

Cleantech Strategies in the Industry

'Cleantech Strategies in the Industry' is one of the parallel afternoon sessions of the 'Building Bridges' cleantech conference in Göteborg. It takes place on the 7th of October 2008 between 13:30 and 17:00. The question this session aims at answering is how large industrial companies and groups can position themselves within the area of cleantech. This includes in particular proactive strategies for:

- > Internal cleantech developments
- > External cleantech growth, as well as
- > Strategies to communicate cleantech initiatives.

The session is built around these themes, with corresponding speakers from front-runner companies.

Program of the session

13:30	Introduction to cleantech strategies in the industry	Raphaël Jachnik, Cleantech Scandinavia
14:50	The environmental benefits of new products	Inger Strömdahl, Director Environmental Policy, Confederation of Swedish Enterprise
14:25	Sustainability in SKF	Tom Johnstone, CEO, SKF
15:00	Coffee break	
15:30	IKEA Greentech - A tool for green tech growth	Johan Stenebo, Managing Director, IKEA GreenTech
16:00	Why is Volvo Technology Transfer investing in cleantech?	Anders Brännström, President and CEO, Volvo Technology Transfer
16:30	Efficient cleantech communication and positioning	George Basile, Director Cleantech, Bite Communications

About the speakers

The Confederation of Swedish Enterprise (Svenskt Näringsliv) is Sweden's largest and most influential business federation representing 50 member organizations and 54,000 member companies. It has recently published a report entitled "The environmental benefits of new products".

The SKF Group is one of the leading global suppliers of products, solutions and services in the area comprising rolling bearings, seals, mechatronics, services and lubrication systems. The company has recently extended its products and services offering to clean and energy efficient technologies.

IKEA Greentech is the corporate venture arm recently founded by IKEA with the aim to invest long-term in the cleantech solutions. Its main objective is to find and invest in cleantech solutions that can be sold or used in IKEA stores or utilised by IKEA suppliers.

Volvo Technology Transfer is Volvo's corporate venture fund with the aim to develop and support new businesses with relevance to the Volvo group. It was one of the three most active Nordic investors in the cleantech during 2007.

Bite communication is a public relation and communication agency with headquarters in the US and a Scandinavian office in Stockholm. It has worked with international industrial clients to position and communicate their cleantech strategies.

Contact

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