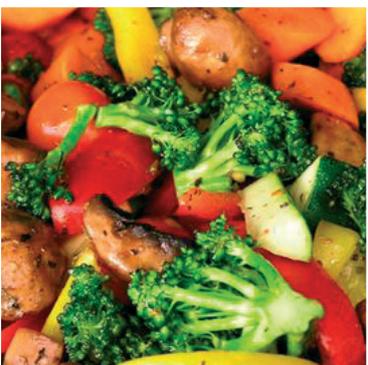
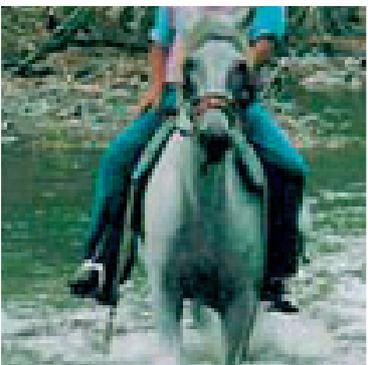




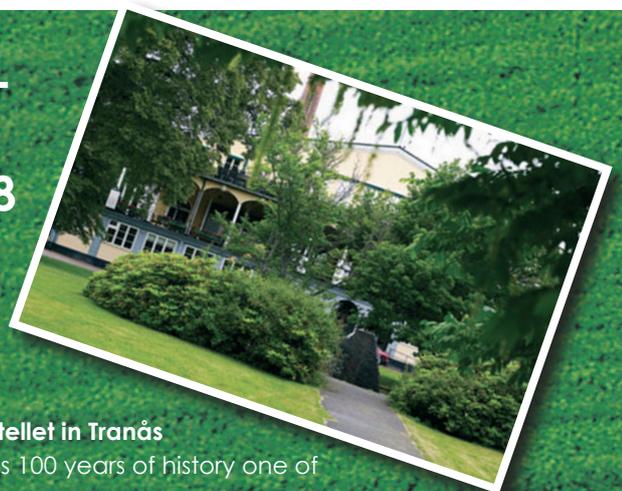
INVITATION TO A NORDIC CONFERENCE

RURAL ENTREPRENEURSHIP IN THE NORDIC COUNTRIES

WITH AN EMPHASIS ON TOURISM AND NORDIC FOOD



TRANÅS BADHOTELL
SWEDEN
AUGUST 18-20, 2008



Badhotellet in Tranås

With it's 100 years of history one of Sweden's oldest and most prestigious hotels. Treat yourself to a breathing space far away from the stress of everyday life.

Welcome to Tranås!

It is our pleasure to invite you to the conference organised by the Swedish Board of Agriculture, Jönköping International Business School (JIBS), the Swedish Ministry of Agriculture/Norden2008 and the Nordic Council. The conference will focus on "Rural Entrepreneurship in the Nordic Countries". In this context we will discuss Tourism and also emphasise the importance of the Food sector with respect to rural development. The conference will take place at Tranås Badhotell, Sweden, August 18-20, 2008.

We are pleased to be able to present an interesting programme with scholars as well as entrepreneurs from the Nordic countries. They are all leading experts in this field. The objective of the conference is to support a competitive development of rural economies and to stimulate knowledge "spill-overs" between researchers and policy makers in the Nordic countries.

Welcome/ Mats Persson & Harald Svensson



Mats Persson

Director General of the Swedish Board of Agriculture



Harald Svensson

Chief Economist of the Swedish Board of Agriculture



Peter Sylwan

Conference moderator



Carl Jan Granqvist

Restaurateur and professor in Culinary Art



Friederike Welter

Professor in Entrepreneurship

Conference information

Time and place: The conference starts with dinner on August 18 at 19.00 and ends on August 20 at 16.00. Registration is open from 15.00 on August 18.

Language: The conference language is English.

Cost and accommodation: The conference is free of charge. This includes coffee, lunch, dinners and excursion. All participants have to pay their own travel and accommodation costs. Tranås Badhotell has made preliminary reservations for 50 rooms. Please indicate your preference for type of room on the registration form. You can either pay with cash or card at check-out or by invoice to your organisation. Information about Tranås Badhotell and its facilities can be found at <http://www.badhotellet.com>.

Registration: Deadline for registration is August 4. Please note that there is a limit of 50 participants for the conference. Complete the attached registration form and send to Katarina.Blaman@ihh.hj.se by e-mail, or by fax: +46 (0)36 16 10 69 to Katarina Blåman at JIBS. Katarina will answer your queries concerning the conference (phone +46 (0)36 10 18 36 or +46 (0)709 69 17 90).

