Invitation

Sustainability is Cool in Arctic Tourism

June 28, 2018 from 2 pm - 6 pm in Hokkaido University, Sapporo, Japan









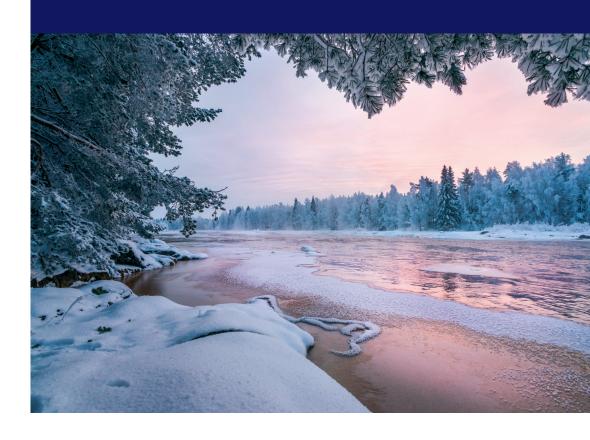








and Employment of Finland





Sustainability is Cool in Arctic Tourism

Time: June 28, 2018 from 2 pm - 6 pm

Venue: Hokkaido University, Sapporo, Japan

Ministry of Economic Affairs and Employment of Finland invites you to attend the Sustainability is Cool in Arctic Tourism seminar that will be held on 28 June 2018 from 2 pm – 6 pm in Hokkaido University, Sapporo, Japan. Seminar will be organized in cooperation with Hokkaido University, Hokkaido Government, Hokkaido Committee for Economic Development, Team Finland, Business Finland, Visit Finland and Embassy of Finland in Tokyo.

Key issues that will be examined include:

- How do arctic fragile environment, indigenous cultures, changing seasons and sparsely located population affect in tourism companies both in Japan and in Finland?
- What kind of solutions and problems companies have had in combining profitable business and sustainability in the arctic region?
- How to best combine indigenous cultures and tourism?
- Opening arctic tourism markets from Japanese perspectives: possibilities and challenges.

There will be simultaneous translation into English and Japanese.

Link to registration:

 $\underline{https://response.questback.com/tem/invitation-japan}$

Programme

Moderator
Mr. Koichi Numata, Senior Advisor
Embassy of Finland Trade Section

14.–14.30 Opening words

by Mr. Harri Mäki-Reinikka Ambassador, Senior Advisor for Northern Policies and Secretary General for Finland's Arctic Advisory Board

Opening words

by Mr. Sei-Ichi Saitoh, Professor, Director of Hokkaido University Arctic Research Center Hokkaido University

14.30-16 **Session 1**

Understanding Future Challenges and Opportunities of Arctic Tourism

Hokkaido's Inbound Tourism Strategy

Mr. Yuji Kondo, Senior Director
 Bureau of Tourism, Department of Economic Affairs
 Hokkaido Government

Sustainable Tourism in Finland

 Mr. Pekka Laitinen, Commercial Counselor Business Finland Japan

Indigenous Cultures and Tourism: Ainu as a Case Study

 Koji Yamasaki, Associate Professor Hokkaido University Center for Ainu and Indigenous Studies

Glimpses into Discussions Developing Sámi Tourism in Finnish Lapland

 Ms. Sanna Kyyrä, Specialist Ministry of Economic Affairs and Employment of Finland

16-16.30 Coffee Break

16.30-18 **Session 2**

Sustainability and Arctic Tourism

Visit Arctic Europe -project and Sustainable Tourism

• Mr. Rauno Posio, Project Director Visit Arctic Europe -project

XXXXX

• Mr. Mikko Turtiainen, Director, Finnair

XXXXXX

• Mr. Ito Eijiro, CEO, Cruise Life

XXXXX

· Mr. Ross Findlay, Niseko Promotion Board