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22.-23.MARCH, 2022

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# PROGRAM

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In the heart of Sápmi  
Guovdageainnus/Kautokeino

**T U E S D A Y   E V E N I N G   2 2 . 3 . 2 0 2 2**

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**18:00 – 19:00    REGISTRATION & SPEED DATE**

Location: Báktehárji

**19:00 – 20:30    JUST GO FOR IT!**

Erik Bertrand Larssen is Norway's most famous mental trainer, with enormous success as a writer and public speaker. He has made sports stars bring out their absolute best, he has coached top executives in the business world, and he has helped a large number of ordinary men and women to become better versions of themselves.

He will invite a secret guest to the stage for a talk about Sámi Business opportunities

**20:30-22:00    JUOIGAN CONCERT**

Traditional Sámi Music experience at Báktehárji



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**08:30 – 09:00 REGISTRATION & COFFEE**

Location: Baktehárji

**09:00 – 10:00 OPENING REMARKS**

**10:00 - 10:30 COFFEE BREAK**

**10:30-12.00 A SUCCESSFUL BUSINESS FROM A FAMILY-BASED PERSPECTIVE**

Eva Nordfjell Røros Rein AS

**SAMI VALUES AS A VALUE BASE TO ACHIEVE YOUR GOALS**

Johan Mathis Buljo, Finnmark Rein AS

**GLOBAL TRENDS IN ECOMMERCE**

Johan Wiklund c/o Gerd

**A GLOBAL ROADMAP FOR SUSTAINABLE DEVELOPMENT IN A SAMI PERSPECTIVE**

Pirita Näkkäläjärvi Director at EY-Parthenon

**INDIGENOUS AS A COMPETATIVE ADVANTAGE**

Solveig Ballo & World Intellectual Property Organization

**12:00 - 13:30 LUNCH**



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13:30-15:00 **A FIRESIDETALK WITH MAGNUS WANBERG**  
The CEO at [www.reMarkable.com](http://www.reMarkable.com)

**FROM WASTE TO BUSINESS OPPORTUNITY**  
Ellen Cecilie Triumpf Buljo Ceo Reinstyrke AS

**REINVEST IN THE LOCAL COMMUNITY**  
Jon Erland Balto CEO Byggebistand AS

15:00 - 15:30 **COFFEE BREAK**

15:30 - 16:15 **HOW TO CREATE A BUSINESS MODEL FROM  
A SUSTAINABLE PERSPECTIVE**

16:15-16.45 **BUSINESS OPPURTUNITIES FROM A SÁPMI  
PERSPECTIVE**

16:45-17.15 **WHAT WILL THE FUTURE BRING?**

A fireside talk about our upcoming business  
opportunities in Sápmi

17:15-17.30 **IT'S A WRAP**

The conference moderators Mr. Rune Fjellheim and Ms. Anne Maret  
Sara sums up the Sápmi Business Conference 2022

19:00 – 22:00 **AN EVENING WITH A TASTE OF SÁPMI AND  
A MAGICAL CONCERT WITH AGNETE SABA**

Register now!



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