

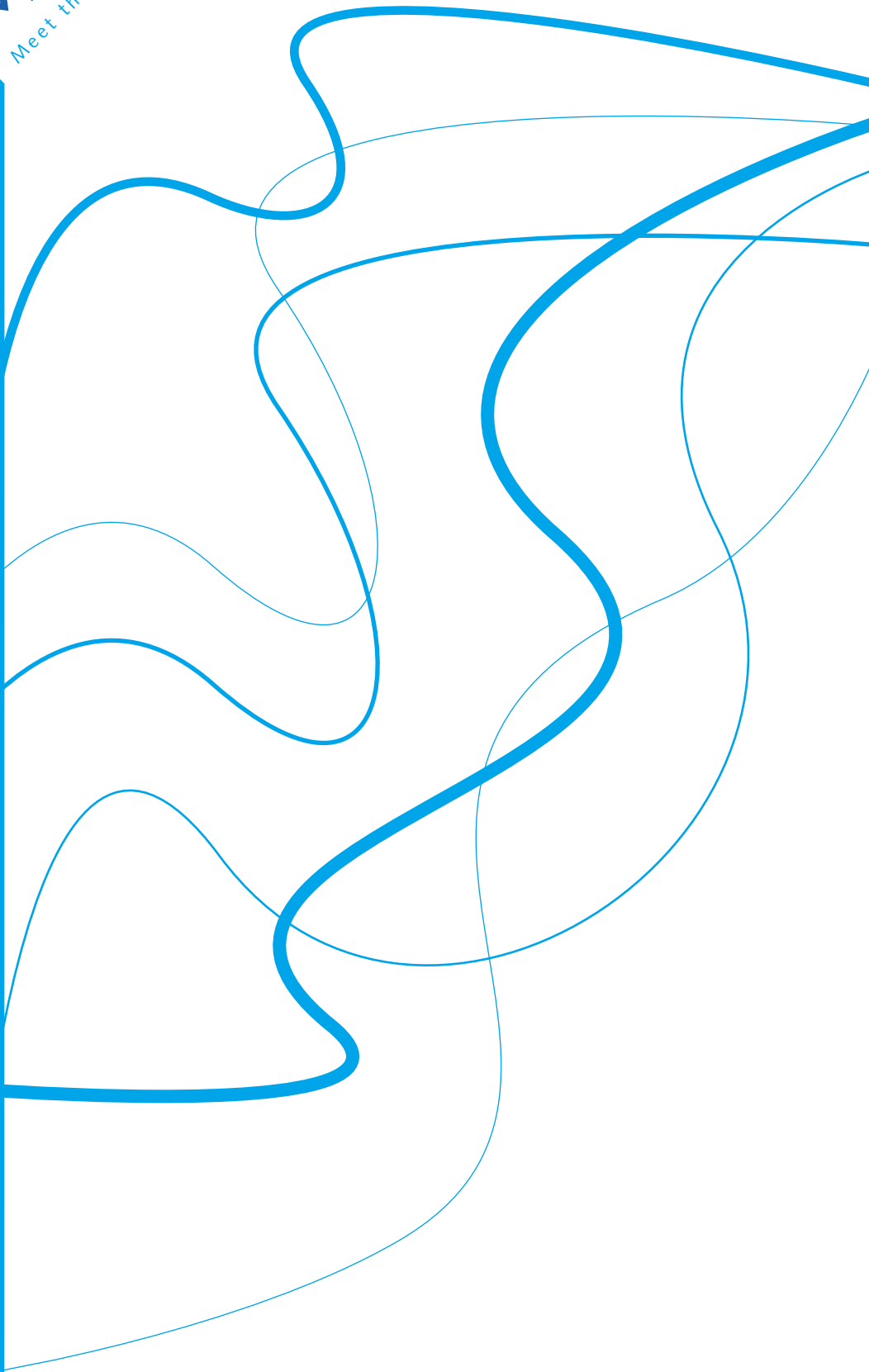
MINDTREK

Meet the Finnish SMEs in Digital Business

2005

Is your business looking for innovative digital content or cutting-edge technology? Are you interested in partnership or export opportunities in Finland?

Outstanding game, mobile, tv and cross-medial content. Digital solutions to enhance everyday business processes.





MINDTREK

MindMarket Partnering Event at the MindTrek Media Week 8th to 11th November, Tampere, Finland

MindMarket brings together the most innovative Finnish SMEs as well as their international counterparts in the field of digital business. The partnering event showcases outstanding game, mobile, tv and cross-medial content side by side with software products to enhance everyday business processes. Company presentations and one-to-one meetings offer a unique channel for mixing and finding international partnership and export opportunities.

For international guests MindMarket has prepared a three-day schedule of visits to hotspots in Finland, including the Nokia Research Center. MindMarket is also able to organize meetings and company visits in Finland on request.

About the MindTrek Festival

The event is held during the MindTrek festival in Tampere, Finland. The festival has a history of being the most important annual event in Finland following the new media industry and development of the information society. Organized for the ninth time, the festival attracts industry professionals as well as scholars, students and artists internationally to exchange views and freshen up their knowledge in the relaxed, Nordic atmosphere of Tampere.

