

Excellence Through Ecosystems

Finlandia Hall

March 18th, 2025

13:00-16:00



Professor Michael G. Jacobides, of the London Business School, will join Synocus in framing the future of Finnish innovation collaboration through the Excellence Through Ecosystems event. We will discuss the role ecosystems play in accelerating the development of systemic solutions to drive sustainable growth by engaging with leading decision makers from industry and research. We will also invite the participants to join an active dialogue with the aim of defining joint actions to strengthen Finland's commitment to investing in the future.

In an era of global volatility and political instability, countries face increasing challenges to their security and economy. The Baltic Sentry ecosystem, initiated by Finland to enhance NATO's military presence in the Baltic Sea due to the breakage of the Estlink 2 undersea electricity cable by the Eagle S oil tanker, is evidence of Finland's unique skill for forming and orchestrating ecosystems. As ecosystems have increasingly come to shape our world, Finland can serve as a role model for the rest of the world.

Ecosystems can help companies when developing new products and services. Business Finland supports this aim through its Veturi program. However, companies can also engage in the formation of industrial hubs, or springboards, which are regionally anchored ecosystems that accelerate innovation in strategic competence areas. Industrial hubs aim to boost the growth of export-oriented and growth-oriented companies.

The Excellence in Ecosystems event will invite partners from both the public and the private sector to identify possibilities to form new growth-oriented ecosystems. This work is now more important than ever as Finland aims to increase its RDI share of GDP from 3% to 4% by 2030. We are pleased to welcome Professor Michael G. Jacobides to share his expertise on ecosystem dynamics at the seminar, contributing thoughts on both leveraging upon assets to expand scope as well as configuring roles and responsibilities.

Through panel discussions and speeches, the event will provide relevant examples from Finnish cases to make the connection from theory to practice. With this, we hope to accelerate the formation of new industrial hubs that will strengthen innovation collaboration and spur new initiatives becoming the next generation of tiger leaps that will bring about future growth.

[Click here to register](#)

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Registration closes on March 4th, 2025



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World Alliance for Low Carbon Cities



**BUSINESS
FINLAND**

Excellence Through Ecosystems Agenda

March 18th, 2025, Finlandia Hall (Congress hall B)

- 13:00 **Opening**
Teija Lahti-Nuuttila, Executive Director, Customers and Networks, Business Finland
- 13:10 **Leveraging ecosystems to deliver value and systemic solutions,**
Professor Michael G. Jacobides, London Business School
- 13:40 **Companies engaging ecosystems for sustainable growth,**
panel discussion moderated by **Johan Wallin**
Mervi Airaksinen, Managing Director, Microsoft Finland
Christine George, Executive Vice President, Konecranes
Pekka Tiitinen, Managing Director, ABB Finland; Chair of the VTT Board
- 14:10 **Reflections and comments** on the panel discussion
Professor Michael G. Jacobides
- 14:30 Coffee break
- 14:45 **Springboards, capabilities and mycelia; building blocks for transformative ecosystems,**
Mikko Kosonen, Senior Advisor, and **Johan Wallin**, Managing Partner, Synocus
- 15:00 **Universities ensuring excellence in ecosystems,**
panel discussion moderated by **Mikko Kosonen**
Jorma Eloranta, Chair, Tampere University
Teresa Kemppi-Vasama, Chair, LUT University
Tero Ojanperä, Chair, Aalto University
- 15:30 **Reflections and comments** on the panel discussion,
Professor Michael G. Jacobides
- 15:50 **Ideas for continuing the Excellence Through Ecosystems dialogue** Discussion
- 16:00 Event concludes

Professor Michael G. Jacobides



Michael G. Jacobides is Professor of Strategy, Entrepreneurship and Innovation at the London Business School. He passionately believes that research and engagement in strategy and policy should go hand in hand. Professor Jacobides looks at how firms should navigate the increasingly complex and digitized environment: where and why value migrates, how firms can best capture it and how they should respond to the dramatic growth of business ecosystems. He is a co-editor of Industrial and Corporate Change and publishes in top strategy and innovation journals such as SMJ, Organization Science, AMJ, AMR and Research Policy.

Professor Jacobides is the Lead Advisor of Evolution Ltd where he works with a great group of specialists who join forces for cutting-edge projects advising top corporates in Europe and Asia.