

*The global technological and economical balance is under transformation and continuing by the growing the role of technologically developing countries.*

*The Finnish maritime industry faces new era and changes of competition in the global markets.*

*The change however brings new opportunities and possibilities for innovation, business development and markets, but being at the same time an unchangeable condition-“the change is here to stay”.*

*The changes and the opportunities are requiring more agile actions in the future.*

*But understanding the future, one must understand the past and present and the phenomena's within and behind these. In order to be able to react in time for the future, becomes forecasting and analysing not only weak but also strong signs inevitable.*

*The 2<sup>nd</sup> yearly conference of the Finnish Maritime conference touches the aspects of changes of strategies, leadership of innovations, the objectives of wise foresight as well as present situation as well as trends of the Finnish Marine Industries.*

## *The Maritime Cluster Programme (OSKE) welcomes you to the 2<sup>nd</sup> Yearly Conference of the Finnish Marine Industries 2010*

# “SEA HORIZON ” at Dipoli, Otaniemi Espoo

date: 7.6.2010

time: 8.30-17.15

- 8.30-9.00 Morning coffee and registration
- 9.00-9.10 Opening of the Sea Horizon conference
- 9.10-10.40 **"The Sea-Change of Strategy the Post-Original Future of Production, Consumption and All the Rest"**, Alf Rehn, Professor, Åbo Akademi

We often assume that the future is like the present, only more so. Alf Rehn speaks on the radical changes inherent in the current socio-technical "weak signals", many of which point to a future with extremely empowered consumers, deconstructed production networks, and a redefined idea of strategy. The risks we run regarding the future is not necessarily that we think too wildly about it, but rather that we think too timidly about the changes that have already started. In his talk, Alf Rehn will touch upon matters such as the maker economy, synthetic biology, and the end of marketing to mention just a few things."

- 10.40-11.00 Break

- 11.00-12.15 **"Navigating within the uncertain seas of global changes and how to solve complicated problems in a smart and simple way"**, Uffe Elbæk, Founder and former principal of The KaosPilots - International School of New Business Design & Social Innovation

What does it mean to be a leader in innovation? What tools, frameworks and building blocks are essential for wise, effective and playful leadership in times of big change? Uffe Elbæk, Founder and former principal of The KaosPilots, will reflect on his own journey and offers insights to help you with yours. He will shares several stories of personal development, taking the audience from Denmark to Iceland by way of Russia, Sweden, the US and South Africa.

- 12.15-13.15 Lunch
- 13.15-14.15 **The concept and strength of foresight**, Mika Aaltonen, Research Director, Aalto University
- 14.15-14.45 Break
- 14.45-17.00 **“Perspectives on the Finnish marine industry - Devolution, evolution or revolution?”** – Probe group (Åbo Akademi, University of Turku) - FIMECC Innovations & Network - programme
- 17.00-17.15 How to Sea the Horizon – conclusions and discussions

*Registrations are kindly asked via the link until 1.6.2010*

<https://www.ilmarix.fi/tietoverkko/ilmari.nsf/ilmottautuminens?openform&s=n&id=29F6D2165393771BC225770E00203603>

## *Welcome*

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