The heart of the festival is the **MindTrek competition**, awarding the best Finnish interactive media project of the year with a Grand Prix prize of €20.002. On the previous years the topics of the seminars and conferences in MindTrek have had a broad interdisciplinary approach to digital media, featuring internationally recognized speakers such as *Jane Prophet, Rafat Ali, Glorianna Davenport, Sed Saad, Qun Ren, Jean-Marc Seigneur* and *Steven Benford*, to name a few.

About the Organizer

MindMarket is organized by the ESF-funded Muusa2-project of the Centre of Expertise for Digital Media, Content Production and Learning Services. The Centre of Expertise is the leading source for cluster information on digital business in Finland. Information is available through the finnishdigibusiness.fi –web site, and the attached catalogues feature long lists of companies in the Finnish Content-, Software product- and eLearning industries.

For further information on attending the MindMarket and the travel plan in Finland, please contact:

*Mr. Mikko Järvinen, Project coordinator
+358-44-5675-756*

mikko.jarvinen@culminatum.fi • www.finnishdigibusiness.fi • www.muusa.fi/mindmarket



- *Kick Ass Kung-Fu -project*, the 2004 Mindtrek Grand Prix winner by Animaatiokone Industries introduces the era of computer games as spectator sports. Read more at www.animaatiokone.net

Tampere, 8th to 11th November
Kuusvöörinkinen, Finlayson area

Important Dates

Full Programme of MindTrek festival available on: **15.9.2005**
Preliminary lists of attendees to MindMarket released on: **15.9.2005** and **1.10.2005**
Registration Deadline for MindMarket: **15.10.2005**

Registration

Basic registration for MindMarket event only is free of charge. To present your Company at the MindMarket, please register at the website: <http://www.muusa.fi/mindmarket>

Package price for the full schedule for visits is 170 EUR per person, including meals, transportation and registration for all the events in the schedule.

Accommodation in Tampere

Hotel Tammer, Prices from 112 EUR per night for MindMarket visitors,
more info: +358 (0)20 1234 600, www.sokoshotels.fi

Hotel Cumulus Pinja, Prices from 104 EUR per night for MindMarket visitors,
more info: +358 (0)3 241 5111, www.cumulus.fi

Hotel Cumulus Koskikatu, Prices from 97 EUR per night for MindMarket visitors,
more info: +358 (0)3 241 4111, www.cumulus.fi

Highlights from MindTrek programme in English

VocINet Workshop on Production Design 10.11.2005 – 12.11.2005

VocINet -project is a part of EADiM (European Academy of Digital Media) Instructors Network. VocINet offers four workshops to teachers and instructors of interactive media and publishes a instructors handbook. The workshops are arranged in Salzburg, Milano, Tampere and Vienna. Tampere workshop will focus on how to teach project design and management. VocINet is supported by EU MEDIA Programme

www.tamk.fi/vocinet/

International Workshop on Web Portal-based Solutions for Tourism (IWWPST'05) 08.11.2005 – 09.11.2005

As part of the dissemination effort GEOCOMPASS eTEN EU project, the Institute of Geoinformation and Cartography of the Technical University Vienna in collaboration with MediaTampere, Finland invites you to participate in the 1st International Workshop on Web Portal-based Solutions for Tourism (IWWPST'05). The special focus of this 1st symposium is: Decision Support Systems.

http://www.mindtrek.org/mindtrek/mindtrek_mediaviikko/ohjelma/nayta.tpl?id=285

SCHEDULE FOR VISITS TO MINDTREK

Tuesday 8.11.05

Arrivals at Helsinki
Transportation to Tampere
Opening Dinner

Wednesday 9.11.05

Visit to Nokia Research Center

Nokia Research Center acts as a link between basic industry research and product development – in addition to responding to the product development needs of Nokia's business groups, NRC is also responsible for carrying out Nokia's longer-term research.

Research Manager Juha Kaario will be the host for our visit to the NRC Tampere site.

Lunch

Insights into the Finnish Digital Content and Services Industry

The session offers insights into the Finnish Creative industry, the Finnish innovation model and the latest R&D projects – for example the Finnish Mobile TV Pilot, INCCOM, and the Playtech-project.

Tampere City Reception

Get-together at Hotel Tammer

Thursday 10.11.05

MindMarket Partnering Event

The MindMarket partnering event brings together the most innovative Finnish SME's as well as their international counterparts in the fields of game, mobile, tv and cross-medial content and business software products.

15–20 minute company presentations and one-to-one meetings offer a unique channel for mixing and finding international partnership and export opportunities.

Lunch

MindMarket Event continues

MindTrek Gala

The MindTrek competition awards the best Finnish interactive media project of the year with a Grand Prix prize of 20.002 Euros during the Gala event. The gala is held at the New Renaissance style Finlayson Palace.

Friday 11.11.05

OpenMind Conference

OpenMind 2005 conference sheds light on the ever increasing role of Open Development Communities in the global creative economy. The keynote speaker for the event will be Jonathan Sage, director of IBM's Business Consulting Services. The conference is targeted at industry executives and professionals, academics, consultants and public authorities working in the area of information technology, knowledge society and technology and innovation policy.

Optionally Friday is reserved for pre-arranged meetings with companies in Helsinki or Tampere.

Farewell Lunch

Transportation to Helsinki