



MOVING FORWARD

Innovation

for International Growth

14.30 – 15.00 Registration

15.00 – 15.35 **Open innovation – what it is and how to use it in companies?** Pasi Malinen, a professor of innovative business at Brahea Centre - Development in University of Turku, Finland

15.35 – 16.00 **The born global firm as organizational innovation.** Peter Zettinig, University Research Fellow & Adjunct Professor

16.00 – 16.30 **How to develop relations between business and science - from inventions to innovation,** N Tapani Saarinen, entrepreneur and innovation evangelist.

16.30 – 16.45 Coffee & networking break

16.45 – 17.30 **Latvian exporters on international mood**

- How to innovate for international growth?
- How to make innovation a dns of your company?
- New product development for international markets?

Experience sharing by Latvian exporting brands:

- o Svetlana Bankovska, Biosan
- o Mārtiņš Grandāns, Vendon
- o Renārs Jansons, Cube Systems

17.30 – 17.45 Discussion

17.45 – Wine and networking

Date: 21.01.2015

Venue: SSE Riga, Strelnieku 4a
No entrance fee (limited seats).

Register: <http://ej.uz/innovation>

Organizers:



**LATVIJAS
UNIVERSITĀTE**
ANNO 1919

Ekonomikas un vadības
fakultāte

GatewayBaltic
- your Gateway to new markets



SSE RIGA



**THE
RED
JACKETS**
BEST
EXPORTING
BRANDS
FROM
LATVIA



EuroFaculty Pskov



mentoru klubs



Turun yliopisto
University of Turku



Innovation

for International Growth

Finish internationalization experts:



Open innovation – what it is and how to use it in companies?

Open innovation approach is gaining more interest while companies need to improve their innovation activities. Joining forces with other organisations can help companies in their internationalisation efforts. Moreover, companies should pay attention to potential new business models that may help them to go international more easily.

***Professor Pasi Malinen:** D.Sc. (Econ. & Bus. Admn.) is a professor of innovative business at Brahea Centre - Development in University of Turku, Finland. His research areas include innovation, entrepreneurship, growth, business models and new knowledge intensive ventures. He has published 120+ publications in his field of expertise.*



The born global firm as organizational innovation

The born global firm is an increasingly common phenomenon. We can observe many examples of those rapid early internationalizing firms which use internationally dispersed resources and capabilities and integrate them into innovative business models. In his presentation Peter will analyze some of the factors that enable this new organizational form to emerge, sustain and transform into multinational enterprises of a new generation.

***Peter Zettinig:** Dr. Peter Zettinig received his PhD in International Business from Turku School of Economics in 2003. Peter's research interests spin around core strategic issues in International Business.*



From inventions to innovation system – Finnish experience

Finnish innovation ecosystem has a track record of successful science park development as well as various type of development programs to enhance business and startups.

***N Tapani Saarinen:** N Tapani Saarinen is a passionate entrepreneur and innovation evangelist telling the story of innovation ecosystems. He has more than 25 years' experience in developing innovation systems. Serving in various positions in Turku Science Park including CEO and Managing director, he shares his experience of Finnish success in knowledge and experience management.*

Latvian exporting stories by:

Svetlana Bankovska, Biosan



Mārtiņš Grandāns, Vendon



Renārs Jansons, Cube Systems

