



# NORDIC BALTIC BUSINESS FORUM 2015

**Moving our region forward:  
Innovation driven competitiveness and growth  
Riga, November 10, National Library of Latvia**

Nordic Baltic Business Forum – a unique arena for cooperation, best practice and new perspectives



- 11:30** Guided tour of the National Library building (Limited number, please register)
- 12:00** Registration and coffee
- 12:30** **Opening of the Nordic Baltic Business Forum 2015**  
Hans Brask, Danish Ambassador to Latvia  
Baiba Rubesa, Moderator
- 12:45** **Nordic and Baltic economies: resisting the gravity**  
Jekaterina Rojaka, Chief Economist Baltic countries, DNB Markets
- 13:10** **Baltic productivity puzzle: an anthropologist's view**  
Roberts Kīlis, PhD, Associate Professor, Stockholm School of Economics in Riga
- 13:30** **The Baltic experience over the years**  
Bo Henriksson, Managing Director, ABB Baltic States
- 13:45** **Enabling next generation startup ecosystems**  
Olli Vuola, PhD, Executive Director, Aalto University Ventures Programme
- 14:10** **Game Changers: Watch out! Or the future will come and get you**  
Louise Fredbo-Nielsen, Futurist, Future Navigator
- 15:00** **Q&A session Part 1**
- 15:10** **Networking coffee break**
- 15:40** **Statoil Fuel & Retail in the Baltic markets and rebranding to Circle K**  
Jacob Schram, Group President Europe, Alimentation Couche-Tard
- 16:00** **Latvian partnership with the Nordic countries**  
Dana Reizniece-Ozola, Minister of Economics, Republic of Latvia
- 16:15** **Increasing Latvia's competitiveness with value added service centres**  
Svante Liljevall, Chief Operating Officer, Evolution Gaming
- 16:30** **Business benefits of going green - Nurturing green innovations**  
Cathrine Dehli, Head of Sustainability, Nordic Choice Hotels  
Oskars Priede, Managing Director, Green Industry Innovation Center
- 17:10** **Change leadership in changing times**  
Anita Krohn Traaseth, Author, Managing Director, Innovation Norway
- 17:45** **Q&A session Part 2 and closing remarks**
- 18:00** **Nordic Baltic Networking Reception**





## Hans Brask

Ambassador of Denmark to Latvia, former Director, Baltic Development Forum



Hans Brask has served in the Danish Ministry of Foreign Affairs for many years, including several postings abroad. He has great

experience with the Baltic region as the former Director of the Baltic Development Forum from 2007-2014. He holds a MA in Political Science from University of Aarhus/ University of Essex.

## Olli Vuola

PhD, Executive Director, Aalto University Ventures Programme



Olli Vuola has been involved in multiple startups, spinoffs and corporate ventures in various industries achieving

breakthrough deals for new radical technology-based products and businesses. Since 2013 he is the Director of Aalto Ventures Program, aiming to be Europe's leading Entrepreneurship education program. He holds a MSc from the Helsinki University of Technology and a PhD in Innovation Management from the University of Lausanne.

## Svante Liljevall

Chief Operating Officer, Evolution Gaming



Svante Liljevall works in the emerging gaming industry and has developed Evolution Gaming to become the world's leading

provider of video-streamed Live Casino solutions. The company was listed on Nasdaq First North stock exchange spring of 2015 and the value of the company has more than doubled since then. Svante has been CEO of 100 Plus and a consultant within risk management at PWC and KnowIT. He has a business degree from Gotland University and Stockholm University.

**Riga, November 10 at 12:30,  
National Library of Latvia**  
**65 EUR members, 80 EUR guests**  
Registration by November 6  
to [scc@scc.lv](mailto:scc@scc.lv) or  
[www.ncll.lv/en/nordicforum15](http://www.ncll.lv/en/nordicforum15)

## Jekaterina Rojaka

Chief economist, Baltic countries, DNB Markets



Jekaterina Rojaka is Chief Economist Baltic countries at DNB Markets, where she heads the Economic Research department since 2009. She has

extensive experience in analysis and research in the Baltic economies from more than ten years at DNB, the Bank of Lithuania, Vilnius University and The World Bank. Her broad research interest encompasses macroeconomics, financial markets and econometrics. She is published widely and well known in Lithuania among the general public, business and academic professionals.

