

SPEAKERS

Markku Wilenius

**Professor, [Finland Futures Research Centre](#),
Turku School of Economics, Finland**



Professor Markku Wilenius has acted as Director of the Finland Futures Research Centre in 1999-2001, as Research Director in 2002-2003 and again as Director from August 1, 2003. He was nominated as Professor of Futures Studies at the Turku School of Economics and Business Administration on November 14, 2003. Markku Wilenius is also Adjunct Professor in the University of Helsinki.

Wilenius' interests in research and development focus on the development of the society and forecasting of development, visionary and strategic management of organisations in terms of their competence building as a way to "futurise" them, and sustainable development. In 2004 he published a book on creative economy and the meaning of cultural know-how, named "Cultural Competence as a Component of National Competitiveness". From the spring 2005 on, he has been on leave from the Centre's Director's post, focusing on leading a large research project "[Managing Creative Knowledge Capital](#)", which studies the potentials of competitiveness with 6 major Finnish corporations through assessing their innovativeness and renewal capability. In November 2006 he published, together with Professor Pirjo Ståhle, an new book based on this project entitled "Creative Knowledge Capital. Sustainable Competitive Advantage of the Future".

Wilenius is member of two boards, one set by the Finnish Ministry of Education and the other by University of Jyväskylä, which both promote and build grounds for cultural know-how and innovativeness as a national competitiveness resource. In 2002, Wilenius was appointed to the Club of Rome and in 2005 its Executive Committee. He has also acted as a chairman of the committee that prepared the national agenda of Finland for the UN summit meeting in Johannesburg 2002. Wilenius acts also as a vicechair of the executive committee of the Finnish Consumer Agency and acts as an expert in various Conference Advisory boards. His publications cover academic, economic and public forums about the current research issues as well as burning daily issues close to his heart. He is also a wanted speaker, and has made time to lecture on many different arenas.

Pekka Ylä-Anttila

**Research Director at ETLA ([The Research Institute of the Finnish Economy](#)) and
Managing Director of Etlatieto Ltd (a project research and information services
unit of ETLA).**



Pekka Ylä-Anttila is author or co-author of more than 25 books and dozens of articles in the fields of competitiveness analysis, industrial and technology policies, industrial economics, technological change, and internationalization of business. Executive Committee member of EARIE (European Association for Research in Industrial Economics) in 1984-92. Member of Scientific Advisory Board of Statistics Finland (Central Statistical Office) in 1996-2002.

Pekka Ylä-Anttila was the director of the major cluster study program "Advantage Finland - the Future of Finnish Industries", carried out in 1992-1995. He was the main adviser for the Ministry of Trade and Industry in preparing National Industrial Strategy for Finland in 1992-93 and consultant for making industrial and innovation policy guidelines in 2001. He was also a steering group member of Prime Minister's task force 'Finland in the Global Economy' in 2004.

Ylä-Anttila has been a member of several groups evaluating innovation and industrial policies, including the evaluation of the Finnish innovation support system in 2003.

Pekka Ylä-Anttila has recently participated in international ICT-related projects at OECD, UNU/WIDER, and the World Bank. He is also a team leader of ETLA - BRIE (Berkeley Roundtable on the International Economy at University of California, Berkeley) collaborative research program on global digital economy. Ylä-Anttila is a member of several international research teams and networks. His current research interests include innovation policies, internationalization of R&D, and multinational companies in small economies.

Hannele Koivunen

Ph.D., Adjunct Professor at the University of Helsinki, Director of [Arts and Cultural Heritage Division](#), Ministry of Education, Science and Culture, Finland

[Hannele Koivunen](#) is a researcher, semiotician, librarian and information scientist, educated at the University of Helsinki and at the University of Tampere, Finland. Her degrees include studies in History of Fine Arts, Cultural Heritage, Semiotics, Literature, Folklore, Comparative Religion and Information Science. Her doctoral dissertation "The Woman who understood completely; A semiotic analysis of the Gnostic Gospel of Mary" dealt with polarised myths of womanhood.



Koivunen has written numerous books and articles in various sectors of culture and cultural policy. She has arranged scientific seminars and international conferences. She has a long career of different posts in cultural policy. She has been a member and a chair of numerous boards and committees and worked as a rapporteur of various cultural policy issues. Her initiatives on cultural exportation "Staying Power to Finnish Cultural Exports - The Cultural Exportation Project of the Ministry of Education, the Ministry for Foreign Affairs and the Ministry of Trade and Industry" was published in 2004, and the initiative on ethical dimension of cultural policy "Fair Culture? Cultural Rights and Ethical Dimensions of Cultural Policy" in 2006. Just for fun she is also studying botany at the University of Helsinki, with a special interest in Bio Art and bioethics.

