14:45 Lori Pennington-Gray, Manager, Centre for Tourism Research and Development, University of Florida:  
“Evaluating destination branding”
- 15:00 Lise Lyck, Manager, Centre for Tourism Management, CBS:  
“The role of tourism in a global world”
- 15:15 Jody Pennington, University of Aarhus:  
“Brand representations”
- 15:30 Debat chaired by David Harding, University of Aarhus

### **Lakeside Auditorium 2**

*Workshop: Dressed for new and “forgotten” markets  
Arranged by the Federation of Danish Textile & Clothing*

Chair: Ken Henriksen

- 14:30 Laura Thorborg, Trade Council of Denmark, Ministry of Foreign Affairs:  
”Why Chile? – market opportunities for Danish companies”
- 15:00 Susan Vonsild, Senior Consultant, Interlink and AAU:  
“Crossing the cultural gap: India – Malaysia – Indonesia”
- 15:20 Niels Eventdt, Senior Investment Manager, IFU:  
“IFU in Latin America”
- 15:40 Dorthe Serles, Manager, BrazBiz:  
“Opportunities and challenges for Danish companies in Brazil”

16:00 Coffee at the Lakeside Auditoriums
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