



European Union Women  
Inventors & Innovators Network



## 3rd Bi-Annual EUROPEAN WOMEN INVENTORS & INNOVATORS NETWORK INTERNATIONAL

EXHIBITION, CONFERENCE & AWARDS CEREMONY

7 – 9 September 2011, Reykjavik, Iceland

### THEME:

**SUSTAINABLE IDEAS AND CREATIVITY FOR SOCIAL AND ECONOMIC GROWTH**

Arrival	6 September 2011	Pre-Event Evening Welcome Reception	City Hall, Hosted by The Mayor
Day 1	7 September 2011	Conference & Exhibition	New Harpa Concert and Conference Centre
Day 1	7 September 2011	Evening Eco-Fashion Show	New Harpa Concert and Conference Centre
Day 1	7 September 2011	Evening Reception	Hosted by Kadeko, Asbru
Day 2	8 September 2011	Conference & Exhibition	New Harpa Concert and Conference Centre
Day 2	8 September 2011	The Award Ceremony	The Blue Lagoon
Day 3	9 September 2011	Business Matching & Organised Tour	(optional)

*\* This agenda may be subject to change due to circumstances beyond our control.  
Due to a limited budget the main language at the event shall be English.*

**Day One:** **Wednesday, 7 September 2011**  
**Venue:** **New Harpa Concert and Conference Centre**

**08H30 – 09H00**

**ARRIVALS & REGISTRATION**

### EVENT HOSTESS & MODERATOR FOR THE MORNING SESSION:

**Ms. Angela WADE**, Principal Coordinator for Events, Global Women Inventors & Innovators Network (GWIIN)

**Ms. Sigridur SNAEVARR**, Former Ambassador For Iceland in France, Spain, Italy, Finland and Sweden

**09H00 – 09H05**

**WELCOME REMARKS**

**Ms. Elinora Inga SIGURDARDOTTIR**, Founder & Director, Icelandic Women Inventors & Innovators Network (KVENN), Iceland

**09H05 – 09H10**

**INTRODUCTIONS**

**Ms. Bola OLABISI**, Founder & Director, European Union Women Inventors & Innovators Network (EUWIIN) & Global Women Inventors & Innovators Network (GWIIN), United Kingdom

**OPENING CEREMONY ENTERTAINMENT**

**Domus Vox** - The Singing House For Women, Iceland

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**09H10 – 10H30**

**OPENING CEREMONY UNDER THE PATRONAGE OF**

**H.E. Dorrit MOUSSAIEFF**, First Lady of Iceland

**MINISTERIAL ADDRESS**

**Hon. Katrín JÚLÍUSDÓTTIR**, The Minister of Industry, Iceland

**SPECIAL GUEST SPEAKERS**

**Ms. Eija PESSINEN**, European Woman Inventor of the Year 2009, Inventor of **relaxbirth®** Finland

**Mr Orri HAUKSSON**, CEO, The Federation of Industries, Iceland

**Interlude:**

**Domus Vox** - The Singing House For Women, Iceland

**UK AMBASSADOR'S ADDRESS**

**Mr Ian WHITTING**, HM Ambassador, British Embassy, Iceland

**THE PRESIDENT OF ICELAND'S ADDRESS**

President **Olafur Ragnar GRIMSSON** of Iceland

**10H30 – 11H00**

**CUTTING OF THE RIBBON & PRESS CONFERENCE  
TEA BREAK**

**SPECIAL GUEST SPEAKER**

**11H00 – 11H20**

**OVERVIEW AND PERSONAL EXPERIENCE OF HOW TO PITCH IDEAS TO LARGER COMPANIES AND WHAT TO EXPECT**

**Ms Nicole RUSSELL**, Innovation and External Networking, GlaxoSmithKline, United Kingdom  
Questions & Answers

**11H20 – 12H20**      **PLENARY SESSION ONE**

### **UNDERSTANDING THE CHALLENGES OF THE 'ROUTE TO MARKET' IN EUROPE**

So you have a great unique product or service, what happens next? Many great products appear daily and the technology may be ideal for adoption however in many cases the path to realising significant growth and success is not always thought through. From access to relevant technologies, support from incubators or the management of supply chains to cross border trading including international trading standards and best practice systems - whatever the case the route to market can be rather complex. Does having an entrepreneurial mindset help?

