

Planet Profit Programme

April 29th 9.00 - 12.15 CET | #NIPC21

The day consists of three sections:

1. Winner cases from municipalities & cities
2. National IPAs present their strategies for the future
3. The panel discussion

9.00 - Introduction | Indifference is not an option when it comes to sustainability in Investment Promotion

Mats Segerström, Consultant, business & innovation adviser, Future Place Leadership

9.10 - Copenhagen | Becoming the most sustainable capital of the world & what it means for investment promotion

Anette Steenberg, Director of Investment Promotion, Copenhagen Capacity

Skellefteå | A success story: Northvolt - Consequences of a sustainable investment and leveraging a growing reputation

Anja Palm, Head of Business Development, Skellefteå municipality

Pori | The Vanadium Recovery Project - Learnings for FDI from a mid-sized Finnish town

Jouko Hautamäki, Director of Economic Development and Growth, City of Pori

Q&A 1

9.55 - Break, 10 min

10.05 - Estonia | Sustainability through digitalisation and its role in investment promotion

Christa Torm, Director of Business Development Sweden, Estonian Investment Agency

Mariestad | A success story: ElectriVillage – How we did it and what happens next?

Jonas Johansson, Head of Business Development, Mariestad municipality

Northern Norway | Mo Industripark - Sustainability IS the business plan

Jan Gabor, VP Property Development at Mo Industripark AS

Härnösand | Future of food production - Entrepreneurs driving investment

Bengt Högberg, Senior Investment Advisor, High Coast Invest

Q&A 2

10.55 - Break as a breakout session, 15 min

National IPAs present

11.10 - Invest in Denmark | Going green in Investment Promotion – the Danish Perspective
Klaus Werner, Deputy Director, Invest in Denmark

Business Finland | Finland's strategy in investment promotion through sustainable initiatives

Markku Kivistö, Head of Industry Cleantech, Business Finland

Invest in Norway | Leading sustainability as an oil country

Per Stensland, Special Advisor, Invest in Norway

Business Sweden | Sweden's strategy in investment promotion through sustainable initiatives

Anna Hammarberg, Investment Cooperation Manager, Business Sweden

Panel discussion

12.10 - Conclusion & Thank You!