

Invitation

Sustainability is Cool in Arctic Tourism

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



Visit Finland



Embassy of Finland
Tokyo



Ministry of Economic Affairs
and Employment of Finland



Ministry of Economic Affairs
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:

<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

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- **Mr. Mikko Turtiainen**, Director, Finnair

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- **Mr. Ito Eijiro**, CEO, Cruise Life

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- **Mr. Ross Findlay**, Niseko Promotion Board