#### **Guest Speakers**

**Ms. Gudrun LAUKKA**, Inventor of Plasterplug, Sweden

**Mr. Kristjan KRISTJANSSON**, CEO for Innovit, Iceland

**Ms. Giselle RUFER**, Owner, President and CEO of Delance, Switzerland

**Ms. Mette HELLAND**, Inventor of Flexirampe, Norway

Question & Answers

**12H20 – 13H20**

**LUNCH**

#### **EVENT HOSTESSES & MODERATORS FOR THE AFTERNOON SESSION:**

**Ms. Thordis Loa THORHALSDOTTIR**, Chairman of Finnish Icelandic Chamber of Commerce and Franchise Owner & Investor, Pizza Hut Iceland & Finland

**Ms. Isabel WIRTON**, Events Coordinator, Global Women Inventors & Innovators Network (GWIIN), United Kingdom

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#### **SPECIAL GUEST SPEAKER**

**13H20 – 13H40**

#### **INNOVATIVE MENTORING PROGRAMME - EUROPEAN WOMEN ENTREPRENEUR AMBASSADORS**

**Ms. Anna DANTI**, European Commission, DG Enterprise and Industry, Belgium

Questions & Answers

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**13H40 – 14H40**

**PLENARY SESSION TWO**

## CONSIDERING THE POSITION OF INTELLECTUAL PROPERTY RIGHTS IN EUROPE (IPR)

The added value that IPR can bring in relation to a successful boost could end up being the most valuable asset. IPR however is not always straightforward and in many cases some ventures fail to take off due to lack of IPR advice. This panel will seek to demystify IPR and provide recommendations on how to make the most of one's intellectual property rights?

### SPECIAL GUEST SPEAKERS

**Ms. Borghildur ERLINGSDÓTTIR**, Director General of the Icelandic Patent Office

**Prof. Ruth SOETENDORP**, Professor Emerita, Associate Director Bournemouth University's Centre for Intellectual Property Policy & Management, and international IP education consultant. United Kingdom  
Question & Answers

**Ms. Lovisa JONSDOTTIR**, Trademark Attorney, *Tego* IP Consulting , Iceland

**Mr. Adrian BRADLEY**, Partner and Patent Attorney, Cleveland – IP, United Kingdom

Question & Answers

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**14H40 – 15H00**

### TAKING YOUR PRODUCT IDEAS FROM 'CONCEPT TO CUSTOMER'

**Mr. Stefan KNOX**, Director, Bang Creations International, United Kingdom

Question & Answers

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**15H00 – 15H30 TEA BREAK**

### SPECIAL GUEST SPEAKERS

**15H30 – 16H30**

### ACCESS TO FINANCE

Sourcing appropriate finance is one of the biggest challenges women inventors and innovators continue to experience today. Are the various options and strategies available for funding effective and attractive to a cross cutting diverse Europe? What needs to be done to encourage more investment in many of the diverse products/services needed today? What are the pitfalls to watch out for? How do we increase the percentages of products/services including concepts that are investment ready.

**Ms. Helga VALFELLS**, CEO, The New Business Venture Fund, Iceland

Question & Answers

**Dr. Eythor JONSSON**, Chairman & CEO, Klak Innovation Centre, Iceland  
Question & Answers

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**Mr. Steinþór Pálsson**, CEO of Landsbanki, Iceland

