

REGION OF
OPPORTUNITIES

2021-2023

Seminar on Industries' Green Transition in the Barents Region

Thursday 6 October 2022

at 10–15 (plenary session) and
at 15.15–17.30 (company visits)

Lappia Hall, Tieva Auditorium, 1. floor

Jorma Eton tie 8 A, Rovaniemi

You are warmly welcome to participate in the seminar on Industries' Green Transition in the Barents Region!

The seminar brings together representatives of companies, ministries, regions, and their actors to discuss the current situation and prospects of the green transition of industry.

This event is being organized by the future regional president North Karelia (Finland) together with the other Barents regions in Finland, Sweden, and Norway in the framework of the Friends of the Finnish presidency of the Barents Euro-Arctic Council.

The seminar is open to all interested in the sustainable, responsible, and innovative development of Green North!

Please register for the seminar by 23 September 2022 here

<https://link.webropol.com/s/BarentsSeminar06102022IndustriesGreenTransition>

Looking forward to seeing you soon in the capital of Lapland Rovaniemi!

Markus Hirvonen

Region Mayor, North Karelia



Regional Council of
NORTH KARELIA

PROGRAM

Thursday 6 October

- 9.30 Registration and morning coffee, Lappia hall
- Seminar on Industries' Green Transition in the Barents Region**
- 10.00 Opening remarks by Ambassador **Jari Vilén**, Ministry for Foreign Affairs of Finland
- 10.15 Guidelines of the industries' green transition strategy in the Barents region by **Liisa Ansala**, CEO, President, Lapland Chamber of Commerce
- Keynote speeches by:
- 10.45 **Ann-Mari Kemell**, State Secretary, Ministry of Economic Affairs and Employment of Finland
- 11.00 Representative of the Ministry of Trade, Industry and Fisheries of Norway
- 11.15 Sustainable development and industries' green transition in the North by **Hannele Pokka**, Professor of Practice, University of Helsinki
- 11.40 Q & A (all the speakers)
- 12.00 Lunch
- Seminar on Industries' Green Transition in the Barents Region continues**
- 13.00 The green transition from the regional perspective:
- Case Norrbotten: **Lotta Finstorp**, Governor, Norrbotten County
- Case Nordland: **Linda Haukland**, Executive for Planning and Business Development, Nordland County Council
- 13.20 Top projects in industries' green transition and possibilities for cross-border cooperation
- Finland: Kemi bioproduct mill project: **Ismo Nousiainen**, CEO, Metsä Fibre
- Comment: **Jussi Ylitalo**, Chair, Board of the Council of Oulu Region
- Sweden: Northvolt AB battery factory: **Anders Thor**, Director of Communications and Public Affairs, Nordics
- Comment: **Lars Lustig**, County Governor, Västerbotten County
- Norway: An industrial project and a speaker will be confirmed later
- Comment: **Ronald Wærnes**, Deputy Head, Troms and Finnmark County Government
- 14.35 Q & A (all the speakers)
- 14.50 Conclusions and way forward by Ambassador **Jari Vilén** and CEO **Liisa Ansala**
- 15.00 End of the plenary session
- 15.15–17.15 Bus transfer and company visits to [Aurora Powertrains Ltd](#) – Electric snowmobiles and [Lappset Group Ltd](#) – Playground and sport park equipment
- 17.15–17.30 Bus transfer to the Lappia Hall and Scandic City Rovaniemi and Arctic City Hotels

Recommended hotel and flights

ACCOMMODATION

Accommodation can be reserved at the hotel **Scandic Rovaniemi City** located in the city center of Rovaniemi, address Koskikatu 23.

Hotel rooms can be reserved at the **hotel Scandic Rovaniemi City until 23 September via the link below** using the reservation code **BBARo51022**.

<http://www.scandichotels.fi/?bookingcode=BBARo51022>

Accommodation prices (incl. breakfast and free Wi-Fi) for 5–7 October 2022 are:

Standard room 94.00 € single room/night

Standard room 114.00 € double room/night

Superior room 117.00 € single room/night

Superior room 137.00 € double room/night

If you wish to reserve the room via phone or email, please use the reservation code **BBARo51022** and contact the hotel:

Scandic Rovaniemi City

Tel.: +358 16 460 6000

E-mail: rovaniemicity@scandichotels.com

FLIGHTS

We can recommend the following flights Helsinki-Rovaniemi:

Wednesday 5th October

Helsinki (HEL)-Rovaniemi (RVN) AY535 at 16:20 – 17:35 or AY537 at 21:45 – 22:50

Thursday 6th October

Helsinki (HEL)-Rovaniemi (RVN) AY531 at 7:25 – 8:40 (Bus transfer from airport to Lappia Hall organized by bus marked BARENTS)

Friday 7th October

Rovaniemi (RVN)-Helsinki (HEL) AY 532 at 9:15 – 10:30 or AY534 14:15 – 15:30 (Bus transfer from Lappia Hall at 13.00 o'clock to the airport organized by bus marked BARENTS)