



INNOVATION  
WORLD  
CUP  
SERIES

# INNOVATION WORLD CUP CONFERENCE

OULU MAY 4 | 2016

**@ BusinessOulu DemoDate**

## AGENDA

### **Oulu City Theatre**

Kaarlenväylä 2  
90015 Oulu

**OULU**

*BusinessOulu*

YRITYS  
**TAKOMO**

OULUN  
KAUPPAKAMARI

POWERED BY **NAVISPACE**



## Agenda Innovation World Cup Conference OULU | May 4, 2016

Internet of Things, Wearable Technologies, M2M Communications and Cloud Computing  
powered by Business Oulu, Yritystakomo, Oulu Chamber of Commerce

- 9:00 a.m. Start of BusinessOulu DemoDate
- 11:00 a.m. - 1:00 p.m. IoT Developer Workshop powered by ARM mbed
- 12:45 p.m. Networking & Lunch Break**
- 1:30 p.m. Welcome Innovation World Cup  
**Janne Mustonen**, Key Account Director | BusinessOulu
- Making Technology More Accessible for Wearable Developers  
**Martynas Pulokas**, Field Sales Engineer | STMicroelectronics
- IoT Innovation – Driving Business Transformation Together Today  
**Joe Braga**, Global Head of Brand and Marcom, Marketing | Telit
- Energy Solution for Smart World Applications  
**Matthias Dorsch**, Product Manager | VARTA Microbattery
- Bringing Trust to the IoT - Connect.Secure.Monetize  
**Manfred Kube**, Head of M2M Segment Marketing and Director Business Development mHealth | Gemalto
- Future Use and Vision - The Home Appliance Industry  
**Martin Gebler**, Head of Partnering Europe | B/S/H/
- Enabling IoT Innovation - A Platform and Ecosystem for Secure, Scalable and Efficient IoT Solutions  
**Neil Jackson**, Director Product Marketing | ARM
- 3:25 p.m. **FINNISH TECH START-UP SESSION**  
Capricode | **Tero Takalo**, CEO  
CyberLightning | **Esa Posio**, CBDO  
Haltian | **Heini Tuorila**, Marketing Director  
Quieton | **Janne Kyllönen**, Founder  
SEP Solutions | **Erasmus van Niekerk**, CEO
- 3:50 p.m. Closing Remarks
- 3:55 p.m. Get-together - Drinks and more!**
- 5:00 p.m. End of Innovation World Cup Conference OULU



B/S/H/



Register for free at [www.innovationworldcup.com/event-registration/](http://www.innovationworldcup.com/event-registration/)

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