Questions & Answers

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**16H30**

**Close of Day One Conference**

**17.00 – 18.20**

**ECO-FRIENDLY FASHION SHOW at New Harpa Concert and Conference Centre**

**18.30**

**COACHES DEPART TO ASBRU**

**19H00 ARRIVAL**

**EVENING RECEPTION**

**Hosted By KADEKO**

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**19H00 – 21H00**

**WELCOME & OPENING ADDRESS**

**Mr. Kjartan EIRIKSSON**, CEO, Kadeco, Asbru

**COACHES RETURN 21H00**

**Day Two:**

**Thursday, 8 September 2011**

**Venue:**

**New Harpa Concert and Conference Centre**

**EVENT HOSTESSES & MODERATORS FOR THE MORNING SESSION:**

**Ms. Angela WADE**, Principal Coordinator for Events, Global Women Inventors & Innovators Network (GWIIN)

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**Ms. Sigridur SNAEVARR**, Former Ambassador For Iceland in France, Spain, Italy, Finland and Sweden

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**9H00 – 9H15 ARRIVALS**

**9H15 -9H30**

**AN OVERVIEW OF INNOVATIVE WOMEN IN BUSINESS IN ICELAND**

**Ms Hafdis JONSDOTTIR**, CEO FKA, The Association for Women Entrepreneurs, Iceland

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**SPECIAL GUEST SPEAKERS**

**09H30 -09H50**

**AN OVERVIEW OF CCP WOMEN AND THE COMPUTER GAME INDUSTRY**

**Ms. Elisabet GRETARSDOTTIR**, Marketing Director for Eve Online, CCP Games, Iceland  
Question & Answers

**09H50 -10H10**

**MEDIA MATTERS**

**Ms. Roz MORRIS**, Managing Director, TV News London Ltd, United Kingdom  
Question & Answers

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**10H10 -11H00**

**PLENARY SESSION THREE**

**SUSTAINABILITY & & TRANS NATIONAL COOPERATION:**

An opportunity to share experience and knowledge with a special focus for innovative thinking on sustainable products and services covering areas such as environmental, economic, ethical and social considerations in product and service development while incorporating opportunities for trans national cooperation?

**GUEST SPEAKERS**

**Ms. Anne Sofie HARDENBERG**, Culinary Ambassador, Greenland

**Ms. Mary SCHNACK**, Mary Schnack & Associates, United States of America,

**Ms. Gudrun BERGMANN**, Founder & CEO of GREEN HEELS ehf, Iceland and United States of America  
Question & Answers

**11H00 -11H30**

**TEA BREAK**

**11H30 – 12H10      PRESENTATIONS**

**THE CHALLENGES, INFLUENCES AND IMPACTS OF INNOVATION IN SCIENCE, ENGINEERING & TECHNOLOGY**

**Debora FINO**, PhD, Associate Professor of Chemical Plant Design and Engineering Politecnico di Torino, Italy

Question & Answers

**Ms. Margaret WOOD MBE**, Inventor & Managing Director of ICW Ltd, United Kingdom

Question & Answers

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**12H10 – 12H25**

**NEW IDEAS FOR NEW AREAS – THE NINA PROJECT**

**Ms. Anne-Marie RANNAMAE**, President of QUIN Estonia

**12H25 – 13H25                      Lunch**

\*(plus an exclusive working lunch for European country representatives only)

**EVENT HOSTESSES & MODERATORS FOR THE AFTERNOON SESSION:**

**Ms. Thordis Loa THORHALLSDOTTIR**, Chairman, Icelandic Finnish Business Association

**Ms. Isabel WIRTON**, Events Coordinator, Global Women Inventors & Innovators Network (GWIIN), United Kingdom

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**13H25 – 14H25 INTERACTIVE SESSION**

**AN INTERVIEW WITH WOMEN WITH INNOVATIVE LEADERSHIP & WHAT THE MEN THINK>**

**CHAIR & MODERATOR:**

**Ms. Bola OLABISI**, Founder & Director, European Union Women Inventors & Innovators Network (EUWIIN) & Global Women Inventors & Innovators Network (GWIIN), United Kingdom

