



## CONFERENCE: NEW BUSINESS MODELS FOR SMART REGIONS

### Rohevik 2017 programme

9.30–10.00 **Gathering, registration, welcome coffee**

10.00–10.20 **Greetings**

Mait Klaassen, Rector of the Estonian University of Life Sciences  
Christer Haglund, Director of the Nordic Council of Ministers' Office in Estonia  
Urmas Klaas, Mayor of Tartu

10.20–10.45 **Vision presentation**

10.20–10.45 About the sustainability of technological civilisation  
**Kaupo Vipp**, entrepreneur, publicist

10.45–12.00 **New and successful models of economy**

**Moderator: Sten Tamkivi**

10.45–10.55 Smart regions and new models of economy  
**Sten Tamkivi**, Vice President of MOVE Guides

10.55–11.30 We'll show you the old and the new!

○ E-Agronom (IT solution for farmers)

**Stenver Jerkku**, CTO

○ Sprayprinter (printing images via a mobile phone and with a printer installed on a spray can)

**Alo Murutar**, COO

○ Powered Fuel Cells (fuel cell applications)

**Ivar Kruusenberg**, CEO

○ Click & Crow (urban farms, growing plants in artificial soil and special conditions)

**Mattias Lepp**, CEO

11.30–12.00 Panel discussion of start-ups. „Is a problem-based approach the best hotbed for successful start-ups?“

**Panel moderator Sten Tamkivi**

### CONFERENCE ORGANISERS:



**12.00–12.20 Coffee break**

**12.20–13.45 Research parks and clusters as the leaders of innovation in the region**

**Moderator: Raimond Tamm**

- 12.20–12.35 Tartu region, Tartu? Tartu county? Southern Estonia? The role of the Science Park in its development  
**Toomas Noorem**, member of management board, Tartu Science Park
- 12.35–12.50 (University of) Tartu as a magnet for entrepreneurship  
**Erik Puura**, pro-rector, University of Tartu
- 12.50–13.10 Less is more? Goods and Bads of centralized regional development processes  
**Markku Määttänen**, Turku Science Park
- 13.10–13.25 About innovation and new solutions  
**Rene Tönnisson**, SmartCity cluster
- 13.25–13.45 Co-operation models for circular economy (koostöömudelid ringmajanduse arendamiseks)  
**Seppo Ahola**, Digipolis – Kemi Technology Park (Finland)

**13.45–14.45 Lunch**

**14.45–15.55 The new coming of traditional industry**

**Moderator: Toomas Kapp**

- 14.45–14.55 Industry 4.0. Opportunities of traditional industry in the light of a new industrial revolution. Cooperation between industries and local municipality?  
**Toomas Kapp**, CEO, Tartu Water Supply
- 14.55–15.10 Co-operation based model of economy  
**Jaanus Murakas**, chairman of the board, E-piim Dairy Association
- 15.10–15.25 Electronics industry challenges in the case study of Enics Eesti  
**Kaur Andersson**, Vice President of Enics Grupp
- 15.25–15.40 Machinery and tool manufacturing challenges in the case study of Metec  
**Toomas Lepp**, owner of Metec Valdus
- 15.40–15.55 Resource based economy and its functioning models in Estonia – timber industry possibilities  
**Margus Kohava**, Est-For

**15.55–16.25 Panel discussion of (large) companies “Which models of economy and co-operation help a region/country become wealthy, attractive for living and internationally competitive?”**

**Panel participants:**

- o Jaanus Murakas (E-piim Dairy Association – food industry)
- o Andrus Lepik (Kodumajatehase AS – production of wooden houses)
- o Toomas Lepp (Metec – machinery manufacturing)
- o Kaur Andersson (Enics – electronics industry)
- o Margus Kohava (Est-For – pulp industry)
- o Jüri Külvik (Lemeks – forestry and timber industry)

**16.25–16.45 Conclusions of the day**

**CONFERENCE ORGANISERS:**

