

Be part of Nordic AID Meeting (Architecture, Interior and Design) 18-19 February 2011, Haparanda and Harads

*This is your chance to get inspired, discuss and meet other professionals. -
Innovate, collaborate, share and join forces with each other, B2B, but why? -
Take the chance to meet architects from northern Sweden, Norway and Finland. -*

*This is a great opportunity to start conducting cross border business. -
Increase your business, come up with new ideas and increase your network! -*

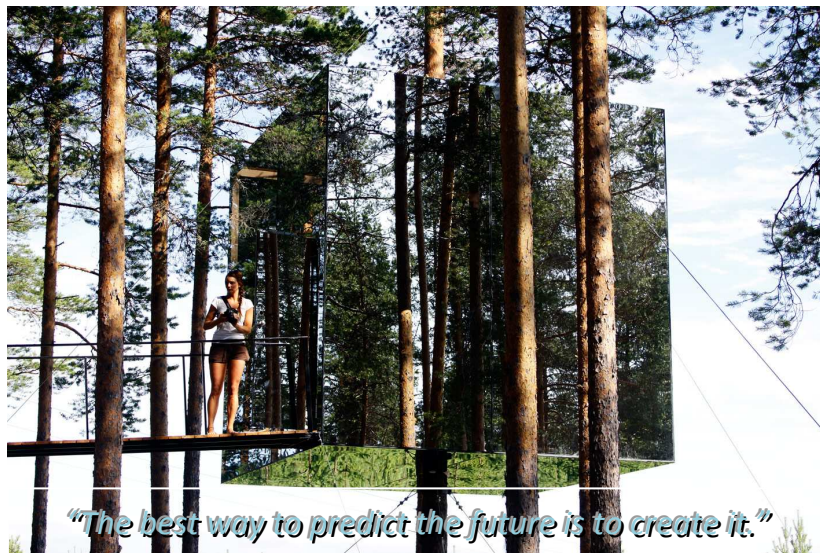


Photo: arctic trend

Architects and interior designers from northern Sweden, northern Norway and northern Finland are cordially invited to the Nordic AID meeting for open discussion on the future of business in architecture and design in the Northern regions. What conditions, development and business opportunities are available?

At Nordic AID Meeting on 18-19 February 2011, you will both have access to exciting inspirational lectures and visits to Cape East in Haparanda and Treehotel in Harads – we will have shorter workshops, practicing Pecha Kucha, listen to your needs, ideas and experiences in international collaboration. Centek will tell us more about the results of the project 'Turistanläggningars form och funktion'.

The Interreg-project Nordic Business Link makes this event possible. Please note that there is a limited participants list and will be allocated strictly on a first come basis.

Agenda

Friday 18th of February 2011

- *Travel from Norway, Finland and Luleå (Bus) to Cape East in Haparanda*
- 12.00 - Get together lunch at a Cape East, Haparanda. Check-in directly after lunch.
- 13.00 - Gathering and introduction to Nordic Business Link [Elin]
- 13.15 - Presentation of the theme "Don't wait – Do!" [Mats and Mats]
- 13.30 - Presentation by architectural office VSU, Oulu.
- 14.00 - Coffee break and poster presentation
- 14.30 - Workshop session "The collaborative business case"
The participants are divided into smaller 'business consortia' and presented an international business case where they during a highly creative session will develop a first collaborative business offer.
- 16.00 - Sauna session at Cape East, Haparanda
- 19.30 - Dinner at Cape East, Haparanda
- 20.45 - Presentation of three participants and their companies using "Pecha Kucha"
"Pecha Kucha"(Japanese for the sound of conversation) is a unique show-and-tell event where local and visiting creative's from all disciplines present 20 slides for 20 seconds each – an exhilarating kaleidoscope of inspirations, ideas and work. Pecha Kucha is a global movement currently active all over the globe! Short presentations by the rest of participants.

Saturday 19th of February 2011

- 07.30 - Breakfast
- 08.30 - Bus to Treehotel in Harads, "The collaborative business case" is continued on the bus
- 11:30 - Britta Jonsson-Lindvall, owner of Treehotel, talks about the koncept, inspiration, and the story behind Treehotel
- 12.00 - Lunch at Brittass Pensionat, Harads
- 13.00 - The next steps for Treehotel [Kent/Britta Lindvall]
- 13.30 - Treehotel guided tour [Kent/Britta Lindvall]
- 14.30 - Coffee
- 15.00 - Gry Holmgren, CENTEK. Summary of the project
"Turistanläggningars form and funktion"
- 15.30 - Presentation by Mats Öhman, MAF Arkitektbyrå (SAR/MSA).
- 16.00 - Presentation by Architect Mr Paavo Mikkonen.
- 16.30 - What's next?
- *Presentation and reflection on "The Collaborative Business Case"*
- *Next step, Summary and Evaluation*
- 18.00 - *Bus departure to Luleå.*

Cost and registration

Thanks to the project Nordic Business Link, you will only pay **165 Euro excluding VAT** per person (Norwegian and Finnish participants will pay an extra fee for travelling to Sweden.) Original price is 330 Euro. Application deadline is Monday 17 January 2011 via email to Pär Johansson at par.johansson@incantor.se. Your application is binding and will be invoiced by Norrbotten Chamber of Commerce. (Swedish participants)

The price 165 Euro includes:

- **Accommodation**
One night in single room at Cape East, Haparanda
- **Travel**
Bus between all Swedish destinations
- **Food**
Day 1 – Lunch, afternoon coffee, Sauna session & Dinner
Day 2 – Breakfast, Lunch, Treehotel tour and coffee

We look forward to a successful journey together!

Read more about the project Nordic Business Link at: www.nordicbusinesslink.eu