



FINPIN 2008 Conference  
Promoting Entrepreneurship by Universities

April 20–22, 2008 in Hämeenlinna, Finland

## PRELIMINARY PROGRAMME

Registration and further information: [www.finpın.com](http://www.finpın.com)

### Sunday, April 20, 2008

13.00 -	Registration starts
13.30 - 16.30	Linnaniemi Tour (Read more: <a href="http://www.finpın.com">www.finpın.com</a> )
18.00 – 22.00	Get together reception in SPA Hotel Rantasipi Aulanko

### Monday, April 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 2 <sup>nd</sup> International FINPIN 2008 Conference <i>Dr Jussi Halttunen</i> , President, Chair of the FINPIN Board
9.30 – 10.00	Developing Higher Education Based Entrepreneurship in Finland <i>Dr Sakari Karjalainen</i> , Director General, Ministry of Education
10.00 – 10.45	From Push to Pull. The Marketing Approach in Generating Business for Universities <i>Dr Thomas Baaken</i> , 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 <i>Mr Simone Baldassarri</i> , 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)
18.15 - 20.00	Freetime (possibility to visit the Spa independently e.g.)
20.00 - 22.30	Conference Dinner



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Tuesday, April 22, 2008

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

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| 8.00 - 9.00   | Registration   |
| 9.00 – 9.45   | Business Know-how in Knowledge Intensive Entrepreneurship<br><i>Dr A.J. Groen</i> , Scientific Director, the Dutch Institute for<br>Knowledge Intensive Entrepreneurship NIKOS, University of<br>Twente                                    |
| 9.45 - 10.30  | Growth Entrepreneurship<br><i>Dr Antti Paasio</i> , Professor, Turku School of Economics   |
| 10.30 – 11.00 | Coffee Break and a Guided Poster Session   |
| 11.00 – 1.30  | Parallel Sessions  |
| 13.30 - 14.45 | Lunch  |
| 14.45 - 15.30 | Practice Firm Concept in China and the Future Challenges in<br>Chinese Economy<br><i>PhD Ma Liang</i> , Director, China Central Office of PEN<br>International   |
| 15.30 – 16.00 | Innovations and Entrepreneurship in Promoting<br>Competitiveness in Finland<br><i>Mr Rauno Vanhanen</i> , Programme Director, Policy Programme<br>for Employment, Entrepreneurship and Worklife, Ministry of<br>Employment and the Economy |
| 16.00–16.30   | Closing remarks and coffee<br><i>Mr Sakari Kuvaja</i> , Director, FINPIN   |