Conference programme

NB: The conference starts with dinner at 19.00 on Monday August 18
(registration from 15.00).

Programme for Tuesday August 19

- 8.30 Welcome to Tranås and the Conference**
Harald Svensson, Chief Economist at the Swedish Board of Agriculture
Peter Sylwan, Conference Moderator
- 8.40 Possibilities within the Framework of the Rural Development Program –an EU Perspective**
Lotta Hedström, Director of the Department for Rural Development at the Swedish Board of Agriculture
- 9.00 The Multidimensional Entrepreneurship on the Nordic Countryside**
Prof. Hans Westlund, RUREG/JIBS and the Royal Institute of Technology
- 9.30 Rural Entrepreneurship in Japan**
Prof. Kiyoshi Kobayashi, Kyoto University
- 9.50 Coffee**
- 10.10 Rural Economies, Entrepreneurship and Growth**
Lars Pettersson, RUREG/JIBS and the Swedish Board of Agriculture
- 10.30 Entrepreneurship in a Rural Context - European Perspectives**
Prof Friederike Welter, Rheinisch-Westfälisches Institute für Wirtschaftsforschung, Forschungsgruppe "Handwerk und Mittelstand", and RUREG/JIBS
- 11.00 Cluster Development Policy as a Tool in Regional Development and Competitiveness Policy – Theoretical Concepts and Empirical Evidence**
Prof. Andreas P. Cornett, Centre of Small Business Studies & IFG, University of Southern Denmark
- 11.30 Culinary Tourism and the Nordic Light**
Urban Laurin, Consultant, Experience Industry
- 12.00 Lunch**
- 13.15 Generating Economic Activity in Rural Areas: the Contribution of Restaurants – The Norwegian Case**
Prof. Elisabeth Ljunggren, Nordland Research Institute, Bodö Norway
- 13.45 Generating Economic Activity in Rural Areas: the Contribution of Restaurants – The Finnish Case**
Prof. Markku Virtanen, Helsinki School of Economics
- 14.15 Challenges in Developing Small-Scale Food Ventures**
Richard Ferguson, Swedish University of Agricultural Sciences
- 14.45 Coffee**
- 15.15 Meals, Compassion and Wellbeing**
Carl Jan Granqvist, professor in Måltidskunst at the University of Stavanger and doctor honoris causa at Örebro universitet
- 16.00 Prel: Rural Entrepreneurship on Iceland**
Arni Josteinsson, The Farmers Association of Iceland
- 16.30 Panel**
- 17.15 Closing the Day**
*The conference continues on **Wednesday, August 20**, with an excursion where we meet rural entrepreneurs in the "agrifood", experience- and tourism sector (including horse industry entrepreneurs, sport fishing, developers of villages etc.)*

Registration form

RURAL ENTREPRENEURSHIP IN THE NORDIC COUNTRIES

TITLE: MR <input type="checkbox"/> MRS <input type="checkbox"/> MS <input type="checkbox"/>		
COMPANY/ORGANISATION:		
FAMILY NAME:		FIRST NAME:
ADDRESS:		
POSTAL CODE:	CITY:	COUNTRY:
PHONE (COUNTRY/AREA/LOCAL):		FAX (COUNTRY/AREA/LOCAL):
E-MAIL:		
SPECIAL FOOD REQUEST:		
PREFERENCE FOR ROOM: SINGLE ROOM (1095 SEK/NIGHT) <input type="checkbox"/> DOUBLE ROOM (1420 SEK/NIGHT) <input type="checkbox"/>		
SHARING ROOM WITH:		

Practical information

Please send the completed form by e-mail I to Katarina.Blaman@ihh.hj.se or by fax: +46 36 16 10 69 to Katarina Blåman at JIBS. Deadline for registration is August 4. A confirmation of your registration and further information about the conference will be sent out by e-mail. Katarina will answer on questions concerning the conference (phone +46 (0)36 10 18 36 or +46 (0)709 69 17 90).

The organising committee: Lars Petterson, the Swedish Board of Agriculture and RUREG/ Jönköping International Business School, Catharina Stenborg Blom, the Swedish Ministry of Agriculture/Norden2008, Katarina Blåman, Jönköping International Business School and Johanna Nilsson, the Swedish Board of Agriculture.

Acknowledgement

This conference has been made possible thanks to financial support from the Nordic Council, the Swedish Board of Agriculture, the Nordic Innovation Centre (the project Explore) and the Swedish Farmers' Foundation for Agricultural Research that supports Jönköping International Business School/RUREG.

Welcome to Tranås!