Justin O'Connor

Professor, [The School of Performance and Cultural Industries](#), University of Leeds, UK

Justin O'Connor is Professor of Cultural Industries at the School of Performance and Cultural Industries, University of Leeds, where he leads the Masters in Culture, Creativity and Enterprise.



Between 1995 and 2006 he was Director of Manchester Institute for Popular Culture at Manchester Metropolitan University. His main areas of interest are contemporary urban cultures, with a special emphasis on cultural and creative industries, culture-led urban regeneration and contemporary urban cultures. He has published extensively and organises many conferences on these subjects. During this time he was programme leader for [the joint Masters on European Urban Cultures](#) involving Universities from Brussels, Tilburg and Helsinki.

O'Connor led the research which led to the establishment [Manchester Creative Industries Development Service](#)) the UK's first dedicated local economic development agencies for the creative industries. Justin also co-convenes [the Forum on Creative Industries](#), the UK's leading network of creative industry development professionals. He was also a member of the North West Regional Development Agency's 'think

tank' on creative industries, and is frequently asked to present to visiting foreign delegations on creative industries in the city and region. Justin was also lead academic advisor to [Manchester's Urbis museum on the contemporary city](#).

O'Connor also led a partnership project between Manchester, Helsinki and St Petersburg to develop a creative industries strategy for the Russian city. His interest in the developing agenda for the creative industries outside Europe has seen him speak in Beijing, South Korea and Taiwan; he has recently organised an academic conference Creative Industries, Creative Cities with Singapore National University and Shanghai Academy of Social Science. He is on the international advisory board for the Shanghai Creative Industries centre.

Mari Rantanen

Artist, www.marirantanen.com

Kari Korkman

Design Producer, [Luovi Productions LTD](#)

Kari Korkman, M.Sc. (Econ) is the founder and director of [Helsinki Design Week](#), which has rapidly developed into the largest city-event in Finland for the creative industries. The aim of the Design Week is to galvanise people into accepting new ideas and does so with the help of the varied exhibitions and events. Helsinki Design Week aims to break down the traditional concept of design and give a broad overview of it from architecture to even service design. Korkman believes that the interchange of thoughts and ideas between different professionals is exceptionally fruitful.

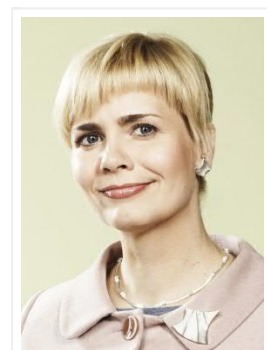


[The Designpartners-network](#) created by Korkman has aimed at achieving cross-disciplinary in its own exhibitions. For example "Two Visions- One Design", organised in 2002, was a perfect example of this interchange of ideas and provides the title for the speech which Korkman is to give at the Culture as Innovation conference. Kari Korkman works as design producer for [Luovi Production LTD](#), which he founded in 1995.

Laura Lares

D.Tech, Managing Director, [Kalevala Koru](#) and [Lapponia Jewelry](#)

Laura Lares has recently been appointed as the Managing Director of the leading Finnish jewelry corporation with the brands of Kalevala Koru and Lapponia Jewelry. The Kalevala Koru Group employs 245 people and it is one of the biggest jewelry manufacturers in Northern Europe. The annual turnover is 23 million euros. All jewelry is manufactured in Finland.



Since 1990, Dr. Lares has been involved in business strategy, business development, human resources and sales & marketing operations in international forest industry, lastly as the Vice President, Sales of UPM, Wood Products. As to academic research, she has focused on strategic management, especially strategy implementation in industrial enterprises. Parallel to her business career,

she has acted as Professor of Industrial Management at Lappeenranta University of Technology in 1998-2000, Director of Centre of Expertise in Southeast Finland 2001-2003 and Principal Lecturer of Management and Leadership at Haaga Institute Polytechnic in 2003-2004.

Alex Soojung-Kim Pang

Ph.D., Research Director, [Institute for the Future](#)

Alex Soojung-Kim Pang is a Research Director at the Institute for the Future, a Palo Alto-based think tank. He received a Ph.D. in history and sociology of science, and before becoming a futurist was an academic, then editor of the Encyclopedia Britannica. At the Institute, Alex studies emerging technologies and their social and cultural consequences, and the future of science. He is author of *Empire and the Sun: Victorian Solar Eclipse Expeditions* (Stanford University Press, 2002), and numerous articles in scholarly and popular journals. He is currently writing a book on the rise and fall of cyberspace.