## Louise Fredbo-Nielsen

Futurist, Entrepreneur, Future Navigator



Louise Fredbo-Nielsen uses trends, game-changers and transformations to create powerful visions as well as tangible initiatives

to inspire your company's future. She is a futurist, entrepreneur, board member, associate professor and an innovation-geek who has won several national prizes for her academic- and entrepreneurial projects. She holds a Master degree in International Business & Politics from Copenhagen Business School, Sciences Po Paris and Guanghua School of Management Beijing.

## Cathrine Dehli

Head of Sustainability, Nordic Choice Hotels



Cathrine Dehli has worked within business development, innovation and implementation her entire professional life,

spanning from product and concept development to strategic CSR development and implementation in IKEA, HÅG and Nordic Choice Hotels. In her current position she is developing business opportunities that also include benefits for both people and the planet.

## Baiba Rubesa

Moderator



Baiba Rubesa is a consultant, lecturer and public speaker with extensive executive experience. She has worked with strategic communication and visionary leadership all her life, for the Volkswagen Group, as CEO of Statoil Latvija, Director for Government, Public Affairs and HSE at Statoil Azerbaijan and Vice President CSR

at Statoil ASA Norway. Currently she is an internationally deployed consultant on governance and CSR issues with RFactor SIA. She has served on many Supervisory Boards and NGOs including the Foreign Investor's Council in Latvia.

## Roberts Ķīlis

PhD, Associate Professor, Stockholm School of Economics in Riga



Roberts Ķīlis is a Cambridge trained social anthropologist where he received both his M.Phil. and PhD degrees. For 20 years he has worked

as an Associate Professor at the Stockholm School of Economics in Riga. He has participated in many research and consultancy projects in Latvia. He has been the Editor in Chief of Latvia's long term development strategy "Latvia 2030" (2007-2008), the Chair of the Strategic Analysis Commission at the President's Office (2008-2011) and the Minister of Education and Science (2011-2013).

## Jacob Schram

Group President Europe, Alimentation Couche-Tard



Jacob Schram is in charge of all Statoil Fuel & Retail's European Operations, since 2012 part of Canada's leading convenience store

operator Couche-Tard. He is also Chairman of the Board of Directors of Virke, Norway's second largest employer organisation. Prior positions include executive management positions in Statoil, McDonalds Norway and McKinsey & Company Copenhagen. He has a Master of Science in Economics as well as an MBA from Copenhagen Business School.

## Oskars Priede

Managing Director, Green Industry Innovation Center



Oskars Priede is Director of the first Baltic Green Industry Innovation Center, a partnership between the private and

academic sector to foster new innovative products, services and processes using greener materials or energy sources. He has a solid background in entrepreneurship and project management. He has a Masters degree and an MBA in Innovation & Entrepreneurship, both from Riga Technical University.

## Bo Henriksson

Managing Director, ABB Baltic States



Bo Henriksson is Managing Director in the Baltic States for ABB AS since 2000. He has worked in the company since

1992, leading ABB in Estonia. He holds a degree from Vasa Tekniska Läroanstalt. Over the years he has served in various associations and unions: the Estonian-Finnish Business Managers Association, Swedish Chamber of Commerce, Estonian Development Fund and Employers' Confederation. He has been awarded the Order of the White Star, III class by the President of Estonia.

## Dana Reizniece-Ozola

Minister of Economics, Republic of Latvia



Dana Reizniece-Ozola is Minister of Economics and Member of the 10th, 11th and 12th Saeima. From 2006-2014 she worked for Ventspils

High Technology Park, a research centre and industrial investment company and Investment Division of Ventspils City Council. She has studied International Business at Håme University of Applied Sciences, law at Ventspils University College, holds a Master's degree in Translation and Terminology and an Executive MBA from the International Space University. She was Chess Grandmaster at the age of 21.

## Anita Krohn Traaseth

Author, Managing Director, Innovation Norway



Anita Krohn Traaseth has extensive management experience in technology, entrepreneurship, innovation, restructuring and

strategy. She is the former CEO of Hewlett-Packard Norway, Director of Strategy at Veritas and Managing Director of Simula Innovation. She has a personal blog on leadership and her management book "Good Enough for the Bastards" landed immediately on Norway's bestseller lists. She is a graduate of the BI Norwegian Business School as well as executive programs at Harvard University and the Sloan School of Management.