**GUEST PANEL**

**Ms. Runa MAGNUSDOTTIR**, Co-Founder, Brandit, Iceland

**Ms. Toyin SEWEJE**, Owner & Director, Marcel of London, United Kingdom

**Mr. Hilmar Veigar PETURSSON** CEO of CCP

**Mr. Abdul RAHIM**, Director, Platinulinks Ltd, United Kingdom

**Mr. Gisla GISLASON**, Founder & CEO, Northern Lights Energy, Iceland

Question & Answers

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**14H25 – 15H50**

**PLENARY SESSION FOUR**

**EDUCATION, SKILLS & KNOWLEDGE TRANSFER IN EUROPE**

Innovation requires a need to generate, distribute and apply knowledge. What role do you think higher education and learning institutions should play in fostering and creating a culture of innovation? What are your views on the current scientific research and development into areas of invention and innovation especially in areas where there is still a clear gender gap? What about knowledge transfer in areas of innovation relating to the environment and sustainable development? What needs to be done to encourage the next generation and how can we ensure Europe is not left behind? What role could research institutes (e.g. in the universities) have in supporting more inventive and innovative women.

**CHAIR & MODERATOR:**

**Ms. Barbara Anne HASTINGS-ASATOURIAN**, Senior Lecturer, School of Nursing, University of Salford, Inventor of the Contraception Board Game, United Kingdom

**GUEST SPEAKERS:**

**Ms. Gunilla THORSTENSSON**, Swedish Agency for Economic and Regional Growth – Tillväxtverket , Sweden

**Ms. Rita ASSOGNA**, Presidente, Italian Women Inventors & Innovators Network (ITWIIN) Italy

**Ms. Berglind HALLGRÍMSDÓTTIR**, Managing Director, Innovation Center Entrepreneur and SME services, Iceland

**Ms. Hilary FARNWORTH**, OWLE50+ programme, London Metropolitan University  
Question & Answers

**15H50 – 16H00 CLOSING REMARKS**

**Ms. Thordis Loa THORHALSDOTTIR**, Chairman, Icelandic Finnish Business Association

**16H00 CLOSE OF CONFERENCE**

**18H00 COACHES DEPART TO BLUE LAGOON FOR AWARDS CEREMONY**

**AWARDS GALA DINNER CEREMONY**

**19H00**

**ARRIVALS**

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## OPENING ADDRESS

Dinner is served

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## ENTERTAINMENT

RUNAR and ELIN, Singers, Iceland

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## AFTER DINNER ADDRESS

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## THE JUDGING PROCESS

**Ms. Diane MORRIS**, Chairman, EUWIIN Judging Panel & Immediate Past President of The International Alliance for Women (TIAW)

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## PRESENTATION OF AWARDS

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## CLOSING REMARKS

**Ms. Elinora Inga SIGURDARDOTTIR**, Founder & Director, Icelandic Women Inventors & Innovators Network (KVENN), Iceland

## VOTE OF THANKS

**Ms. Bola OLABISI**, Founder & Director, European Union Women Inventors & Innovators Network (EUWIIN) & Global Women Inventors & Innovators Network (GWIIN), United Kingdom

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## DANCE! DANCE! DANCE!

In celebration and acknowledgement of the women who win Awards, we ask that you stay behind and join us in dancing and socialising.

**CLOSE @23H00**

**COACHES RETURN FROM 22H30 – 23H00**

**DAY 3 (OPTIONAL) FRIDAY 9 September 2011**

- **THE ORGANISED TOURS - PLEASE BOOK PRIOR TO THE EVENT**

Contact email: <https://asp.artegis.com/lp/RUTLEUWIIN11/RUTLEUWIIN11>

- **BUSINESS MATCHING REQUEST – NOTICE BOARD AVAILABLE AT CONFERENCE FROM 7-8 September 2011**

Registered participants will be provided with the Guest list on arrival. A notice board will be made available for participants to paste post-it-note requests to meet with anyone on the guest list. It will be up to participants to check if they have had a response to their request. We can not guarantee that everyone will get to meet the individual they wish to meet however we recommend that requests are made to meet and be matched with people who share your interests and see who responds. Simply paste your area of interest on the notice board.

All participants will have information about Reykjavik and the downtown area in their conference bags to assist in deciding where to meet.

For those of you who agree to meet up on the 9 September, we recommend that you meet in local shops and make use of the discount coupons which will be in your conference bags.

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