

# Promoting Entrepreneurship by Universities

April 20-22, 2008

Hämeenlinna, Finland



# FINPIN CONFERENCE 2008



**P**romoting Entrepreneurship by Universities is a continuation to the FINPIN's University Entrepreneurship-Incubation Processes -conference held year 2006. The forthcoming conference will focus on how universities will promote entrepreneurship by research and education, promoting activities, and transferring best practices.

- Theme 1** Research into entrepreneurship
- Theme 2** Research into enterprises
- Theme 3** Promoting entrepreneurship
- Theme 4** Best Practices

The Conference will be a meeting forum for teachers, researchers, practitioners, and politicians who are interested in themes and issues concerning entrepreneurship and especially who want to share their knowledge and best practices.

Info & Registration  
[www.finpin.com](http://www.finpin.com)

**HAMK**  
UNIVERSITY OF APPLIED SCIENCES



**LAHDEN AMMATTIKORKEAKOULU**  
*Lahti University of Applied Sciences*



# FINPIN

## CONFERENCE 2008

### Sunday, April 20, 2008

- 13.00 – Registration starts
- 13.30 – 16.30 Linnaniemi Tour
- 18.00 – 22.00 Get together reception in SPA Hotel Rantasipi Aulanko

### Monday 21, 2008

Chair: *Dr Jussi Halttunen, President, Jyväskylä University of Applied Sciences, Chair of the FINPIN Board*

- 8.00 – 9.15 Registration
- 9.15 – 9.30 Opening remarks of the 2nd International FINPIN 2008 Conference  
*Dr Jussi Halttunen, President, Jyväskylä University of Applied Sciences, Chair of the FINPIN Board*
- 9.30 – 10.00 Developing Higher Education Based Entrepreneurship in Finland  
*Dr Sakari Karjalainen, Director General, Ministry of Education*
- 10.00 – 10.45 From Push to Pull. The Marketing Approach in Generating Business for Universities  
*Dr Thomas Baaken, Professor, Science Marketing, Münster University of Applied Sciences*
- 10.45 – 11.15 Coffee Break
- 11.15 – 11.45 Teaching Entrepreneurship in Higher Education Especially within Non-business Studies - Recommendations of the European Expert Group Set by the European Commission  
*Mr Simone Baldassarri, Administrator, European Commission, Enterprise & Industry Directorate General, Directorate E-Promotion of SMEs and COMPETITIVENESS*
- 12.00 – 13.30 Parallel Sessions
- 13.30 – 14.45 Lunch
- 14.45 – 18.15 Parallel Sessions  
(Coffee Break at 16.15 -16.45)
- 20.00 – 22.30 Conference Dinner

### Tuesday 22, 2008

Chair: *Dr Matti Lähdeniemi, Vice-President, Satakunta University of Applied Sciences, Member of the FINPIN Board*

- 8.00 – 9.00 Registration
- 9.00 – 9.45 Business Know-how in Knowledge Intensive Entrepreneurship  
*Dr A.J. Groen, Scientific Director, the Dutch Institute for Knowledge Intensive Entrepreneurship NIKOS, University of Twente*
- 9.45 – 10.30 Growth Entrepreneurship  
*Dr Antti Paasio, Professor, Turku School of Economics*
- 10.30 – 11.00 Coffee Break and a Guided Poster Session
- 11.00 – 13.30 Parallel Sessions
- 13.30 – 14.45 Lunch
- 14.45 – 15.30 Practice Firm Concept in China and the Future Challenges in Chinese Economy  
*PhD. Ma Liang, Director, China Central Office of PEN International*
- 15.30 – 16.00 Innovations and Entrepreneurship in Promoting Competitiveness in Finland  
*Mr Rauno Vanhanen, Programme Director, Policy Programme for Employment, Entrepreneurship and Worklife, Ministry of Employment and the Economy*
- 16.00 – 16.30 Closing remarks and coffee  
*Mr Sakari Kuvaja, Director, FINPIN*

### REGISTRATION & FEES

Online registration and accommodation reservation open between December 5, 2007 - April 4, 2008

Registration fee:

- 550 euros (Dec 5, 2007 - March 19, 2008)
- 600 euros (March 20 - April 4, 2008)

Registration fee includes: participation at the conference, the booklet of abstracts, coffees and lunches, get together reception and conference dinner according to the programme.

### VENUE

Spa Hotel Rantasipi Aulanko, Hämeenlinna, Finland  
[www.rantasipi.fi](http://www.rantasipi.fi)

### ACCOMMODATION

Accommodation at Spa Hotel Rantasipi Aulanko:  
120 euros / single room / night  
160 euros / double room / night

### FURTHER INFORMATION AND REGISTRATION

[www.finpin.com](http://www.finpin.com)

#### Arrangements

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#### Accommodation

Häme Convention Bureau  
Info from monday to friday  
8 a.m.-16 p.m.  
Tel. +358 10 617 2353  
E-mail [info\(at\)hcb.fi](mailto:info(at)hcb.fi)

#### Programme

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